



HLAC Marketing Program

HLAC is pleased to provide the following sales and marketing tools for all accredited laundries.

Marketing Media Kit Which Includes:

- Accreditation Plaque suitable for display for your facility.
- Accreditation Letter which can be framed and prominently placed.
- Sample Letter To Customers – Prewritten electronic copy for your use.
- Sample Press Release – Prewritten electronic copy for your use.
- Accredited Logo with Usage Standards (various electronic files provided).

HLAC Healthcare Direct Mail Program For All Accredited Laundries

HLAC will mail a formal announcement letter, signed by the HLAC Chairperson, announcing your new accreditation to five healthcare customers of your choice at no charge (additional letters can be mailed for \$10/letter). A 2-sided, 4-color Fact Sheet is included with the letter. The purpose of the announcement is to help you market your new accreditation to existing or potential customers, educate healthcare high level management about HLAC, its mission, the Standards, the benefits to them, and a brief explanation about hygienically clean textiles. **An invaluable program to help you market your organization.**

HLAC Fact Sheet

Additional Fact Sheets can be purchased by your organization for sales and marketing use.

25	\$10 (\$0.40 each, plus shipping)
50	\$15 (\$0.30 each, plus shipping)
100	\$25 (\$0.25 each, plus shipping)
Over 100	Contact HLAC for Pricing

New HLAC Sales Brochure

Two-sided, four-color comprehensive HLAC sales brochure that can be customized with your logo and contact information. Highlights the importance of healthcare textile processing and protocols and speaks to the customer about the role hygienically clean textiles and high-performing laundry processors plays in infection prevention. **Perfect for Linen Week, customer meetings or mailings, and more.**

Newsletter Template

Give your customers a pre-written article for their internal or external communications to help promote your organization and the value of partnering with an accredited laundry. **Generate positive PR for your organization.**

Website Hotlink

HLAC will add a hotlink from our website to yours (with your permission). All accredited laundries are listed on our site. An HLAC hotlink is a perfect way to raise awareness among customers and prospects about your accreditation. **Help potential customers find you. Healthcare professionals regularly visit the HLAC website.**

Other Tools

Additional Accreditation Plaque--\$50.00 each

Additional Media Kit--\$15 each

Various Article Reprints—See HLAC Marketing Order Form for items and pricing.