

# Carestream

## CR Solutions & Printing Systems Marketing Toolkit



**Carestream and you.  
We're better together.**

# CR Solutions & Printing Systems

MARKETING TOOLKIT



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# CR Solutions & Printing Systems

## MARKETING TOOLKIT

### ABOUT THIS DOCUMENT

Carestream is committed to provide the marketing support and tools you need to increase sales. This marketing Toolkit offers personalized elements you need to effectively promote CR Solutions and Printing Systems, including logos, photography, social media, e-blast campaigns, videos, ppt presentations and more.

### The Industry Benchmark for Digital Image Capture.

Carestream's Computed Radiography systems can accommodate small private practices to midsized hospitals and imaging centers. Compact and reliable, our CR systems fit your budget and integrate seamlessly into your workflow.

- [Vita Flex CR System](#)

### Options for Printing Excellence.

Carestream's DRYVIEW Laser Imaging Systems offer a exceptional diagnostic image quality with low total cost of ownership.

Our systems make it easy and affordable to meet your needs today and tomorrow.

- [DRYVIEW 5700 Laser Imager](#)
- [DRYVIEW 5950 Laser Imager](#)
- [DRYVIEW 6950 Laser Imager](#)
- [DRYVIEW Laser Imaging Films](#)



Click Here to Download  
the Brand guidelines

# CR Solutions & Printing Systems

## MARKETING TOOLKIT

### IMAGES



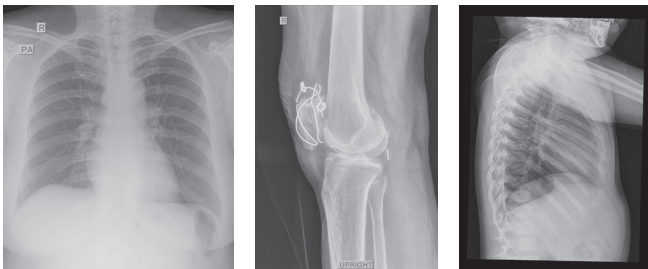
Using consistent, high-quality graphics and photography in your marketing materials reinforce your customers' perceptions of you and the products you sell.

We're providing logos and images for use across all marketing materials. Images are in high resolution for print and low resolution for use on the Web.

#### SOLUTIONS



#### PHOTOS



#### X-RAY IMAGES

In this toolkit, you'll find a sample of X-ray images. We're continuously building on this library and will notify you when new images become available.

Contact Carestream WW Marketing for any special image requests.





# CR Solutions & Printing Systems

MARKETING TOOLKIT

## COPY & VALUE PROPOSITIONS



Your website is often the first place end users will see if you have the products they need. Make sure it looks good and offers the most comprehensive purchasing decision information.

A PDF document is provided with this kit that includes product details and value propositions you can incorporate into your website or other marketing materials.

We've also included product promotion artwork and files for creating custom headers or artwork for the web pages.

- ✓ Use the value proposition statements, promotional images, and content supplied to update your website or create your own branded materials.



RADIOLOGIST



RADIOGRAPHER



RADIOLOGY  
ADMINISTRATOR



PATIENT



BIOMEDICAL  
ENGINEER



Click Here to  
Download the files

# CR Solutions & Printing Systems

## MARKETING TOOLKIT

### SELL SHEETS



When we work together to promote products, you stand to gain more sales. Be sure to use these materials to create more awareness among your customers.



✓ Post the PDF file provided on your website.

#### CR Vita



#### DV5700



**Budget Friendly Medical Image Laser Printing.**

Healthcare facilities with extremely limited budgets benefit from printing that offers high diagnostic quality. The DV5700 Laser Imaging System provides excellent diagnostic quality and low cost per page.

The DV5700 Laser Imager is ideal solution for:
 

- General Radiology (CR, Digital Radiography (DR), Mammography, Ultrasound, Endoscopy and more.)
- Image acquisition, storage, transfer and more from the laser imager offers the performance and stability provided by Carestream's LBP4000™ series.

**Advantages At a Glance**

- Affordable, compact and reliable.
- Compact design fits into any workflow.
- Compact footprint, includes an interface, tray, and more.
- Low cost per page.
- High resolution, high accuracy, high quality, high speed.



#### DV5950



**Exceptional Laser Printing for Mammography and More.**

The DV5950 Laser Imaging System is specifically designed for healthcare facilities that require high diagnostic quality and low cost per page. The DV5950 Laser Imager is ideal solution for:
 

- General Radiology (CR, Digital Radiography (DR), Mammography, Ultrasound, Endoscopy and more.)
- Image acquisition, storage, transfer and more from the laser imager offers the performance and stability provided by Carestream's LBP4000™ series.

**Advantages At a Glance**

- High resolution, high accuracy, high quality, high speed.
- Compact design fits into any workflow.
- Compact footprint, includes an interface, tray, and more.
- Low cost per page.
- High resolution, high accuracy, high quality, high speed.



#### DVE



The DVE Laser Imager combines the advantages of the laser imaging with high quality film – what you see is what you expect from Carestream's medical image printing solutions. The DVE Laser Imager is ideal solution for:
 

- General Radiology (CR, Digital Radiography (DR), Mammography, Ultrasound, Endoscopy and more.)
- Image acquisition, storage, transfer and more from the laser imager offers the performance and stability provided by Carestream's LBP4000™ series.

**Advantages At a Glance**

- High resolution, high accuracy, high quality, high speed.
- Compact design fits into any workflow.
- Compact footprint, includes an interface, tray, and more.
- Low cost per page.
- High resolution, high accuracy, high quality, high speed.



#### DV6950



**Innovation Designed for Fast-Paced Environments.**

The DV6950 Laser Imaging System is specifically designed for healthcare facilities that require high diagnostic quality and low cost per page. The DV6950 Laser Imager is ideal solution for:
 

- General Radiology (CR, Digital Radiography (DR), Mammography, Ultrasound, Endoscopy and more.)
- Image acquisition, storage, transfer and more from the laser imager offers the performance and stability provided by Carestream's LBP4000™ series.

**Advantages At a Glance**

- High resolution, high accuracy, high quality, high speed.
- Compact design fits into any workflow.
- Compact footprint, includes an interface, tray, and more.
- Low cost per page.
- High resolution, high accuracy, high quality, high speed.



# CR Solutions & Printing Systems

## MARKETING TOOLKIT

### E-BLAST TEMPLATE & CONTENT



**Sending a series of e-blasts to your customers in a predetermined time frame will help to keep your company top-of-mind when they need products.**

As part of the Carestream CR Solutions and Printing Systems advertising schedule, we're deploying a series of e-blasts to professionals that have opted-in to receive our messages.

We're providing the assets used in our e-blasts to use with your name and contact information.



**E-blasts are easy! There are some online services where you can create and populate e-blasts using a simple graphical interface! If you need more help contact your Channel Manager.**

**YOUR LOGO HERE**



### DV 5700

**The Right Solution for Your Facility.**

The DRYVIEW 5700 Laser Imager is designed specifically for low-to-medium volume, cost-conscious environments. Benefits and key features include:

- High resolution laser imaging at 325 sheets per inch
- Exceptional simplicity and high performance to improve work flow and patient care
- Prints up to 85 films per hour
- Easy film-size changes by simply exchanging film cartridges in normal lighting conditions
- Intuitive interface with easy operation to minimize user training



**Advantages At a Glance**

- The DRYVIEW 5700 Laser Imager offers simplicity and ease of use in a moderate operation area
- This laser technology delivers with a built-in dependence to maintain film production quality

[Learn more](#) **Carestream Channel Partner**

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### DV 5950

**The Right Solution for Your Facility.**

The DRYVIEW 5950 Laser Imager is an ideal diagnostic tool for determining patient treatments as well as referral, training and educational purposes. It enables printing on all types of applications.

Full-Field Digital Mammography (FFDM),  
Digital Radiography (DR), Computed Radiography (CR),  
Digital Fluoroscopy (DF), Magnetic Resonance Imaging (MRI) and Computed Tomography (CT).



**Advantages At a Glance**

- Size of one 10k multi-panel
- Changing film sizes
- Accurate film size auto-align
- Superior high-resolution mammography printing capabilities
- Small footprint—designed for tight space efficiency
- Automatic image quality control

[Learn more](#) **Carestream Channel Partner**

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### DV 6950

**Fast. Simple. Flexible.**

The innovation you need to maintain high standards of patient care — at a cost you can afford. With legendary DRYVIEW digital image quality, high image resolution and fast throughput, you can dispense with great confidence even in the most demanding, high-volume environments.

The DRYVIEW 6950 Laser Imager supports medical image printing for all digital modalities including digital mammography. This system delivers sharp image resolution on every film size — keeping your operation running smoothly and helping you better serve your patients.



**Advantages At a Glance**

- 240 print panels
- Ease of use—quick film access with the flexibility to change between the compact size and large footprint versions—without mechanical touchscreens and media
- Exceptional ease of use
- Exceptional ease of use—up to 800 pages per inch resolution supporting digital mammography resolution

[Learn more](#) **Carestream Channel Partner**

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### Vita Flex CR System

**Here's a Fast and Affordable Way to Upgrade to the Benefits of CR Imaging.**

If you're like many smaller practices or clinics, you know the tremendous value that on-hour CR imaging can deliver. But, the high cost of entry for digital may be holding you back — not to mention the limited footprint you may have available to install a new system. Three easy-to-install and responsible units let you handle most service issues, no tools or technical skills needed.



**Advantages At a Glance**

- Compact footprint—designed for tight spaces
- Fits in one or on the wall
- Automatically prints and archives images in less than 60 seconds
- High quality images available
- Small footprint
- Throughput rates to 100 images per hour
- And each unit (DR, CR or FFDM) can handle

[Learn more](#) **Carestream Channel Partner**

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### Quality You Expect

**Combines the advantage of dry laser imaging with high-quality films**

DRYVIEW DVE Film provides the superior image capture capabilities radiologists, professionals demand. With low noise, superior density uniformity and excellent visibility of the detail, DRYVIEW DVE Film delivers the precision and consistency you need to make confident diagnoses.



**Advantages At a Glance**

- Long shelf life — can be stored and used for many months, including emergency services and ensuring a plentiful supply for you always
- Image flexibility — DRYVIEW DVE Film varieties that range in film and can control the contrast and resolution
- Low maintenance — use in DRYVIEW Laser Imagers, also can handle frequent changing of the film — requires area because of that or less

[Learn more](#) **Carestream Channel Partner**



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# CR Solutions & Printing Systems

## MARKETING TOOLKIT

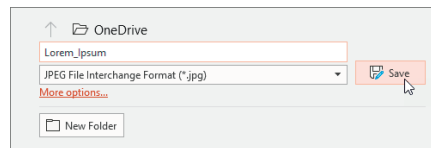
### Instructions to create an E-blast from PowerPoint.

Email Marketing Campaigns  
with Landing Pages  
– Fast and Affordable!

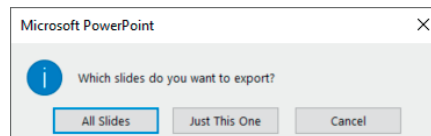


- 1 Download and open the e-blast template provided in this toolkit.
- 2 Edit the text with the information you want to send to your client.
- 3 Once the information is complete, in the slide thumbnail pane, on the left side of the PowerPoint window, select the slide you want to save.
- 4 Click **File > Save As** (or Save a Copy if your presentation on OneDrive or SharePoint). Navigate to the folder where you want to save your slide.
- 5 Type the name of your slide image in the File name text box.
- 6 Click to open the **Save as Type drop-down menu**. Select one of the following image formats for your slide.

Select: **JPEG File Interchange Format (.jpg)**  
or **PNG Portable Network Graphics Format (.png)**



- 7 Click **Save**. Review the PowerPoint dialog box, and select **Just This One** to save your selected slide as an image.

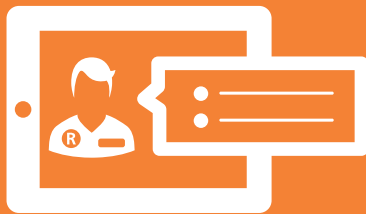



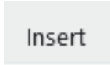

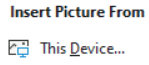
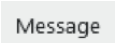



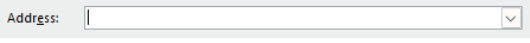
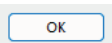
# CR Solutions & Printing Systems

## MARKETING TOOLKIT

### Instructions to send an E-blast from Outlook.

Email Marketing Campaigns with Landing Pages – Fast and Affordable!



- ① Open a new email on Outlook. 
- ② Click on the insert command. 
- ③ Click on the “pictures” icon  and select the option “This Device”, choose the e-blast image you created on PowerPoint. 
- ④ Click on “message” 
- ⑤ Select the image and then click on the option “Center text” 
- ⑥ Once the image is centered, click on the “link” icon 
- ⑦ In the pop-up window, choose “Existing File or Web Page”.   
On the “Address” field,  copy and paste the website address of the landing page or the page you want the e-blast to link to. We recommend checking that the link is visualized correctly on your browser first.
- ⑧ Click on “OK” 
- ⑨ Choose the recipients, write the email’s “Subject” and click “Send”

That’s it!, You sent an e-blast from your email quickly and easily.

# CR Solutions & Printing Systems

## MARKETING TOOLKIT

### LANDING PAGE TEMPLATE



Carestream is actively promoting the CR Solutions and Printing Systems through e-blast campaigns with a landing page

You can use this example landing page to create your own branded landing page using the website artwork and copy content supplied in this toolkit.

If your company doesn't have a specialized area and you need to create a landing page, contact your Channel Manager to help you.

YOUR LOGO HERE

**Affordable. Compact. Reliable.**

**DryView 5700 Laser Imager**

**Advantages at a Glance**

- Affordable – low acquisition and operating costs
- Compact design – fits in any environment
- Simple operation – intuitive user interface, easy film loading
- Excellent print quality – built-in automatic image quality control (AQCC)

**Budget Friendly Medical Image Laser Printing.**

Healthcare facilities with extremely limited budgets discover dry laser printing that delivers high diagnostic quality. The CARESTREAM DRYVIEW 5700 Laser Imaging System provides exceptional affordability and accessible simplicity, helping radiologists diagnose with confidence to improve patient outcomes.

The DRYVIEW 5700 Laser Imager is an ideal solution for Computed Radiography (CR), Digital Radiography (DR), Computed Tomography (CT) and Magnetic Resonance (MR) imaging applications. Extremely compact and easy to use, this laser imager offers the performance and reliability provided by Carestream's DRYVIEW™ brand.

**Affordable By Design.**

The DRYVIEW 5700 Laser Imager is specifically designed to reduce the cost of ownership for healthcare facilities with limited budgets.

- No thermal pretreatment film required daily or weekly maintenance
- Dry imaging eliminates environmental issues with "wet" chemistry and off-gassing

**Contact us!**

Name:

Company:

Email:

Phone:

Carestream Channel Partner

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**PROVEN LASER MEDICAL PRINTING**

**DRYVIEW 5950 Laser Imager**

**Advantages at a Glance**

- Ease of use – film loading and changing film bins
- Automatic film bin unloading
- Superior film resolution and image quality per page
- Small footprint – suitable for both stand-alone and shared environments
- Automatic image quality monitoring

**Exceptional Laser Printing for Mammography and More.**

Designed for healthcare providers that require high diagnostic image quality at a low cost, the DRYVIEW 5950 Laser Imager is an ideal diagnostic tool for determining patient treatments as well as referral, sharing and educational purposes. It enables printing on all types of applications – still and digital Mammography (DSM), CR Mammography, Computed Radiography (CR), Digital Radiography (DR), Magnetic Resonance Imaging (MRI) and Computed Tomography (CT).

The DRYVIEW 5950 Laser Imager is an ideal diagnostic tool for determining patient treatments as well as referral, sharing and educational purposes. It enables printing on all types of applications – still and digital Mammography (DSM), CR Mammography, Computed Radiography (CR), Digital Radiography (DR), Magnetic Resonance Imaging (MRI) and Computed Tomography (CT).

**Simple Daylight Loading**

Reduce an empty cartridge or switch to a new film size in 3 easy steps.

1. Ensure the paper is held in place, open door and remove film cartridge
2. Slide film into cartridge in proper direction
3. Close door and check screen to confirm status

**Contact us!**

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Email:

Phone:

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**PROVEN LASER MEDICAL PRINTING**

**DRYVIEW 6950 Laser Imager**

**Advantages at a Glance**

- Fast throughput
- Ease of use – quick film access with the flexibility to change media like variable sizes and types
- Simplified operation – intuitive touchscreen user interface available in multiple languages
- Exceptional print quality – large DRF print provides resolution, supporting digital mammography operations

**Innovation Designed for Fast-Paced Environments.**

The CARESTREAM DRYVIEW 6950 Laser Imaging System delivers the innovation you need to maintain high standards of patient care – at a cost you can afford. With legendary DRYVIEW digital image quality, high image resolution and fast throughput, you can diagnose with great confidence even in the most demanding, high-volume environments. The DRYVIEW 6950 Laser Imager supports medical image printing for all digital modalities, including digital mammography. This system delivers sharp image resolution on every film size – helping your operations running smoothly and helping you better serve your patients.

**Powerful Mammography Capabilities**

A flexible system used for a wide variety of applications ranging from traditional CR, DR and CT applications to new, demanding full-field digital mammography and CR mammography. Achieve a maximum for density of 4.3, perfect for mammography.

**Contact us!**

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**Speed. Productivity. Quality.**

**Vita Flex CR System**

**Advantages at a Glance**

- Eliminates the need for ongoing purchase of film and the cost of film developer
- Does not have to be transferred to chemical processing
- Available for use in any size or type of facility, with a compact footprint
- Works great for smaller facilities, because it's compact, lightweight and affordable

**Big Performance for Smaller Facilities.**

If you're like many small practices or clinics, you realize that in-house digital imaging could provide you with tremendous value. But the high cost of entry for digital may be holding you back – not to mention the limited floor space you have for installation of such a system.

Meet the CARESTREAM Vita Flex CR System – designed specifically for facilities like yours. It delivers high-quality digital images to speed work, one and improve patient care, and offers a range of throughput rates to match your workflow needs. Compact design makes it a great fit for smaller spaces. And its affordable price makes it possible on nearly any budget.

**FlexiFit Means There Are Two Ways to Save Space**

Whether the benefits for small offices don't meet with compact footprint, you can still find the right fit for you. Vita Flex CR system delivers an easy fit to a variety of spaces. The unit can be used in a traditional horizontal configuration, or with an optional FlexiFit feature for your space.

**Contact us!**

Name:

Company:

Email:

Phone:

Carestream Channel Partner

YOUR LOGO HERE

**Quality You Expect**

**DRYVIEW DVE Laser Imaging Film**

**Advantages at a Glance**

- Single film thickness – cartridge load easily in full light and use normal processing
- Lasts 1200 years according to product film
- No maintenance – DRYVIEW DVE Laser Imaging Film used in DRYVIEW Laser Imager does not require post-exposure of the film to reduce area because of fast film

**Simple Daylight Loading**

DRYVIEW DVE Laser Imaging Film combines the advantage of dry laser imaging with high-quality film – which provide the diagnostic quality you expect from Carestream Health. DRYVIEW DVE Film provides excellent diagnostic visualization of fine detail, sharp image resolution and a cool image tone. DRYVIEW DVE Film is infrared sensitive and is used in the CARESTREAM DRYVIEW Laser Imaging Systems.

DRYVIEW DVE Film provides the superior image quality and diagnostic professionals demand. With low noise, superb density uniformity and excellent stability of film, DRYVIEW DVE Film delivers the precision and consistency you need to make confident diagnoses.

**Replace an empty cartridge or switch to a new film size in 3 easy steps.**

1. Ensure the paper is held in place, open door and remove old film cartridge
2. Slide the new film cartridge into place
3. Close door and check screen to confirm status

**Contact us!**

Name:

Company:

Email:

Phone:

Carestream Channel Partner



# CR Solutions & Printing Systems

## MARKETING TOOLKIT

### Be Social.



#### Where Should You Post?

**LinkedIn** is an effective platform for sharing informative content. Professionals who are on LinkedIn are looking for opportunities to connect with others in their industry to learn and grow together.

**Facebook** promotes the “human” side of the brand and lets you connect with customers in a less formal way.

**Twitter** is a place to see the latest news and “what’s happening.” It’s common to use Twitter for content marketing.

**Instagram** helps show off company culture and can also portray the “human” side of your business.

#### Use Social Media to Engage with Customers and Prospects on the Platforms They Prefer.

Most of your target audience is using social media to find industry-related news and education. Be proactive and connect with your prospects and buyers on the social platforms they use.

- 92% of B2B buyers use social media platforms specifically to engage with industry thought leaders (Bambu, 2019).
- More than 50% of revenue across 14 major industries is generated by social sales. 75% of B2B buyers and 84% of C-level executives are influenced by social media when making purchasing decisions. (smallbizgenius, 2020)

Connecting with customers and prospective customers can benefit you in several ways:

- Build/strengthen relationships
- Introduce yourself to non-customers
- Expose your content to a broader audience
- Create opportunities to engage with customers and prospects

#### What Should You Post?

**LinkedIn** is more of an educational platform. Feature informative industry content rather than sales literature on your company’s LinkedIn page.

- Share blogs. Embed a link to one of the blogs we’ve provided in the toolkit. Be sure to comment on why the information is relevant to your audience.
- Share an industry article that would interest your prospects and customers or insights you’ve learned from a recent webinar or customer visit.\*
- Share a photo and interesting comments from a customer visit.\* Link to your company website.
- Share information about an upcoming event where people can meet you and your team. Include a link to your company website.
- Share photos and information about new products you are carrying. (It’s ok to do occasional product posts.) Link to your company website.
- Share news releases you have created – and don’t forget the link to your website.
- Make sure your sales team and other employees share the posts on their LinkedIn feeds, too. This will increase the number of people who see the posts.

\*Always get permission from customers before posting any information about them.



# Solutions & Printing Systems

## MARKETING TOOLKIT

### Be Social. (Continued)



#### Where Should You Post?

**LinkedIn** is an effective platform for sharing informative content. Professionals who are on LinkedIn are looking for opportunities to connect with others in their industry to learn and grow together.

**Facebook** promotes the “human” side of the brand and lets you connect with customers in a less formal way.

**Twitter** is a place to see the latest news and “what’s happening.” It’s common to use Twitter for content marketing.

**Instagram** helps show off company culture and can also portray the “human” side of your business.

**Facebook** is the platform for more promotional and product-focused content.

- Use the product images we’ve provided in the toolkit. Add your personal comments to the post, and link the post to your company website.
- Rotate different product videos and images weekly.
- Post photos of your employees at work, having fun, and at events.
- Let people know about community and non-profit events you support.

The content you post on your Facebook and LinkedIn pages can be repurposed on your **Twitter** feed.

Much of the content you post on your Facebook and LinkedIn pages can also be posted on **Instagram**. In addition to showcasing company culture, Instagram is an ideal forum for showing off great photos.

#### Don’t Have Social Pages for Your Company?

If your company doesn’t have branded social channels, then post the content on your personal social media. We recommend focusing on LinkedIn. Reason: it’s likely you and your employees have professional connections with your prospects and customers on LinkedIn. It’s less likely that their friends and followers on Facebook are in the medical imaging profession.

# CR Solutions & Printing Systems

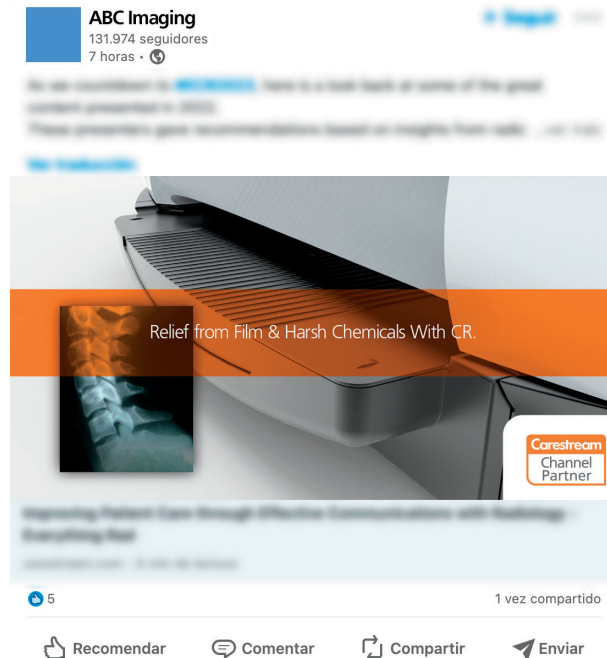
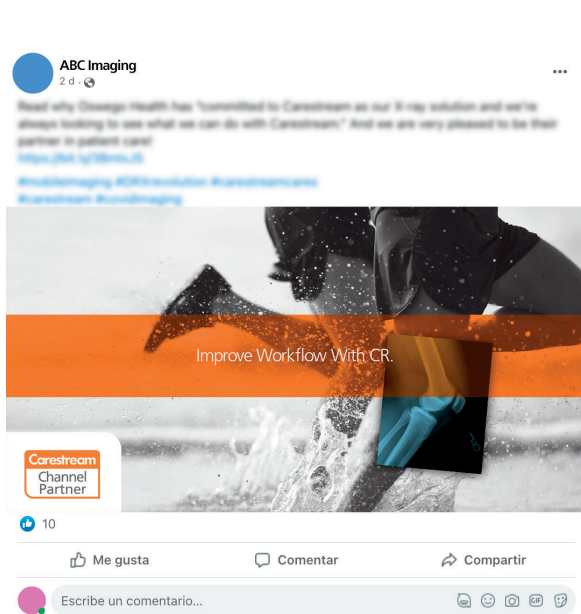
## MARKETING TOOLKIT

### SOCIAL MEDIA SUPPORT



Most of your target audience uses social media to find industry-related news and education. Be proactive and find buyers where they prefer to hang out, rather than hoping they somehow find you.

Today, it's essential to integrate social media into your marketing activities. We've created a social media post and artwork for you to use in your Linked In, Facebook and Instagram accounts.



Click Here to  
Download the files

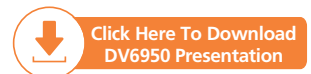
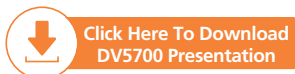
# CR Solutions & Printing Systems

MARKETING TOOLKIT

## PRESENTATION PPT



A PowerPoint is provided for you to present the CR Solutions and Printing Systems your way. If you have any questions, don't hesitate to contact us.



# CR Solutions & Printing Systems

MARKETING TOOLKIT

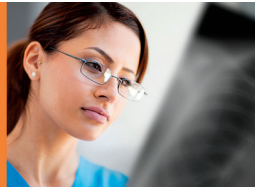
## E-SIGNATURE



Use this promotional E-Signature in your Email communications to spread the word to customers about the CR Solutions and Printing Systems with every touch!

### DV 5700

Simplicity and ease of use.



### DV 5950

Exceptional Laser Printing for Mammography and More.



### CR-VITA

The Right CR Solution for Your Facility.



### DV 6950

Innovation Designed for Fast-Paced Environments.



[Click Here to Download the files](#)

# CR Solutions & Printing Systems

MARKETING TOOLKIT

## PROMOTIONAL VIDEO



Share our promotional videos to promote the CR Solutions and Printing Systems dynamically and its full potential to your customers.



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# CR Solutions & Printing Systems

MARKETING TOOLKIT

## CONTACT

At Carestream, we've worked closely with our end users for valuable insight into product improvements. We are committed to building supportive and interactive relationships using valuable insights to create better products and services.

We don't just make products. We listen to your needs with a solutions-based approach to meet your challenges. You can always count on us for the right combination of digital or film products to increase your productivity and profitability.

We offer real value because we value our relationships with you and your customers.

**Carestream and you.  
We're better together.**

If you have any questions on improving your CR Solutions and Printing Systems product marketing or special requests for marketing assistance, don't hesitate to contact us. Our goal is to provide you with all the tools and support necessary for improved sales and success.

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