



americhipHealthcare

The Future of Healthcare Marketing

Video in Print®

Physician Mailers

Consumer Mailers

Detail Aids

Key Opinion Leader & Seminar Introductions

Point of Care & Point of Sale Displays

Patient Starter Kits & Packaging

Magazine & Journal Inserts



americhipHealthcare

The Future of Healthcare Marketing



Are your products PhRMA code compliant?

Americhip hears that question from our healthcare clients every day. Do our products meet the strict standards of the Pharmaceutical Research and Manufacturers of America (PhRMA) Code of Conduct for marketing to healthcare professionals?

The answer is YES.

As the medical marketing industry has been rethinking new ways of communicating to healthcare professionals and patients, we have been rethinking new **Multisensorized®** vehicles to carry your critical message in a cost effective, informative and innovative manner.

Before any product made it into our Pharmaceutical Catalog we asked ourselves the following questions: Is the Americhip **Multisensorized®** product a medically relevant tool to inform healthcare professionals about the benefits and risks of their products to help advance patient use?

YES.

Do Americhip's products provide a vehicle to provide scientific and educational information in a compelling, unique and memorable manner?

YES.

Have our products been developed so they can't be repurposed by the Healthcare professional or patient for their personal use?

YES.

What Makes Americhip Unique?

Another question we hear every day!

The Answer is Our Multisensorized® Product Line.

The more senses your medical marketing materials engage the more memorable your marketing becomes. Take our newest product, Video in Print®. Imagine if you could give your patient a brochure that demonstrates, in video, all the details of an upcoming medical procedure. Or, imagine a video player embedded in an anatomical display. Or, imagine leaving physicians a video book detailing a new medical device or a presentation from a conference the physician was unable to attend. Now imagine doing all that in a cost effective manner.

Americhip Prides Itself on Innovation.

Take a look at the following pages and think of it as an idea generator. If it's not here, it doesn't mean it can't be made. It just means we need your creative thoughts as much as we hope you want to utilize our creative assets.

We're here for you. Push us. Challenge us. We will deliver.

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Video in Print®: The Perfect Tool for Every Marketing and Advertising Channel

Sales Aid/Detail Aid

Patient Fulfillment Kit

Physician Mailer

C.M.E. Literature



Seminar/Trade Show
Handout

Key Opinion Leader
Introductions

Patient Education and
Instruction Book

Medical Journal Insert

In-Office Pamphlet

Video in Print® Technology Allows You to Communicate Your Core Message Directly to Your Key Constituencies

- Multiple Screen Sizes
- Program Up to 45 Minutes of Content
- Tell Your Story Across 5 Chapter Buttons
- Volume Control and Earbuds Optional
- Rechargeable Battery
- Brochures, Detail Aids, Mailers or Molded Displays



VIP 70-1000
Sales Tool

Features:

7" Video screen with push button activation.

This unique sales detail aid allows your team to present with style and innovation. Ipad sized screen for a fraction of the cost.



VIP 41-1000
Video Mailer

Features:

4.1" Video screen with slide tongue activation.

Utilize the best video marketing clips from your website and put them directly into the hands of key physicians, patients and other core constituents.



VIP 24-1000
Video Brochure with Pocket

Features:

2.4" Video screen with slide tongue activation.

Impress and educate your clientele with this unique brochure including video presentations highlighting your products' key features and benefits.



VIP 24-4000

Video Business Card

Features:

2.4" Video screen with magnet activation.

About the size of a trading card, this mini VIP unit makes a great leave behind for busy physicians or hand out at trade shows and seminars.



VDM1085

Video Folder

Features:

2.4" Video screen with on/off activation.

Video folder plays a single video message of introduction to accompany the product information showing uses of health and hygiene brands.



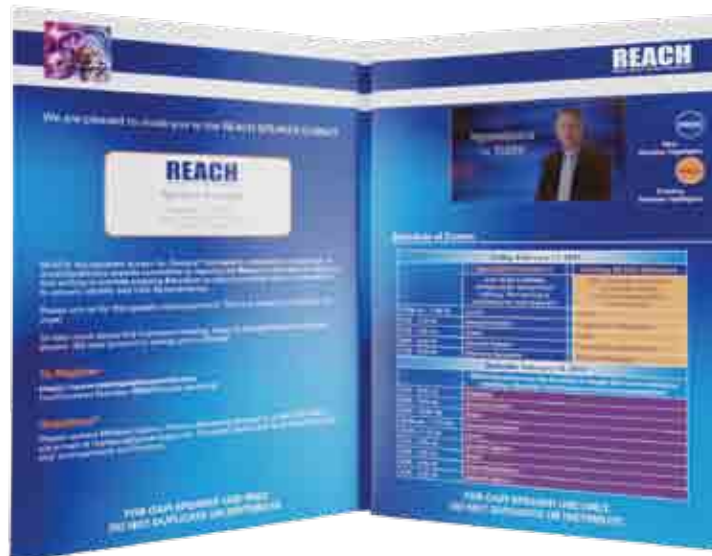
VIP 50-1000

Physician Speaker Summit Intro

Features:

5" Video screen with push button activation.

Provide a unique video platform for your KOL at the next important industry seminar.





MP1001

Talking Direct Mailer

20 second audio message begins upon opening card. KOL can describe symptoms of the disease and how your product fights the spread of the disease.



MP1002

Sound Effect Direct Mailer

The sound of cracking walnuts grabs attention with slide tongue activated audio module upon opening this gatefold mailer.



MP1003

Talking Direct Mail Brochure

New medical facilities are given high praise and support through audio testimonials from hospital staff.



MP1004

Fully Orchestrated Direct Mailer

20 second audio message plays theme from commercial spots while spokesperson describes benefits of medication.



MP1005

Lighted Webkey Tri-Fold

Push button activated light pattern sequentially lights each bullet point AND the location on the body that describes the complications of DTV.

The middle panel features a pull-out section with a removable web key for physicians to plug into their computer for additional information.



MP1006

Tri-Fold Webkey Mailer

Customize mailer into any shape to match your branding.



- Webkeys are small USB thumb drives programmed with a specific URL
- Increase physician response by allowing them to plug in directly to your site
- Utilize personalized URLs to be able to track key activity and collect critical analytics



U.S. Patent#

MP4347A

Webkey Pull & Pop Mailer

Pull side tab and web key pops up from top. Increase physician response by giving your target audience a way to drive them to your site. Normal direct mail response rates of 1.5% are dramatically increased when you give a tool to make it easy to get to your site.



MP300A

Webkey Spinner Mailer

Center disk spins upon opening card. Increase response rate for direct mail with Americhip's web key mailers. Tests have shown physicians click through response rates up to 15% with a web key mailer! Spinner mailer has web key located on perfed flap to direct physicians to website effortlessly.



MP1007

Jackknife Webkey

Compact package includes jackknife webkey, business card holder and multi-panel brochure.



MP1009

Credit Card Webkeys

Thin, light and flexible—a perfect premium, patient tool or trade show hand out.



- Customize webkey mailers to any shape to meet your product or brand needs
- Interactive tool to communicate with physicians, patients and other core constituents
- Great technology for magazine inserts, journal ads, physician mailers and patient starter kits



MP1008

Plastic Webkey

Simple webkey thumb drive. Padprint your logo for trade show handouts and premiums.



MP1010

Business Card Webkey

Embed a webkey into your sales team's business cards.



MP008

Flippit™ 8-Panel Mailer

With the pull of a tab, Flippits morph one image into another. Show how a patient in pain recovers fast using a successful medication.



MP4733

Water Pouch Floater Mailer

Custom die cut shape on the outside of the card holds plastic water filled pouch complete with floating bubbles. This is a perfect way to show the essential ingredients of a product suspended in liquid.



MP4375

3D Environmental Stage

Pose a question and double pull tabs will reveal your answer.



MP309

3D Environmental Stage

Double pull tabs activate a three dimensional stage showing how medication effects a patient's lifestyle. In addition to an effective mailer, it can also be used as a desk or counter display.



MP4347

Pull & Pop Mailer

With the pull of the tab, a panel pops up from the top to remind convention goers to stop by your booth.



MP4393

Automatic Dual Telescoping Brochure

With a pull of one tab, both panels automatically move to reveal information about the latest medication.



MP456

Snap-Up Cube Mailer

Cube folds flat for mailing and when pulled from envelope, snaps into place to form a mini desk display for a perfect diagnosis. The printed calendar shows the optimum dosing schedule.



MP4442

Exploding Direct Mailer Flyer

Mailer opens to double the size of the closed version to show a huge array of information.



MP018

5-Panel Picture Changer Mailer

Pull the tab to show the effects of your medication. Perfect for before and after or old and new.



MP691

Double Pull-Out Flip Brochure

Customize a brochure into the shape of your product. When the physician pulls it apart, additional information is revealed. Flip up the inner portion for even more product detail space.



MP104

Pull & Pop Mailer

Pull the side bar to activate the hidden pop-up. Use the top "popper" to show a healthy, happy patient and the activation side bar to show how the product works.



MP019

Spinner Mailer

When the mailer is opened, the product information spins on a dimensional disk, calling attention to the benefits of the medication.



MP020

Lenticular Mailer

The front of the mailer features a lenticular illustration of the new medical product and how it works, simply by tilting the card.



MP2150A

Slot Motion Mailer

As the card is opened, the sliding mechanism sends the cut outs racing through the environment towards the viewer. This technology re-enforces the rapid relief that comes with using a medication.



VDM1005

VIP Patient Starter Kit

Features:

2.4" Video screen with slide tongue activation.
Video brochure answers critical FAQs about a new delivery method and provides live action demonstrations of proper usage.



VDM1007

Patient Education

Features:

4.1" Video screen with slide tongue activation.
Provide patients with important information regarding oral surgery via five chapter buttons.



VDM1006

Video Kit

Features:

2.4" Video screen with slide tongue activation.
Provide an overview of your products or services including a message from the CEO and a case study through five unique chapter buttons.

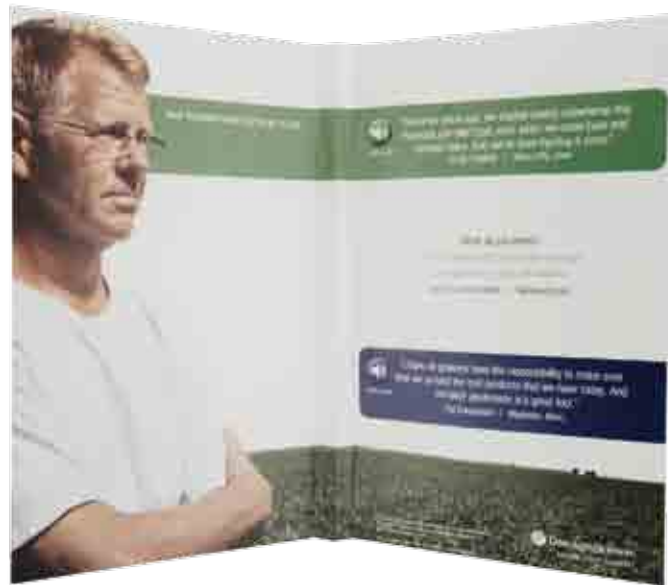


VB2505

Video Press Kit

Features:

4.1" Video screen with push button activation.
Sleek, square book to share with the media, physicians and patients.



MP1011

Dual Track Audio Brochure

Two audio messages featuring the voices of real life growers are embedded in this sleek brochure. Dual push button activation.

**Audio Postcard**

Audio features information regarding herbicide uses for agriculture, with a clever tie-in of a child's voice for extra brand recall in a push button activated postcard.

Audio Multi-fold Brochure

Unique talking brochure features Sesame Street characters to promote better children's health.





MP309

3D Environmental Stage

Dimensional mailer begins flat and with the pull of the side tabs turns into an environmental stage. Great way to show mode of action.



MP2100

Flippit™ 8-Panel Mailer

The Flippit morphs a prescription bottle into the product packaging to emphasize the safe gentle action of this over-the-counter medication.



MP2060

Sliding Repeater Postcard

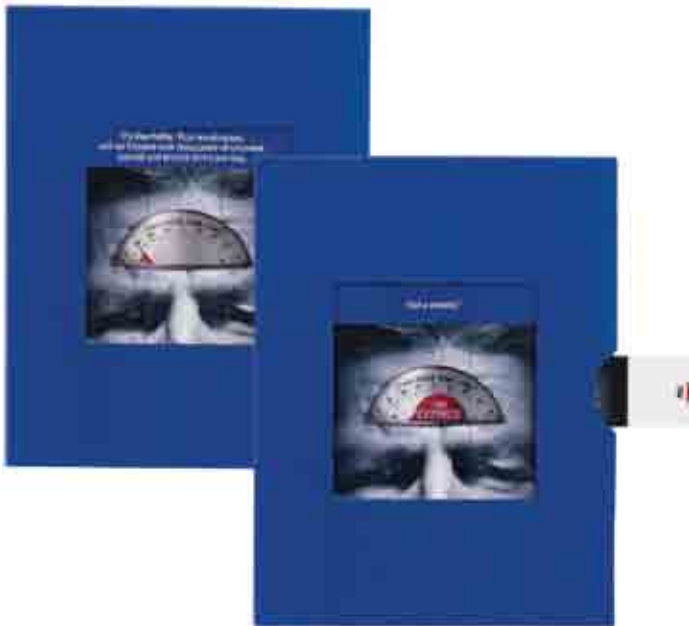
Postcard compares a competitor's product to a new product. With the pull of the bottom tab, the patient sees that now is the time to make a change.



MP4301

5-Panel Picture Changer Postcard

Five panels change to show the benefits of the product with the pull of a tab.



MP1309

3-Panel Picture Changer Postcard

Pull the tab to see how easy stress relief can be.



MP018

5-Panel Picture Changer Postcard

Relief from pain is easy. With the pull of a tab, the solution for back pain is revealed.



MP4485

Slot Motion Mailer

An herbicide manufacturer reminds consumers it is time try its product again, with a pull tab that shows something easy to forget. Inner brochure illustrates product benefits.



MP017

5-Panel Picture Changer Brochure

Picture changers let you ask the question and the consumer answers it when they pull the tab. Inside brochure shows additional details about the product.



MP4393

Automatic Dual Telescoping Brochure

Consumers can make their own comparison with this double winged product. As one side is pulled, the other side moves out automatically to reveal a chart that compares the featured brand with the competition.



MP2140

Telescoping Card with Die Cut Window

Pull the panel on the right and the branded product is revealed with a die cut custom shape.



MP4340

4-Panel Straight Edge Telescoping Brochure

The consumer pulls the first panel and reveals additional information. As the consumer continues to pull, more panels are released with more information until the brochure has quadrupled in length.





MP4250

Multi-Plane Pop-Up

As the card is opened, custom shapes move out towards the consumer to illustrate the gentle effect of the product on the environment.



MP456

Snap-Up Cube

Cube folds flat for mailing and when envelope opens, the mechanism activates and the cube snaps into place. Print the sides with a calendar and consumers will keep your branded material in their home office.



MP4360

3D Environmental Stage

As the consumer pulls the card open, the dimensional box takes form and frames custom cut-outs that take on drama with the shadows they make. The technology is the perfect way to show the inside of buildings, patients within environments and how medications work on different organs.



MP1012

Direct Mailer with Webkey

The webkey is conveniently located inside this portable mailer. Webkeys allow you to track important analytics and web site activity.



MP2210

Dual Magic Window Brochure

The magic is that as the tab is pulled, the message changes in both windows AND on the pull tab. A great tool to show multiple messages with an embedded webkey.



MP1013

Service Package with Webkey

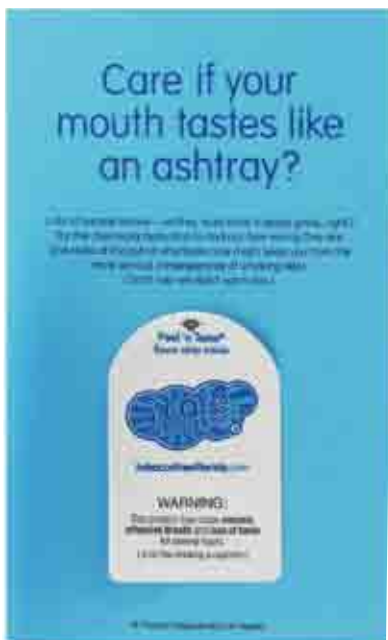
Embedded webkey connects customers to website allowing them to activate their recently purchased service.



MP1014

Credit Card Webkeys

Use audio and webkey technology to grab attention and deliver a compelling message.



Taste Postcard

Customize a taste strip to create a mailer that will not be forgotten. Taste strips provide a dramatic sensory experience.



Lenticular

Show movement and action with lenticular printing.



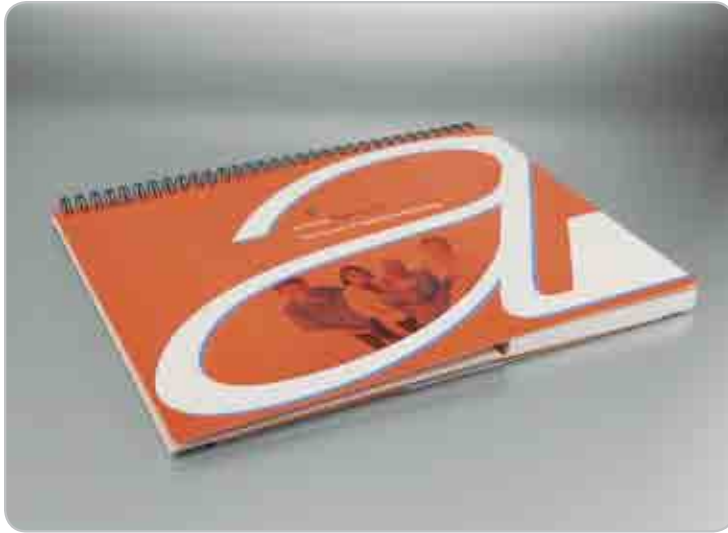
Snow Globe Mailer

A die cut window sandwiched with transparent acetate is filled with styrofoam beads that shake like a real snow globe. The print from the back panel shows through the window to highlight the symptoms of winter depression.



Liquid Crystal Heat Reveal

Liquid crystal material changes color with body heat. Add a chart and consumers can measure their skills against your criteria.



VDM1013

Wire Bound Video Detail Aid

Features:

4.1" screen with push button activation and flip panels.
The ideal presentation tool for your sales team. The large screen, easel back and flip pages deliver a compelling message in office. The display also folds flat making it a convenient and portable tool.



MP1012

Coffee Table Video Book

Features:

7" screen with slide tongue activation.
Patients are able to listen to experts sharing their knowledge and experience about allergy prevention on this large video screen.



VDM1011

Wire Bound Video Brochure

Features:

4.1" screen with push button activation.
This unique spiral bound brochure has two die cut windows for the LCD screen and five push buttons. This gives your sales team flexibility when presenting to physicians and their staff.



MP1015

Audio Brochure

Slide tongue activated audio automatically starts 20 seconds of sound effects with voice over to highlight the benefits of the medication featured with printed detail charts.



MP008

Flippit™ 8-Panel Demo Unit

As physician pulls the tab, the morphing characteristics of the Flippit detail the mode of operation of your product.



MP1016

Audio Tri-Fold Kit

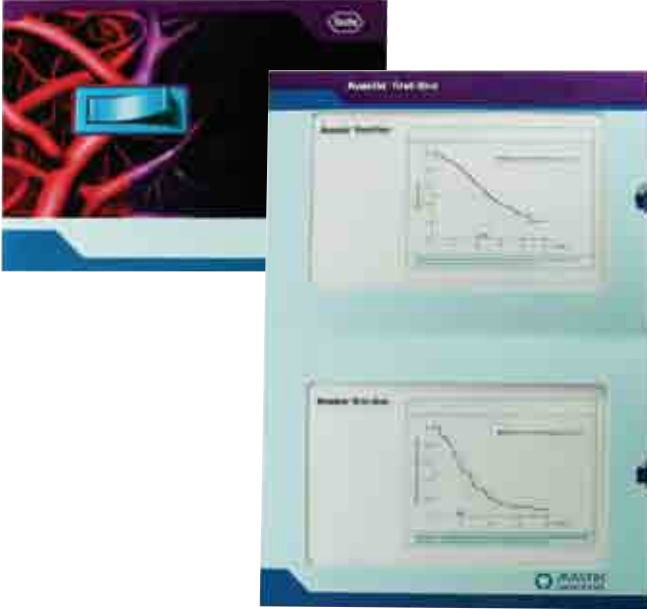
Audio spokesperson describes specific care opportunities in a 30 second message as tri-fold is opened. Additional printed details and CD are placed in slots for further physician education.



MP1017

Audio Leave Behind

Designed to replicate a passport, this unique brochure features the audio story of one patient's experience with the product. The left panel features a removable Medical Alert Access Card for use by patients at their physician's office.



MP2209

Dual Magic Window Brochure

Brochure features detailed charts that compare patient's progress before treatment and after treatment. Our unique design shows both old and new charts to highlight the effectiveness of your product.



MP1018

Slide and Flip Brochure

Brochure features detailed pictures and supporting educational material on each spread. Slide out panel conveniently provides information without adding extra bulk.



MP0189

5-Panel Picture Changer Tri-Fold

Cover of brochure features a round window picture changer that brings veterinarian treatment into focus with the pull of a tab. Additional information, along with special treatments are detailed on the inside pages, with a special pop-up section in the middle.



MP017

5-Panel Picture Changer Brochure

Pull the tab for comparison chart as one image changes to another. Extra space inside the mailer for additional information.



MP4000

Pocket-Sized Dial Brochure

Triple wheels show related information which allows physicians to dial in specific conditions to match up solutions. Open the pocket guide to an exploding style map that doubles print capacity



MP4385

Flip Panels

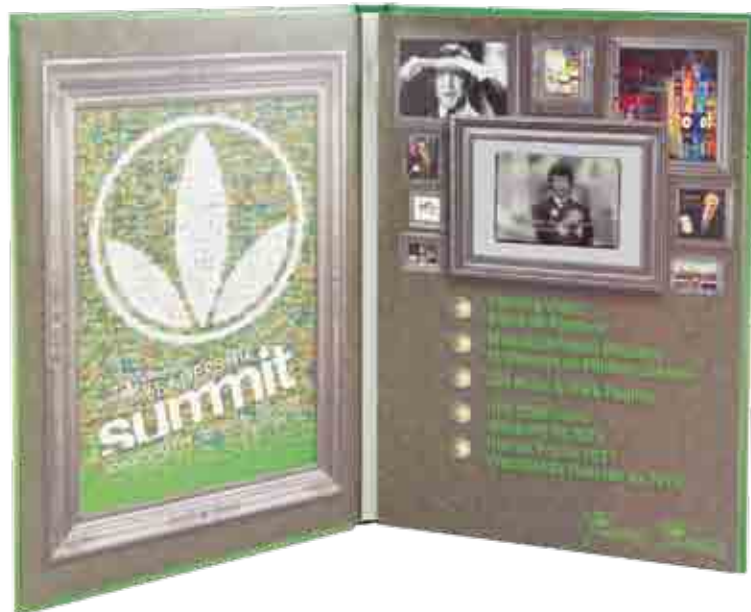
Detailed charts held together with a split ring hold medication information to match treatments with symptoms.



MP055

Single Sided Wheel Chart

Physicians can dial in symptoms and check for specific treatments for featured medications.



VDM1014

Leadership Summit Video Book

Features:

4.1" Video screen with slide tongue activation.

The decorative frame around the video screen complements the art wall motif. Five videos feature speakers from previous summits. Great way to welcome your key opinion leader and audience members.



VDM1019

Video Invitation

Features:

2.4" Video screen with slide tongue activation.

Video features your KOL welcoming attendees for pharmaceutical training and explaining benefits of his seminar.



VP4015

Video Invitation

Features:

2.4" Video screen with slide tongue activation.

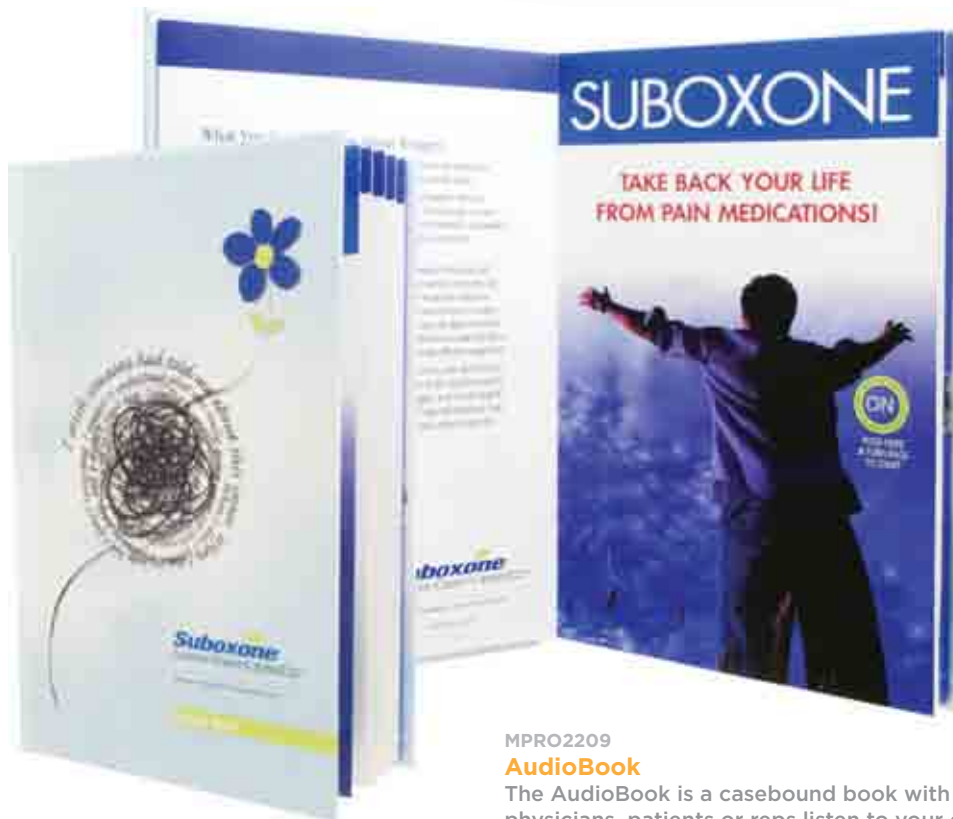
Great way to ensure a strong turnout for your key seminar events.



MPRO2202

AudioCard

Thin, stylish mini audio card lets physicians learn about the latest medical breakthroughs without distractions. Custom audio can be programmed to any length, even program a full audio textbook. The mini audio card fits conveniently in a shirt pocket. The AudioCard is available with disposable ear buds to allow patients to listen to sensitive medical treatments in the waiting room.



MPRO2209

AudioBook

The AudioBook is a casebound book with 5 spreads that lets your physicians, patients or reps listen to your custom audio track and follow along with pertinent graphics to illustrate each important bit of information. As the pages are turned, the listener can push the button to begin each of the 5 sections. Disposable ear buds are available for multiple patient use.



VDM1019

**Video Displays: “Take One”
Brochure Holder**

Features:

4.1” Video screen with push
button activation.

Americhip’s Video Displays allow
you to connect with your patients
while they are waiting to see their
doctors. Provide critical data and
demonstrate important mode of
operation information where your
patients need it most.



VDM1020

Video Shelf Talkers

Features:

4.1” screen with multiple push
buttons.

The sleek video display captures
the attention of consumers’ right
in the store aisle providing them
with demos and detailed informa-
tion about your product.





VDM1022

Handheld Video Unit

Features:

2.4" screen with push button activation.
For full customization and reach, this handheld video unit conveys video messaging at the pharmacy check-out. Give your patients answers to critical FAQs and provide other key information at the point of sale.



VDM1021

In-Office Video Publication

Features:

4.1" screen with push button activation.

Be the first to advertise in this new Out of Home Media Publication. Five articles and corresponding videos focused on your specific field. Avoid large production costs with this ad-driven media model.



VIP2446

Video Product Replica

Features:

4.1" screen with On/Off Push Button activation.
This unique display can be designed to replicate the shape of your product. Communicate with up to 45 minutes of video in the doctor's office or at the point of sale.



VIP2809

Video Display

Features:

4.1" screen with On/Off Push Button activation.
Communicate directly to consumers at the point of purchase or in the doctor's office. Interactive design will encourage patients to explore critical details related to your product.



VIP2507

Video Product Sampler

Features:

4.1" screen with On/Off Push Button activation.
Embed samples of your products with this custom-shaped interactive video unit. Combining our video screen with your product samples creates the most effective means of communication available today.



VPOP4834

Video Anatomical Display with Metallic Base/ Migraine Brain Model

Features:

4.1" Video screen with push button activation.
Video plays migraine treatment options in 5 push buttons.
Clear molded head illustrates brain areas with pull-out transparent overlays to assist in diagnosis.



VPOP2828

Video Anatomical Display with Metallic Base/ Heart Model

Features:

5" Video screen with push button activation.
Video plays various treatments available for heart diseases in 5 push buttons. Heart breaks into sections for interior views.



VPOP4833

Video Anatomical Display with Acrylic Base/ Lung Model

Features:

4.1" Video screen with push button activation.
Video plays Lung disease treatment techniques in 5 push buttons. Model replicates healthy lung structure.



VPOP2818

Video Anatomical Display with Light-Up Spine Model

Features:

2.4" Video screen with push button activation pulls out from display stand.
Video plays various treatments available for back pain in 5 push buttons. Light up features show location of pain with LED illumination.



MP1025

Lighted Table Tent Display

Sequential lighting is activated by push button for a dynamic waiting room display. A patient can learn the warning signs for a disease by reading lighted bullet points that correspond to affected parts of the human body.



MP1026

Audio Shelf Talker

Deliver critical product information to your patients and consumers right in the store aisle. Check out Americhip's Shopper Marketing Catalog for a full line of effective Multi-sensory® in-store marketing solutions.



MP1027

Audio Counter Display

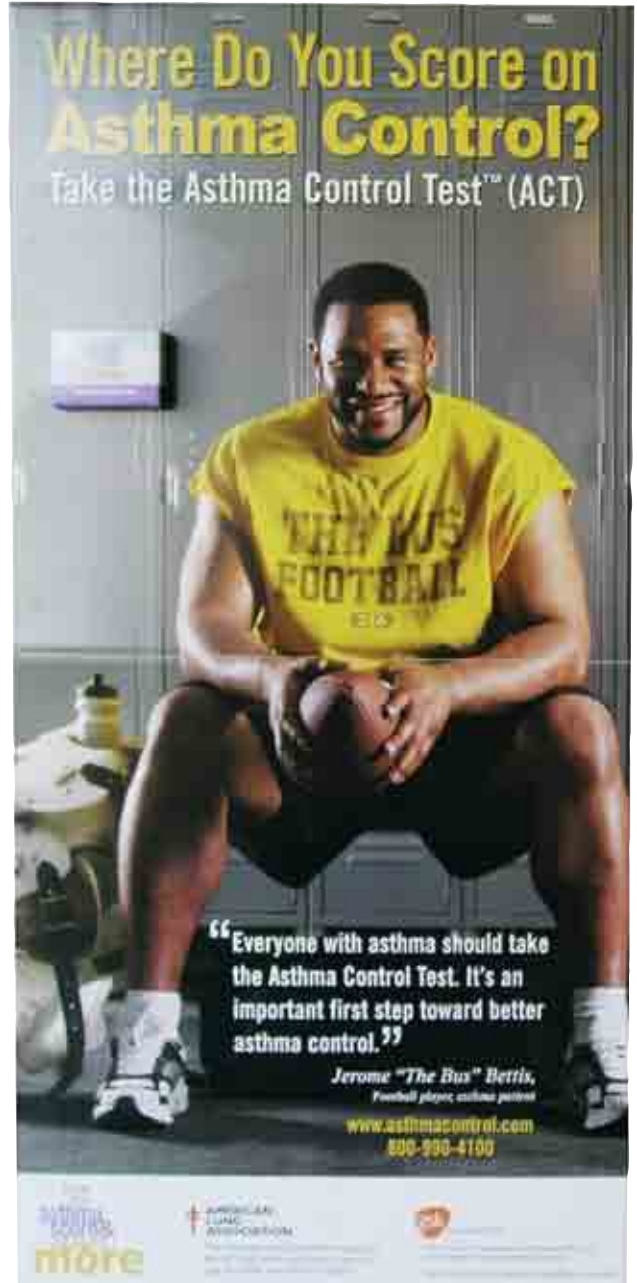
Multi-fold display stands up to show patients the best way to utilize their medical device. With the push of a button, patients can hear critical instructions that can help keep them safe and healthy.



MP1029

Dimensional Counter Display

Oversize counter display folds out to show a dimensional pop-up of the brands advertising. A pocket holds take-one leaflets.



MP1030

Audio Floor Display

Life size motion activated audio display lets celebrity spokespeople talk about important information related to your product. Can include a take-one brochure pocket for further information. Ask to see our Shopper Marketing catalog for a full line of Multisensory in-store marketing ideas.



VDM1030

Video Packaging

Features:

2.4" Video screen with slide tongue activation.

Upon opening the outer package, consumers are greeted with a smaller box labeled as a Time Capsule. Inside the capsule are three removable pamphlets outlining product specifications. Three chapter buttons convey the story behind the time capsule concept.



VDM1031

Video Laptop

Features:

4.1" Video screen with slide tongue activation.

When laptop is opened, two side panels instantly pop out to form a landscape view of a University.



VDM1032

Patient Support Video Brochure

Features:

4.1" screen with slide tongue activation.

The video brochure encourages doctors to share details about this complimentary support program for patients who have undergone a serious illness. Three support buddies are profiled who share their experiences.



MP3209

Multi-Pocket Kit

Extra thick laminated cover opens with a magnetic latch to reveal 4 pockets that hold physician, patient and caregiver guides as well as a total program overview brochure. By adding a webkey, you can track feedback and activity on your site.



MP1041

Three Ring Binder

A sturdy binder opens to reveal a CD with key program collateral included.



MP1040

Needles and Sutures Packaging Kit

Two slide out panels showcase actual samples of needles and sutures. This was a perfect way to present the capabilities and advantages of this product to busy physicians. Challenge Americhip's creative team to come up with the right Multisensory® solution for your brand needs.



MP1042

Lighted Study Guide Kit

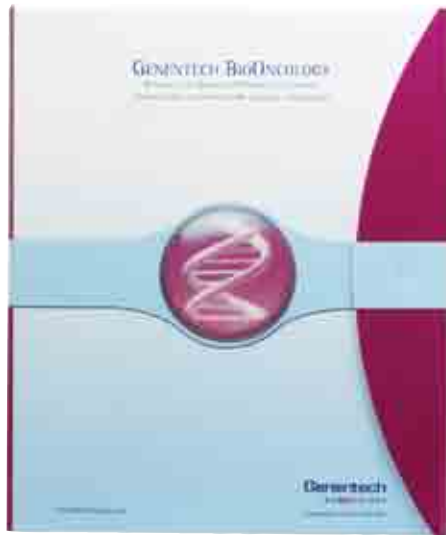
Book style packaging with built-in sequential lighting which illuminates different parts of the brain with a delay timer to allow physicians to read different sections and locate the lighted areas that correspond to the graphics. Kit has cavity for samples or more literature, and is packed in a rigid chipboard container for durability.



MB5233

Telescoping Packaging

Rugged mailer box with multiple drawers to hold samples and print materials. With the pull of a tab, the first level opens. When fully opened, the second box pulls out to show support collateral.



MB5259

Press Kit Packaging

Magnetic hinged lid opens to reveal a large branding area on the left side and multiple pockets on the right. On the front cover, the brand logo is highlighted with an epoxy dome emblem.



MB5222

Picture Changer Introduction Kit

The front cover frames a 5-panel picture changer that illustrates the change from old style product to new with the pull of a tab. Underneath are 2 additional pages of printed material and a cavity to hold samples of the new product.



MB5207

Display Mailer Box

Use this 3D mailer box to highlight activity and focus on healthy living. The back of the packaging holds print collateral to support the brand.



MB5234

Cover Sleeve Packaging

Mailer box with cover that pulls away to reveal a lift up lid box with 2 cavities for literature and samples.



MB5239

Audio Packaging

Deliver a strong branding message by including 20 seconds of audio content. A deep cavity for support materials features reinforced paper sides.



MB5555

Audio Sample Kit

Highlight features and benefits of your product kits by including corresponding audio track. The lid holds supporting print collateral.



MB5229

Audio DVD Brochure

Slide tongue activated audio plays patient testimonials for new age medicine breakthroughs. The package contains detailed instructions and a multi-disc set.



MB5209

Audio Press Kit

Audio packaging replicates a cigarette package with slide tongue activated sound of a smoker's cough when opened. The box is created to show the effects of smoking on a body, with a web key inside to direct the consumers to a site providing tips on quitting smoking.



VDM1050

Video Magazine Insert

Features:

2.4 Video screen with slide tongue activation.
When insert is opened video immediately starts playing. Information on the pesticide is detailed through four unique chapter buttons.



VDM1051

Video Magazine Insert

Features:

4.1" Video screen with pin switch activation.
Clinical data and a detailed case study about a cancer treatment are discussed by a physician in this informative video.



Audio Magazine Insert

Slide tongue activated audio with spokesperson discussing services available for men. Audio in magazines grab attention, with Starch polling data confirming scores of 100% ad recall, 100% brand recognition and 90% pass along.



Audio Magazine Insert with Webkey Perf Off

"When weeds start talking" is the headline for this herbicide product, and our audio technology lets them do just that. Polling data confirm average reader interests 6 times more often with audio insert.



Audio Magazine Insert

Audio spokesperson message is automatically activated by a slide tongue mechanism when the insert is opened.



Lighted Magazine Insert

A glowing light shines when page is opened to grab attention. Use multiple LEDs, fiber optics, or back lit printed acetate for even more special effects.

Wind Sensor Lighted Magazine Insert

To extinguish this flashing light, readers have to blow it out – literally.



Pop-Up Magazine Insert

When insert is opened, the anvil and plant automatically pop-up. As the insert opens wider, the anvil moves down to “smash” the plant – illustrating the effect of the herbicide advertised.

Pop-Up Magazine Insert

As the insert is opened, the saw moves back and forth causing the sound of a clicking saw in motion. Use our world-class paper engineers to design just the right dimensional insert for your project.



Pop-Up Magazine Insert

Upon opening the insert, a replica of the product packaging springs into place.



Product Tip On Sample Magazine Insert

A sample of the product is tipped onto a full page insert. Whether you want a sample that is hidden, enclosed – or in plain sight, our paper engineers can design the perfect insert to hold your sample.

{ notes }



Multisensorized® Marketing: Communicating to all five senses.



Sound



Sight



Touch



Smell



Taste

