



LIMITED QUANTITIES

CONVERT LOYAL ELIXIR STRINGS ACOUSTIC FANS TO A MORE PROFITABLE **ELECTRIC** BRAND



Boost Profits with Acoustic/Electric Mixed MultiPack

2 ACOUSTIC SETS + 1 BONUS ELECTRIC SET

Get 3 for 2!

“58% of acoustic players
also play electric.”

- Acoustic Guitar, February 2017

Who is the Ideal Customer?

- Loyal Elixir® Strings Acoustic Customers
- Customers purchasing leading acoustic guitars (i.e. Taylor, Tanglewood, Lakewood, Cole Clark, Maton Guitars, etc.) which are factory-equipped with Elixir Acoustic Strings

Recommended Targeting

In Store

- Place MultiPack case box on countertop or in Acoustic Guitar room.
- Educate store associates on product and ideal target.

Online

- Use targeted links such as *Related Items*, *Also Consider* and *You May Also Like* on acoustic string and guitar pages.
- Make Mixed Multipack first in Elixir Strings Acoustic Search.
- Download branded assets to generate awareness at elixirstrings.com/toolbox.
- Promote in social media. Use #elixirstrings and we'll repost to boost your reach.

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ORDER JUNE 18, 2018!

BOX TO COUNTER IN SECONDS.
IDEAL FOR SECONDARY PLACEMENT.

Mixed MultiPack. 3 for the Price of 2! Great Value!

QTY	Description	Gauge	E	B	G	D	A	E
2	Acoustic Phosphor Bronze with NANOWEB® Coating	Light	.012	.016	.024	.032	.042	.053
1	Electric Nickel Plated Steel with OPTIWEB® Coating	Light	.010	.013	.017	.026	.036	.046

PART NUMBER: 16553 UPC: 7 33132 16553 7

Weights & Dimensions

	Width	Depth	Height	Weight
Pack	10.49 cm	4.45 cm	12.27 cm	.13 kg
Inner Case	21.59 cm	18.75 cm	12.40 cm	1.05 kg
Master Carton	20.32 cm	55.88 cm	26.67 cm	5.73 kg

Case Quantities

Packs Per Inner Case = 8
Cases Per Master Carton = 5
Packs Per Master Carton = 40

INCREASE CONSUMER LOYALTY TO A MORE PROFITABLE ELECTRIC BRAND
Order the Acoustic/Electric Mixed MultiPack

Place orders beginning June 21, 2018. First come, first served. Quantities limited.

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