

# STEPS TO A HEAT SEAL SALE

## THE TARGET CLIENT

- Sample storage, transport, or archiving
- Genetics and Pathology Labs
- PCR
- Overnight incubations

STEP  
01



## THE PITCH

### What sets us apart?

- 'This side up' on one side panel to avoid incorrect sealing
- Range of seal thicknesses and formats including optically clear, peelable, piercable and DMSO resistant
- Competitive pricing
- Custom reels of seals for automated heat sealers are available on request



## MAKE YOUR CASE

- There are many seal varieties to consider with different resistances, solvent susceptibilities, physical, chemical and optical properties
- Without a comprehensive range of seals like ours you might find yourself limited in what you are able to select for your work

STEP  
02

STEP  
03

- When you buy a Vitl product you are also buying our dedicated team, if you have specific requirements and cannot find a seal that meets your needs please contact us and we will find the right seal for you



## THE DEMO

- Take advantage of product demos! Contact us and we can send you a sample pack of all films and foils to test!

STEP  
04

## THE FOLLOW UP



- Be understanding of laboratory budgets, not everyone can buy all their equipment at once
- Make sure to continue to engage customers and utilize social media to keep them updated

STEP  
05

