LEADERSHIP NEWS

A MESSAGE FROM MARKETING



First, ACCS Leadership is pleased to introduce a new bi-weekly newsletter keeping you updated on all things ACCS—including Precedex, Premix and Dyloject. Over the next several months, this newsletter will be a valuable resource for you as you promote and sell Precedex in the evolving IV sedative market. Stay tuned for more news and announcements in the months ahead.

Second, we are excited to share with you the new, refreshed Precedex brand.

TAKE A CLOSER LOOK AT PRECEDEX

With new dexmedetomidine generic competitors potentially entering the market, now is the time to give Precedex a fresh look. We worked for several months with Avenue, a Chicago-based brand design firm, on the redesign project. You'll start to see the new, improved Precedex brand appear on print ads being published in August of this year, as well as in our trade show materials and in internal communications.

The new branding gives Precedex a stylish, more modern look. Additions to the color palette help the brand stand out and tell its story. A slight update in typography and in our logo gives our communications a crisp, contemporary feel. The most exciting update is our new 3D rendering of the logo mark (the "knot"). It now has more depth and dynamism, and will be used prominently as a recognizable brand asset in future communications.



PRECEDEX BRAND Q&A

With big Precedex news like this, you're bound to have questions.
Here are a few answers.

Q. How will the brand redesign help grow Precedex?

Precedex ads, the website and trade show materials have not been updated in five years. When competitors enter the market, our refreshed brand will help us compete with new entrants. The Precedex logo is already recognizable, but we wanted to strengthen its presence even more. The new look reinforces what's already recognizable about Precedex and will position us as the experts in the industry.

Q. Will I get new sales materials or tools?

Not at the moment. We won't be re-designing the back catalog of sales materials, so please continue using the ones you have.

Q. Does the new brand design change how I talk to customers about Precedex?

No, continue talking about Precedex the same way with your customers.

Q. Can I tell my customers about the new ads being published, and the new brand look and feel?

Absolutely! We'll be sharing the new print ad in a future newsletter email.

Q. So what should I do now?

Stay focused and continue to communicate Precedex the same way as before. And keep an eye out for some new Precedex gear coming your way!