

Intro

Subject Line: LED replacement solutions

Hi (First Name),

I'd like to show you a way to significantly reduce the cost of field repair and electronic equipment maintenance.

Every LCD screen will eventually fail—including ATMs, vending and ticketing machines, service stations, fitness equipment, gaming and casino electronics, and so many more. Did you know that these can be repaired by simply swapping out bulbs, rather than replacing the entire screen?

Replacing the backlight will cost you 20 times less than replacing a whole panel when your screens go dim, and it takes only half the time.

██████████ offers complete solutions, including standard replacements and quick custom solutions for all flat panel screens. We are the largest manufacturer of premium CCFL and LED backlights in the world.

We ship same-day, so when you or your customer's mission-critical LCD or OEM panel fails, you can rely on ██████████ to have the parts and service representatives on call to provide what you need to extend the life of your equipment and reduce your cost. Replacing your backlight saves time and money, and we carry the best quality that is available today.

I'd like to offer you a complimentary savings analysis to identify where you can repair versus replace, and how that will look on your bottom line. Simply reply to this email and I will get you the information you need.

Best,

██████████

"When I need a special lamp, the people at ██████████ are always ready to help. From the beginning of development, to drawings, prototype samples, to finished product, ██████████ covers all the bases. They are easy to work with and get the job done in a timely manner. The quality is excellent, and our needs are always met." — ██████████
██████████

Follow-up

Subject Line: Re: LED replacement solutions

Hi (First Name),

This is [REDACTED] I recently sent you information about how you can save time and costs with field maintenance by repairing vs. replacing. Attached below for your review.

Best,
Patrick

Hi (First Name),

I'd like to show you a way to significantly reduce the cost of field repair and electronic equipment maintenance.

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Best,

[REDACTED]

Final

Subject Line: Replace the bulb, not the lamp

Hi (First Name),

You may not realize that you can repair LCD backlight screens in all of your equipment. It's 20 times cheaper than replacing the entire screen, and switching them out can be done in half the time as replacing the device itself. You wouldn't replace the lamp just because the bulb burned out—so why do that with your LCD panels?

██████████ is a manufacturer and distributor with the most extensive premium CCFL lamps, LED strips and bars, touch panels, and complete backlight assemblies available today, with same-day shipping.

Reduce downtime and we will help to ensure your machines are always in tip-top shape. Whether you need a bulk order, custom solution, or difficult-to-find items, we have the expertise to consult on all of your devices. Replacing the backlight instead of the entire panel saves over 75%, while extending the life of your device.

I'd like to offer you a complimentary sample for your current repair. Simply let us know the make and model you are repairing or replacing, and we'll send complimentary samples and quotes.

Sincerely,

██████████

"I am very pleased with our relationship with ██████████ for our backlight replacements. They almost always have the product in stock, and they ship immediately. Their communication is timely for quotes or inventory checks. All of this attributes to making my job easier and happy customers. Thank you!" — ██████████

Intro

Subject Line: Panel repair solutions

Hi (First Name),

Consider how many LCD screens your company maintains. Now consider saving 75% in costs on every single one by repairing those screens when they go dim, rather than replacing them. Many companies don't realize how simple it is to simply replace the backlight; it actually takes half the time.

This is [REDACTED] with [REDACTED]. We design, source, and manufacture CCFL and LED backlight replacement bulbs to keep all of your devices running in prime condition. With a central Midwest warehouse containing 800,000 shapes and sizes of bulbs, we have what you need.

Under 24/7 usage, an LCD will burn out or go dim every 3-4 years, and our standard lamps are rated for a 50,000-hour life under ideal conditions.

I'd like to offer you a complimentary savings analysis to identify where you can repair versus replace, and how that will look on your bottom line. Simply reply to this email and I will get you the information you need.

Best,

[REDACTED]

"For the last several years, [REDACTED] has been an excellent partner for our backlight replacements. They provide high-quality products and almost always have the product in stock. Their quick turnaround times speed up our repair process, improving our own customers."

— [REDACTED]

Subject Line: Panel repair solutions

Hi (First Name),

I wanted to make sure you got my message regarding savings on maintaining your LCD devices. Please see below.

Thank you,

Hi (First Name),

Consider how many LCD screens your company maintains. Now consider saving 75% in costs on every single one by repairing those screens when they go dim, rather than replacing them. Many companies don't realize how simple it is to simply replace the backlight; it actually takes half the time.

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I'd like to offer you a complimentary savings analysis to identify where you can repair versus replace, and how that will look on your bottom line. Simply reply to this email and I will get you the information you need.

Best,

"For the last several years, [REDACTED] has been an excellent partner for our backlight replacements. They provide high-quality products and almost always have the product in stock. Their quick turnaround times speed up our repair process, improving our own customers."

Final

Subject Line: Did you know...

...that you can reduce your cost by 75% per device by replacing the LCD backlight bulbs in all of your screens, instead of replacing the entire unit?

Switching out the backlight bulbs takes half the time as replacing, saving both hardware and labor resources. With over 800,000 shapes and sizes of bulbs in stock, we have what you need and will ship it to you within 24 hours of your order.

Preventative maintenance is key to help you avoid inconvenient, costly emergency service situations. Replacing CCFL and LED lamps extends the life and lowers the total cost of ownership of your expensive LCD equipment. If you do have a machine go down, we can help can get equipment operational fast.

I'd like to offer you a complimentary sample for your current unit. Simply let us know the make and model you are repairing or replacing, and we'll send complimentary samples and quotes.

Best,

[REDACTED]

"[REDACTED] has been an excellent source for our backlight replacements. They always help us out, and they get the product shipped promptly. That makes it easy for us to serve our customers."

— [REDACTED]

Intro

Subject Line: Repair vs. replace

Hi (First Name),

Dramatically extend the life of your mission-critical LCD equipment by replacing and refurbishing, rather than tossing out the whole screen.

This is [REDACTED], CEO of [REDACTED]. We have the largest stock of CCFL and LED backlight assemblies in the world with over 800,000 items we can ship in 24 hours, with the capabilities to service all of your devices, including ATMs, vending and ticketing machines, service stations, fitness equipment, gaming and casino electronics, and so many more.

For custom solutions, our experts work with you to design, prototype, and manufacture custom LED and CCFL backlight assemblies. [REDACTED] also has robust manufacturing capabilities and specializes in perfectly replicating OEM backlight assemblies. We pass on the savings to our customers while helping keep their LCD screens running smoothly.

I'd like to offer you a complimentary savings analysis to identify where you can repair versus replace, and how that will look on your bottom line. Simply reply to this email and I will get you the information you need.

May I give you more information?

Sincerely,

[REDACTED]

"When I need a special lamp, the people at [REDACTED] are always ready to help. From the beginning of development, to drawings, prototype samples, to finished product, [REDACTED] covers all the bases. They are easy to work with and get the job done in a timely manner. The quality is excellent, and our needs are always met." — [REDACTED]
[REDACTED]

Follow-up

Subject Line: Re: Repair vs. replace

Hi (First Name)

I wanted to reach out to make sure you received the message I sent the other day. In case you missed it, I've included it below.

Let me know if you'd like more information.

Best,

██████████

Hi (First Name),

Dramatically extend the life of your mission-critical LCD equipment by replacing and refurbishing, rather than tossing out the whole screen.

This is ██████████, CEO of ██████████. We have the largest stock of CCFL and LED backlight assemblies in the world with over 800,000 items we can ship in 24 hours, with the capabilities to service all of your devices, including ATMs, vending and ticketing machines, service stations, fitness equipment, gaming and casino electronics, and so many more.

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██████████

Final

Subject Line: LCD sample backlight

Hi (First Name),

When your LCD device screen goes black or starts to dim, replace the backlight instead of the entire device to save thousands of dollars and hundreds of hours of field maintenance labor.

This is [REDACTED] with [REDACTED]. We have over 800,000 shapes and sizes of backlight bulbs for every type of panel out there—our customers save time and money by utilizing our high-quality CCFL and LED backlights.

I'd like to offer you a sample for your current repair unit. Simply let us know the make and model you are repairing or replacing, and we'll send complimentary samples and quotes.

Our CCFL and LED backlights are of premium quality and designed to last even longer than OEM backlights. Our standard bulbs are the very top of the range you will see in the industry, rated for a 50,000-hour life under ideal conditions.

Simply reply to this email and I will get you the samples to see for yourself.

Best regards,

[REDACTED]

"For the last several years, [REDACTED] has been an excellent partner for our backlight replacements. They provide high-quality products and almost always have the product in stock. Their quick turnaround times speed up our repair process, improving our own customers."

— [REDACTED]