



Positive Impressions Expands ?Select Your Animal? Product Collection

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Positive Impressions has expanded its Select Your Animal collection, enabling veterinary clinics and hospitals to customize products with specific animal silhouettes suited to their practice specialties. The development provides practices with additional options for personalized client communication materials.

The company supplies more than 3,000 products for the veterinary industry. The Select Your Animal line includes items such as personalized prescription bags, sympathy cards, welcome cards, handled paper bags, and reminder cards. Practices can choose animal assortments that reflect the species they serve, creating tailored materials for medication distribution, client outreach, and other interactions.

This expansion addresses the needs of specialized veterinary practices, including those focusing on particular types of animals. Customization allows for imprinting clinic details alongside selected animal designs. The products support routine operations like sending home prescriptions or reminders while offering options for more specific client communications.

The Select Your Animal collection builds on Positive Impressions' existing offerings. Practices can select

combinations of animal silhouettes for use across different product types. This flexibility helps clinics align their materials with their patient populations and branding preferences.

"The expansion of the Select Your Animal collection gives veterinary practices more ways to create materials that match their unique focus," said Tim Torkelson, co-owner of Positive Impressions. "Clinics can now select specific animal designs that represent the animals they treat most often."

Sherri Torkelson, co-Owner, added, "This approach supports practices in communicating effectively with their clients through customized items suited to their specialties."

Positive Impressions, based in Black River Falls, Wisconsin, has operated since 2008 with a focus on supplies for veterinary clinics and hospitals. The company develops products that assist with client communications, practice management, and other aspects of veterinary operations. Its catalog includes various customizable options that practices use to maintain professional standards in their interactions with pet owners.

The Select Your Animal expansion reflects ongoing efforts to respond to the diverse needs within the veterinary field. Specialized practices, such as those serving exotic animals or focusing on certain species, benefit from materials that incorporate relevant designs. The collection integrates with other supplies, allowing consistent use of chosen animal motifs across prescription items, cards, and bags.

Veterinary teams incorporate these products into daily workflows for tasks like medication dispensing and appointment reminders. The ability to select specific animals helps create a cohesive presentation that reinforces clinic identity. Reminder cards, for example, can feature designs aligned with the practice's common patients, supporting efforts to encourage preventative care visits.

Positive Impressions maintains attention to production details to meet the requirements of veterinary clients. Personalized orders typically involve a proof process before final printing. This ensures accuracy in both animal selections and clinic information.

The veterinary industry includes a wide range of practice types, from general clinics to those with specialized focuses. The expanded collection provides tools that align with this diversity. Practices can use the Select Your Animal options to enhance materials for welcome communications, sympathy expressions, and routine client take-home items.

Positive Impressions continues to develop its product line based on input from veterinary professionals. The Select Your Animal offerings add to the company's capacity to support customized solutions. This development contributes to the resources available for clinics seeking to differentiate their client

communications.

As practices manage increasing demands on client engagement, supplies that offer customization play a role in operational efficiency. The Select Your Animal collection addresses this by allowing selection of animal designs without requiring entirely new product development. Existing product categories gain enhanced versatility through these options.

Positive Impressions remains committed to its role in the veterinary supply space. The company provides materials that fit into the full scope of clinic activities. The recent expansion of the Select Your Animal line represents one step in adapting to the varied needs of veterinary teams nationwide.

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Positive Impressions

Positive Impressions LLC provides high-quality veterinary supplies and custom-printed products for clinics and pet care businesses. Based in Black River Falls, Wisconsin, we focus on responsive service and reliable turnaround times.

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