

 **AliMed**[®] | **DIGITAL MARKETING & ECOMMERCE**

Style Guide

Revised April 2018

Style Guide

Brand Identity

Digital Marketing	5
Colors and Typography	6-7
Photography	8-9
Banners.....	10-11
Buttons	12-13
Icons.....	14
Images.....	15

Web Layouts

Home Page	18-19
Category Pages.....	20
Subcategory Pages.....	21
Category Product Pages.....	22
Specialty Area Pages	23
Product Page	24
Resource Pages	25
Landing Pages	26-27
Video	28
Blog.....	29
Custom.....	30
News/Press Releases.....	31

Email Templates

One Product v1	34
One Product v2.....	35
One Product v3.....	36
Newsletter Style	37
Informational v1	38
Informational v2	39
Multiline Style v1	40
Multiline Style v2	41

*The average adult in the United States
is exposed to 4,000 – 20,000 brands a day.
By the end of the day, most people can recall about 12.
In a busy world, humans have an incredible
ability to filter out clutter.*

Digital Marketing at AliMed

Website, Email, Social Media, Paid Search, and CSE

The ecommerce team is responsible to explore options that engage, enhance, organize, and simplify our customer's digital experience while remaining cost effective. AliMed online allows the brand to compete and exist on technological channels of communication that engage new and old customers at their personal convenience. These channels require user interaction that allows us to easily track how customers use our content and, equally as important, what they don't use.

Ecommerce seeks to simplify the complex and overwhelming information found in AliMed's traditional marketing channels by giving each product, resource, and campaign more space to easily communicate the AliMed message. We continually perform A/B testing and monitor user interactions to understand what our customers want and expect. By being responsive in real-time, we can reduce clutter, organize priorities, and cultivate more meaningful relationships.

We believe healthcare organizations prefer their professionals spend more time performing life-altering work that generates profit and less time shopping. By simplifying their experience, we hope to encourage a long-lasting relationship that builds trust and loyal customers.

AliMed, challenged by unique B2B healthcare obstacles, strives to stand out and be remembered.

Colors and Typography

Online Colors

AliMed's digital brand colors are blues, grays, and occasionally red

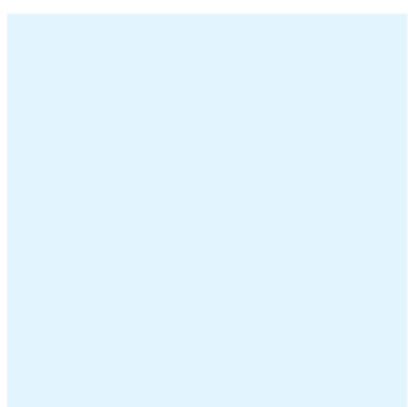
Colors are variations based on traditional print pieces.



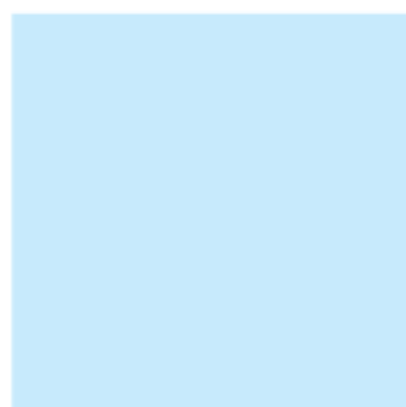
AliMed Light Cyan: HEX #DFEFFC
RGB: 26, 68, 125
CMYK: 11C, 2M
AliMed CMYK: 5 or 10% of 100C



Various solid and gradient Cyan screens are used as backgrounds in AliMed materials.



10% Cyan



20% Cyan



30% Cyan



40% Cyan



50% Cyan



60% Cyan



Light Gray
5C, 3M, 3Y, 0K
HEX #EFEFEF
RGB: 239, 239, 239
Backgrounds



Mid-Gray
12C, 9M, 10Y, 0K
HEX #DDDDDD
RGB: 221, 221, 221
**Borders/Rules/
Backgrounds**



Gray
35C, 28M, 28Y, 0K
HEX #AAAAAA
RGB: 171, 171, 171
Shadows



Dark Gray
60C, 51M, 51Y, 20K
HEX #666666
RGB: 102, 102, 102
Rules over #DDD



Black
100K
HEX #000000
RGB: 0, 0, 0
**Text in banner
and images**

Online Fonts: Source Sans Pro

Source Sans Pro – A Google Free Sans-Serif Font (<https://fonts.google.com/>)

Main font: Source Sans Pro, sans-serif

Creative images can use any variation of Source Sans Pro

Do not change font-sizes or line-heights when coding with: <h1>, <h2>, <h3>, <p>, , ,

Complimentary font: Times New Roman, serif (usually italic or bold italic)



AliMed Blue: HEX #0068B3;
RGB: 0, 104, 179
CMYK: 91C, 59M 1Y
AliMed CMYK: 100C, 56M



AliMed Navy: HEX #12437E;
RGB: 18, 67, 126
CMYK: 100C, 83M, 24Y, 8K



AliMed Cyan: HEX #00AEEF;
RGB: 0, 174, 239
CMYK: 100C



AliMed Red: HEX #D52321;
RGB: 213, 35, 33
CMYK: 11C, 98M, 100Y, 2K
AliMed CMYK: 100M/100Y;



AliMed Gray Text: HEX #333333;
RGB: 51, 51, 51
CMYK: 69C, 63M, 62Y, 58K

Photography



Editorial Photography

Most photo shoots happen in AliMed's photo studio. It has the equipment to create a nursing home room and a hospital room. Sometimes we might combine in-use or editorial shots with stock purchased backgrounds – as long as the result is a clean and natural looking image.

For the web, only use simple images, cropped dynamically, that look genuine.

Final web images – keep file size as small as possible and absolutely never use an image over 80kb. Only large images, like banners, should ever be over 40kb. Goal is less than 40KB per image. Suggestions to reduce file size: White backgrounds (or solid color if necessary). Delete creatively added fades and shadows. Bright colors or too many colors increase file sizes. Always keep product color accurate.

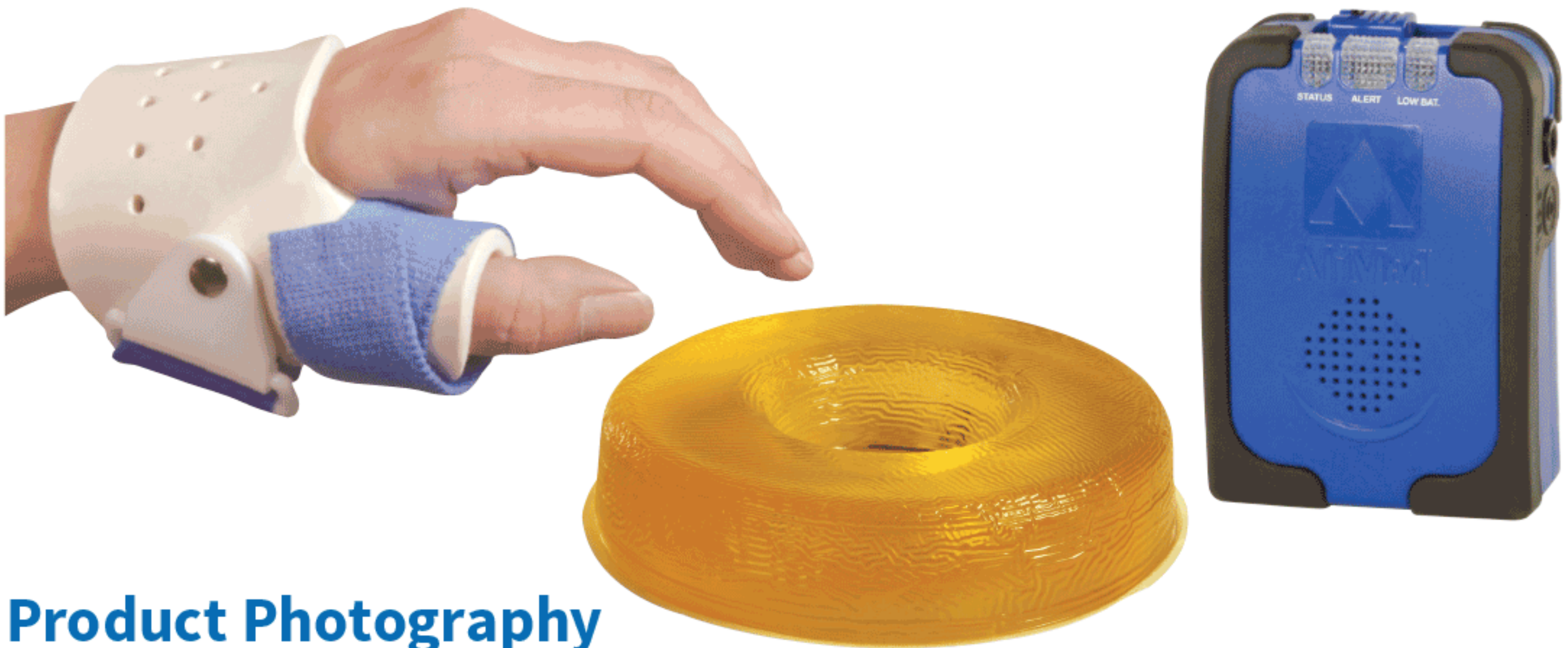
Vendor Images

AliMed uses many vendor images. Remember the exact same images are used by competitors. Sometimes, a unique crop can make a difference.

Stock Images

AliMed uses stock images. Be aware these images can be used by any company or any person. Display them in a manner to reinforce the AliMed brand.

Photography



Product Photography

All images need to be isolated for the web and CSEs (like Amazon).

- Images should be 72 dpi, RGB
- Must be 1001 pixels or larger in either width or height at the longest side; the shortest side can be any size 1001px or less.
- Main product image needs to be an isolated product shot with a pure white background. Crop tightly to the product.
- Main image must show product only. (Not a graphic or illustration).
- Subsequent images, like in-use shots, can be graphics or have backgrounds. Crop all for best presentation but white space is built into the page template.
- Brave River's image processor will automatically resize image to 850px wide x 480px high for AliMed.com. Please crop tightly to the product or presentation.
- Images should be named with sku number (lowest number if a family of skus).
- Save as a .jpg file.

In-Use Photography

A product manager should oversee photo shoots that show products in-use. Ensure props and positioning are authentic. Always know the product benefits before shooting. Display the image in a dynamic and compelling manner whenever possible.



Banners

All Banners – Keep them simple.

Banners on AliMed.com are intended to make an impact, be memorable, and hope the customer does something: search for a product, remember it, click it, etc. Banners should only communicate a single idea.

We do not want the customer to over analyze banners. Carousels get 5 seconds of exposure if users don't scroll by quickly. The main objective is to get a user to a page where they add to cart. The faster the better.

- Never overfill a banner. It can always be swapped out in a week. AliMed has lots of products and this is primarily a B2B site. Most customers already know what their facility needs. We want to influence or upsell. Type of photography depends on the best available. Product shot or lifestyle does not matter. Use what works best.

Always use short headlines: 12 words or less for headline + subheadline. 8 words or less for just a headline

Fonts must be Source Sans Pro. Preferably black or white. Sometimes AliMed Red or AliMed Blue. They can be Uppercase or Upper and Lower depending on readability.

1500px wide, 300px high

Original should be built to size with resolution 300px/inch – fonts should only be 16pt, 12pt, or 8 pt.

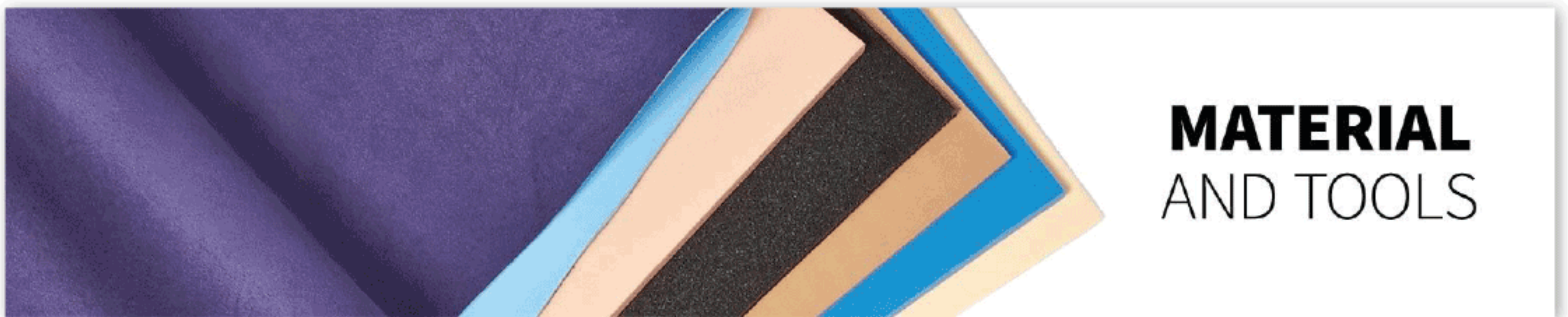
- If you build an image at a higher quality or larger scaled size, do the math to match font sizes above.
- Try not to edit an image built to size at 72dpi - quality tends to be bad.

Always save and store hi-res layered file as a psd or tif. You will almost always need it again.

Save for web. Play with quality to minimize overall size but retain good quality. Keep file sizes as small as possible to maximize site speed. Never make a banner over 80KB. Goal is under 40KB. Use jpg, png, or gif.

Large, cropped, dynamic images are recommended. White backgrounds are preferred if possible.

Static Banners: Does not revolve. No arrows or ellipses.



Revolving Banners: Limit 3 to a carousel. Leave room for arrows to accommodate smallest size: 200px from sides, 133px down, 51px high. A little extra space would be better.

(If needed, only use a rule on the bottom. Outline below is to show sizes and locations of arrows.)



Banners

Homepage Banner

Always have short headlines: 12 words or less for headline + subheadline. 8 words or less for just a headline

1200px wide, 600px high

Original should be built to size with resolution 300px/inch – fonts should only be 16pt, 12pt, or 8 pt.

- If you build an image at a higher quality or larger scaled size, do the math to match font sizes above.
- Try not to edit an image built to size at 72dpi - quality tends to be bad.

Left 800px is saved for copy added by code. In this 1 location only, hard coded breaks are acceptable if you need extra room or if it looks odd. Test scalability to make sure it looks okay live at all sizes.

Do not change font-size or line-height when coding: <h1>, <h2>, <h3>, <p>. Do not use or here.

Bottom right corner has 3 ellipses (white and red) that control carousel. It will cover image beneath. If possible, in that area, the image should not be white or AliMed Red.

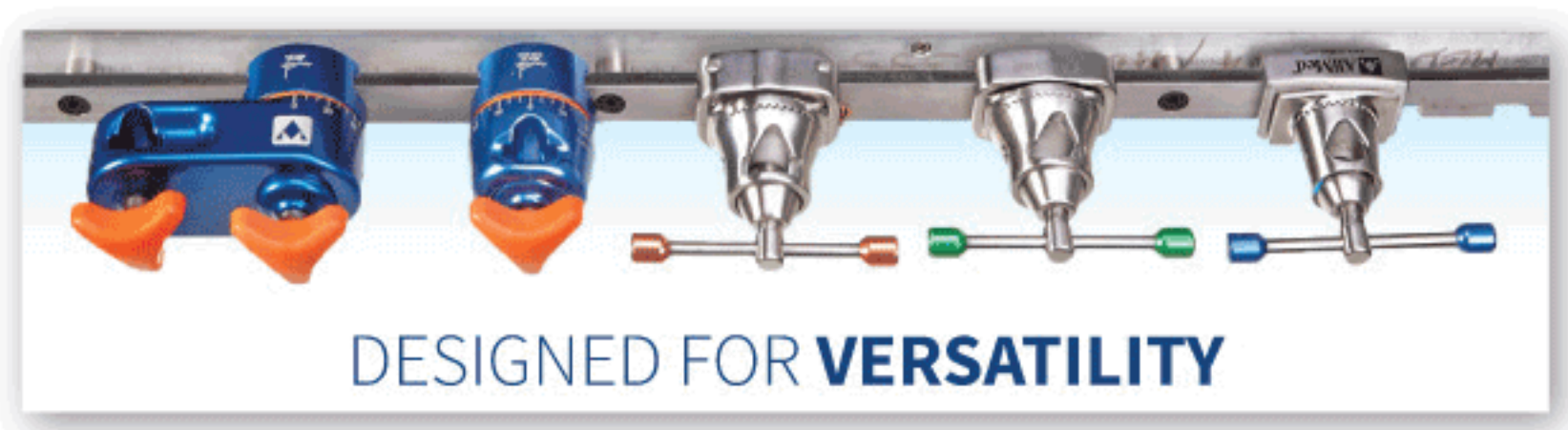
- If there is white or AliMed Red under the dots they will blend in and not be seen.
- Do not use the AliMed Light or Mid Gray as a prominent background color. It blends in too much with the content area beneath the banner.

Save for web when done. Play with quality to minimize overall size but always retain good quality. Keep file sizes as small as possible to maximize site speed. Never make a banner over 80KB. Goal is under 40KB. Use jpg, png, or gif when appropriate.

Save a half-sized version with copy layer visible (600px wide, 300px high). Banners swap at a certain size for smaller devices and coded copy will disappear.

- If you rebuild to size (600px wide, 300px high) 300dpi, make the font sizes 8pt; 6pt, and 4pt.

Email Banners: 600px wide x 150px high.



Banner no text for large size. Room for copy in code on left.



Banner with copy in code on left.

**Maintain Control
with Secure
OR Accessories**

[SHOP PRODUCTS NOW](#)



**Maintain Control
with Secure
OR Accessories**

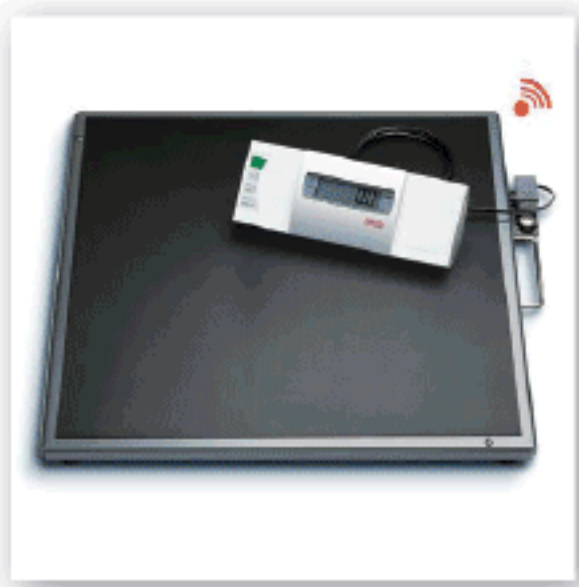


Banner saved at 1/2 size, headline included in graphic.

Buttons

Buttons: Assorted dimensions

Some web image buttons are other dimensions, but standard sizes depending on where they belong. All images on a page need time to load. Try to keep them under 40KB if possible. Less is better.



Landing Pages: Depending on assortment of product images use consistent size that would look best.
400px square -or- 300 high x 400 wide.



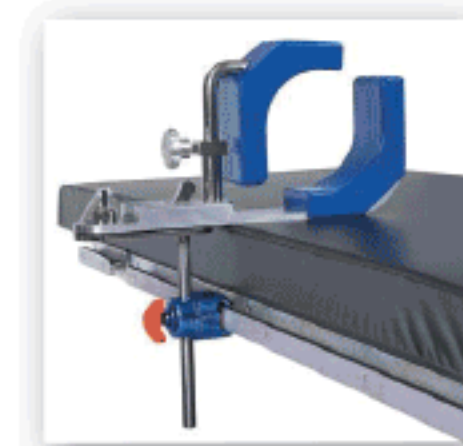
Video:
Screenshot from movie.
400px wide x 225px high



Blog: Article images also thumbnail buttons.
400px wide x 267px high



Product Page: Product Sheet button.
216px wide x 280px high



Specialty Area Category: Products only.
300px Square

Website CTA Buttons:

Buttons that use code: Copy buttons are AliMed Blue #0068b3 and on hover become AliMed Navy #12437e. **On homepage:** buttons are AliMed Cyan #00aeef. The bottom 2 buttons have an AliMed Blue hover #0068b3. Text is always white over dark backgrounds.



Email CTA Buttons:

Buttons that use code: Copy Buttons are #12437e with white text, no hover color change. They should be approx 56px tall, length varies (based on copy).



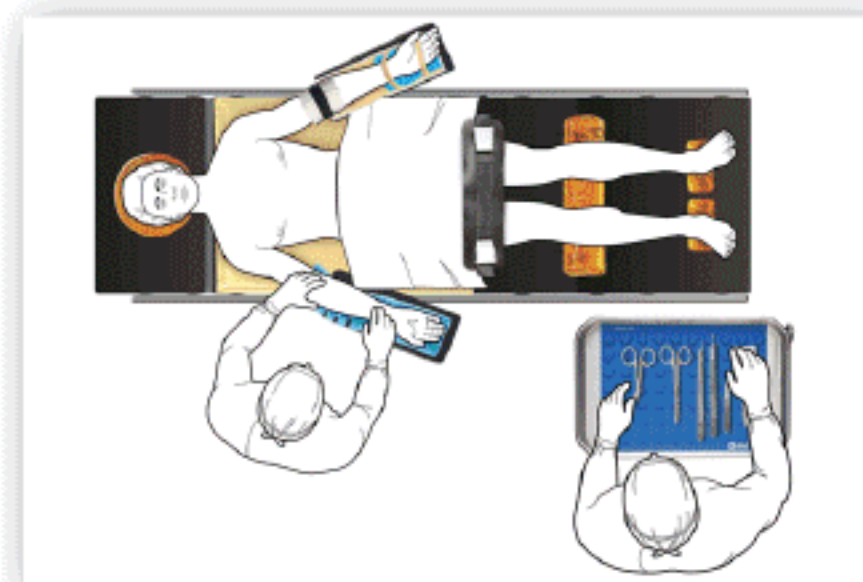
Buttons

Web Buttons: 600px wide x 400px high

Most web image buttons are 600px wide by 400px high. Try to keep size of images as small as possible. All images on a page need time to load. Try to keep them under 40KB if possible. Less is better.



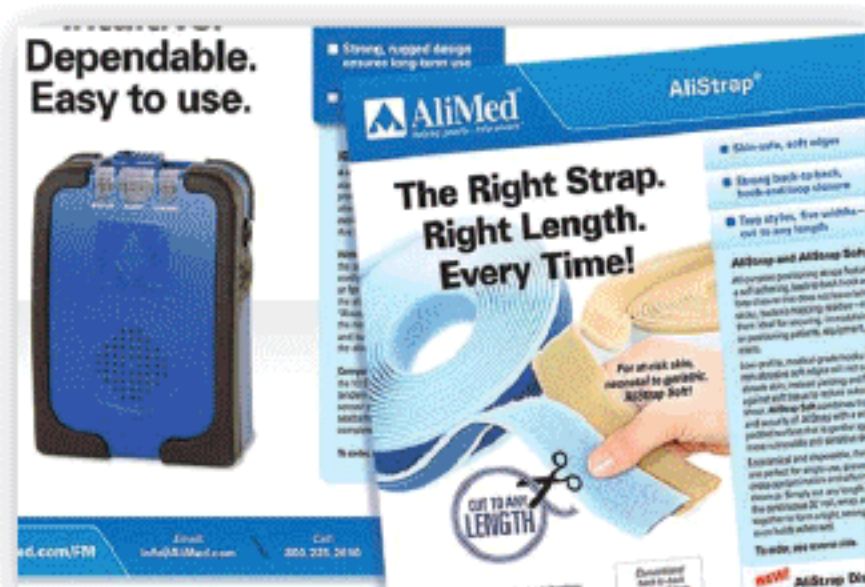
Special Offers: Use graphic or version of the sale banner.



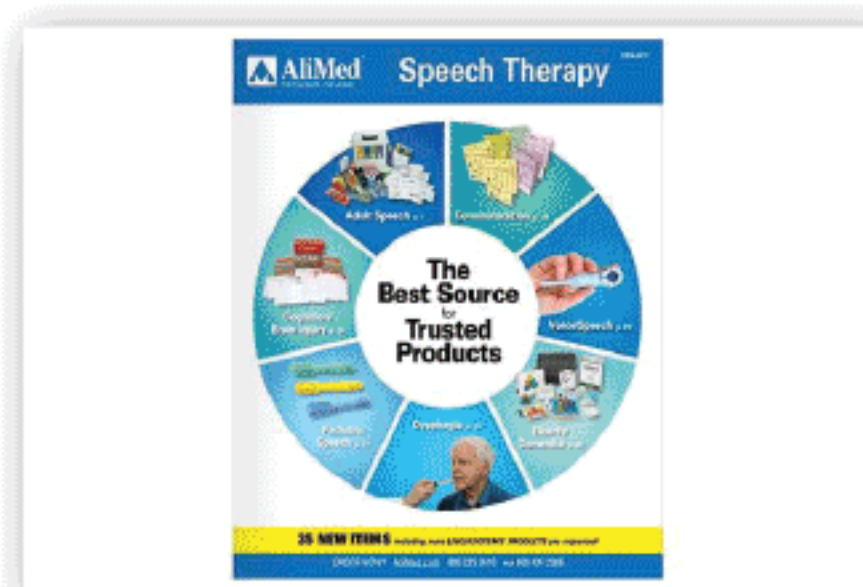
Positioning: Use crop of main graphic from page .



Specialty Area: Preferably an in-use image with person.



Resources: Use descriptive image or graphic.



eCatalog: Catalog Cover – centered like current buttons.



FAQ: Use appropriate related image or graphic.



Free Samples: Dynamic image of product.



Specialty Resources: Use appropriate image or graphic.



Specialty Subpages: Image or Graphic. Short copy if need to fill space.



Custom Products Button With Hover Effect: Repurpose existing code for hover effect. Use 2 images: (1) Illustration in 100% cyan. (2) Real Photo.

Icons

Print Icons for digital media:

Most catalog icons are here: InDesign Library location: JOBS/Templates & Masters/Catalogs/Libraries. Unless a registered trademark, change text to Source Sans for all digital projects.

Unless it is a regularly maintained banner or email - no graphic should ever contain copy indicating a sale, price, or new item. It is too easily forgotten and then becomes obsolete.



Maintained graphics only



Antimicrobial



Weight Scales



Made in the USA



Bluetooth



Sound



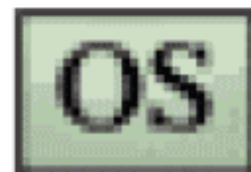
Wireless Graphic



EMR-Ready



PDAC Approved



Oversized Shipping



Truck Required



Pedi Sizes



Prescription Required



935492 signs ASTML

Icons specifically created for the web



Play Video



In Stock, Same Day Shipping

All Print to Digital Content: (For Graphics and Text on all Channels)

Never use page numbers, prices, references to catalog locations, and do not use “View at AliMed.com”. Words like NEW should be used at discretion, only on short term graphics, with predetermined end dates.

Images

Resource List Pages:

Resource pages with lists for links:

2 image examples with shadows.

Top overlapping at an angle.

Fade to white on right.

Float left on page.

Use code on existing pages to keep correct column widths.

Use existing image as a template if needed.

300px wide x 903px high



News/Press Releases:



News Release Logo: Copy logo from a pre-existing news release for consistent size.
366px wide x 161 px high



News Release 2nd Logo: If a second logo is needed in a press release.
366px wide by any height – Resized by template.

Landing Page Images:

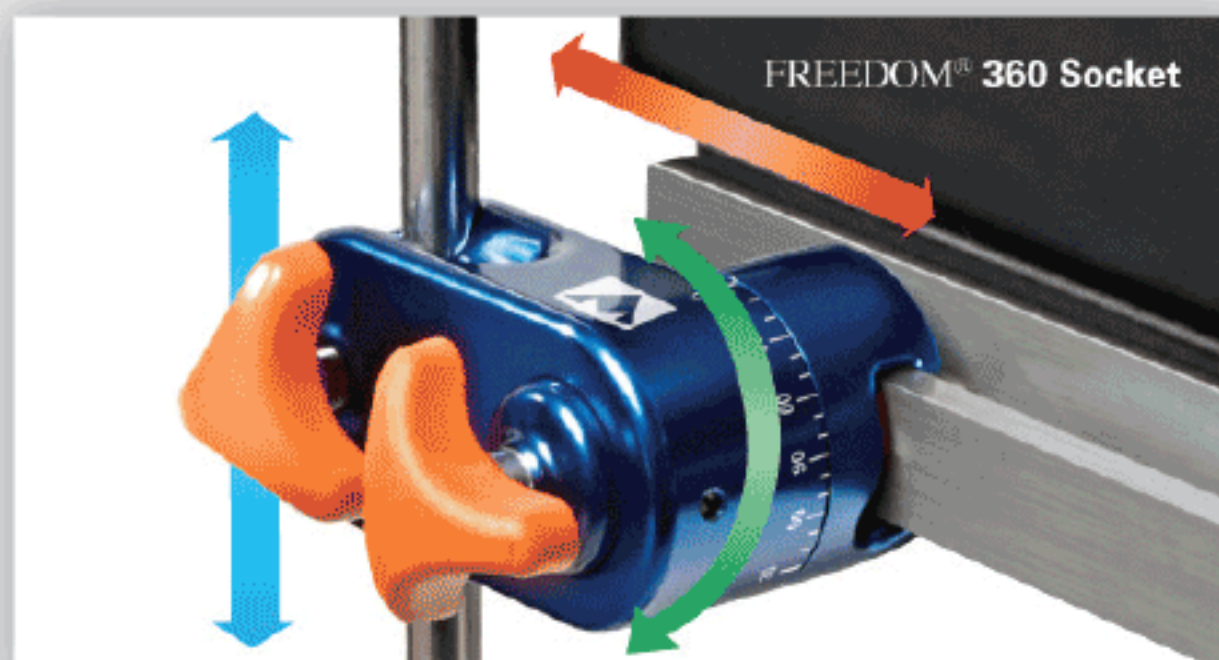
Sizes vary depending on layout.

Email Images:

1 product emails: 560px wide x 300px high or 160px square.

All other emails:

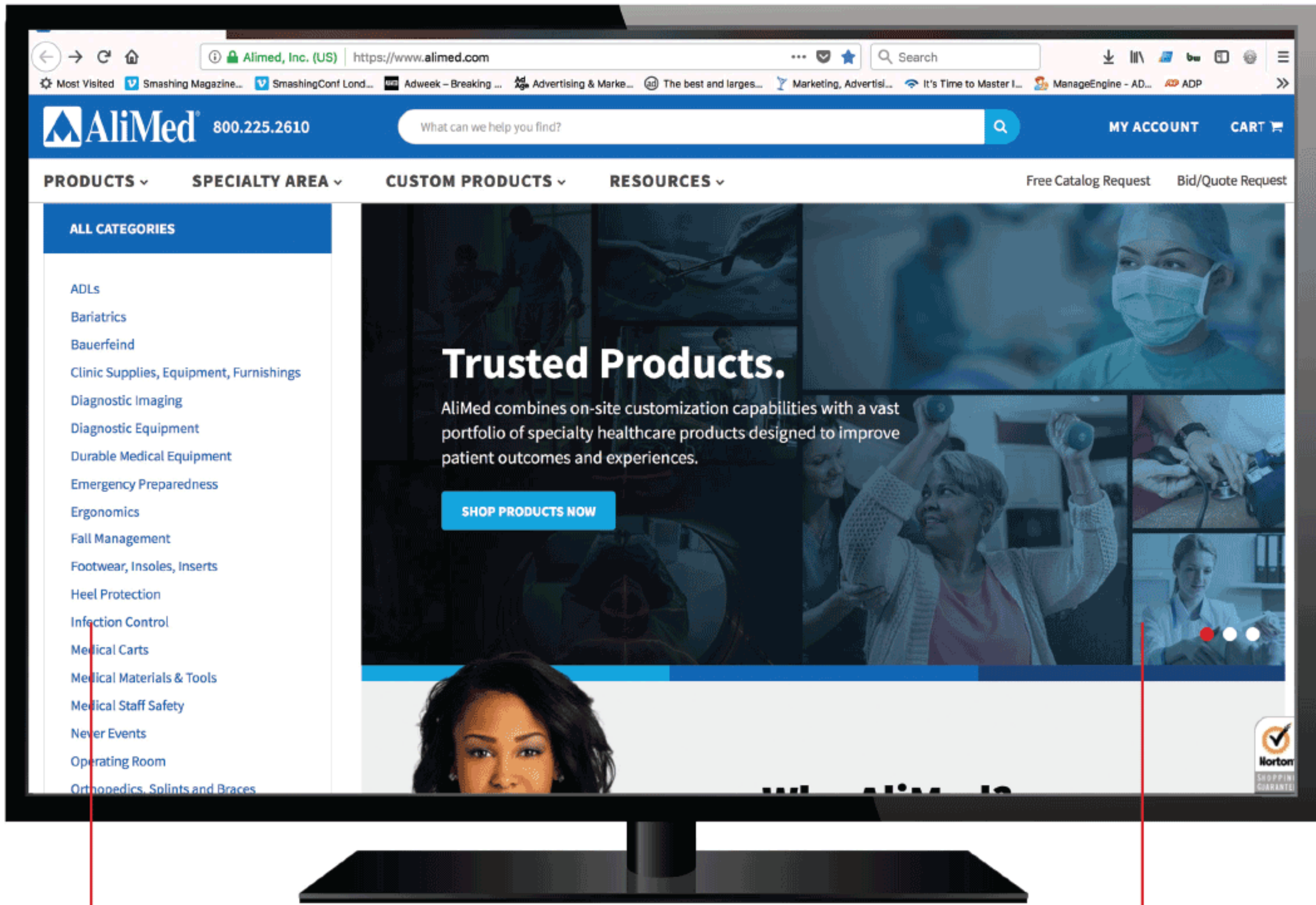
260px wide x 200px high or 110 square. Some emails have a combination of the 2 sizes.





Responsive Web Layouts

Home Page

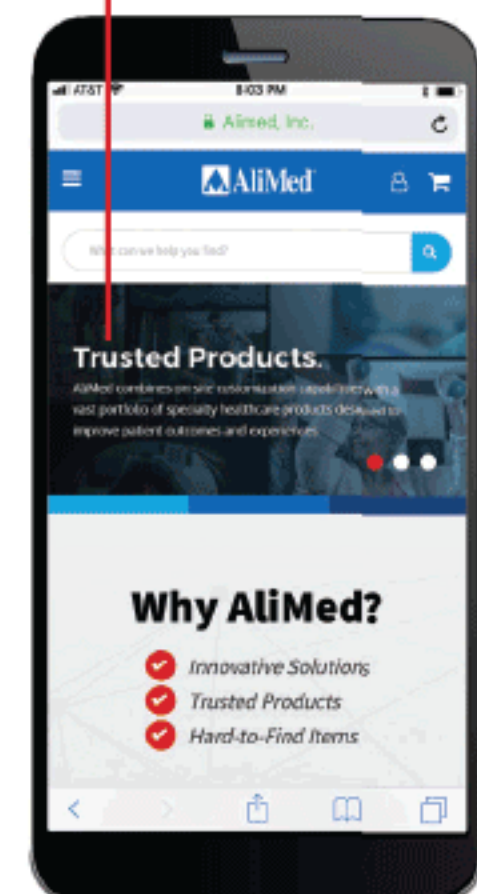
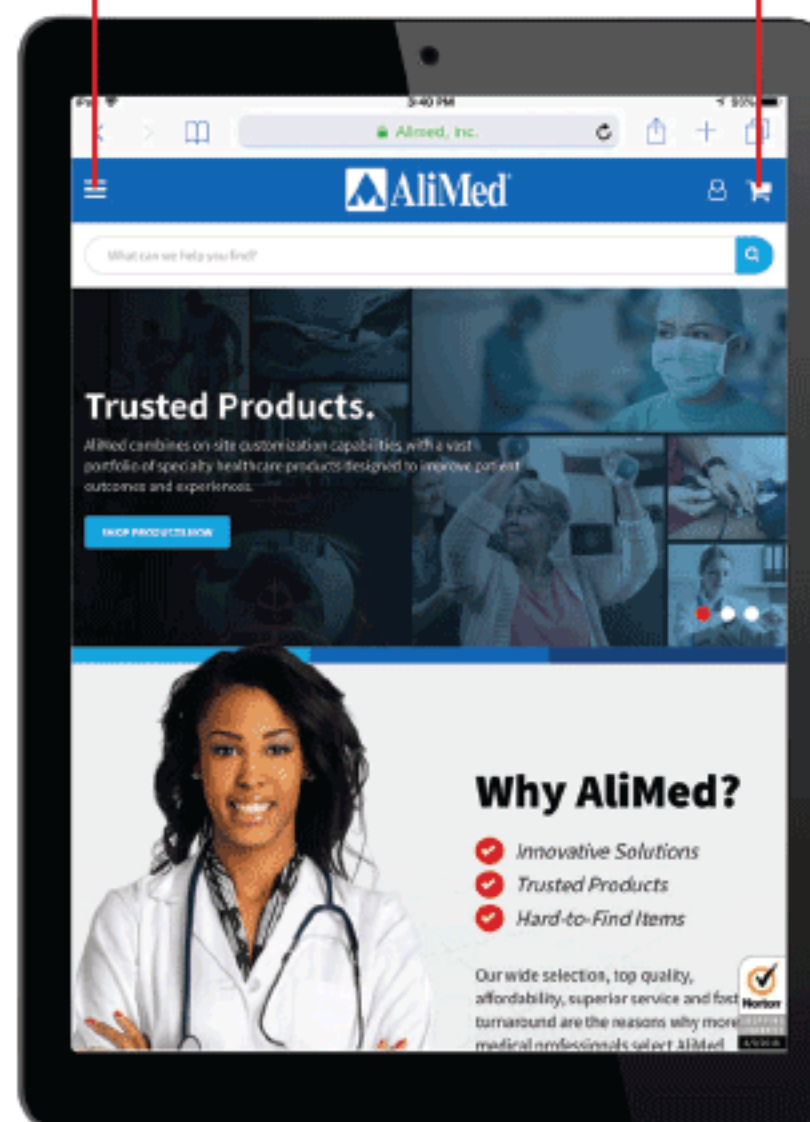
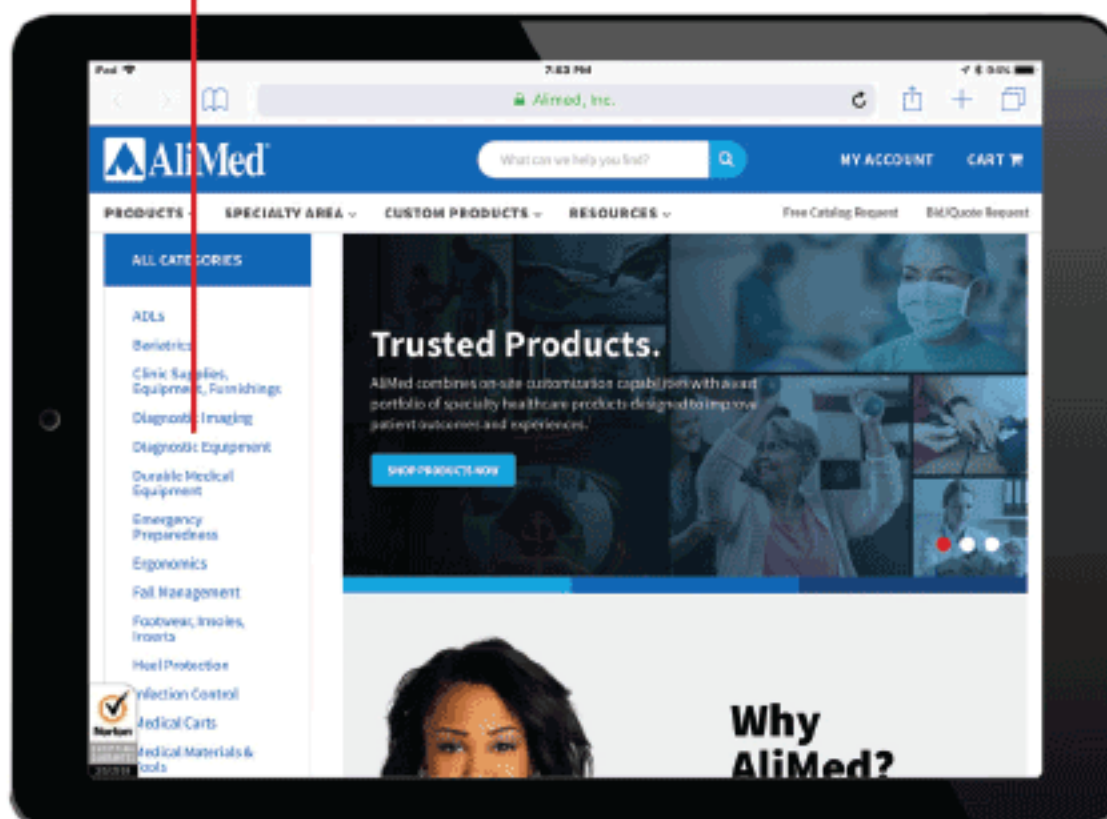


Homepage showdown appears on computers and wide devices but disappears on narrow devices.

Hamburger menus are used on narrow devices instead of nav bar categories.

Easily recognizable icons replace copy on narrow devices.

2 banners are built for the homepage. A smaller one is used for small devices like phones.



Just for you section products decrease to 1 across on a phone.

Felicia and the Norton logo do not appear on a phone.

Home Page

Header

Navigation Bar

Homepage Showdown:

Lists all main categories from the product drop down menu

Homepage Banner:

1200px wide x 600px high

Features 3 banners, the first is always a brief description about AliMed. Copy on left is typed in code for larger screens.

Pop-up Felicia

Why AliMed?

bullets and copy about why customers should prefer AliMed as their first choice for medical product shopping.

Learn More Link

Info why to sign up for email!

Sign up for email

Join Now

Just For You



Provided by Reflektion. Personalized suggestions based on user's previous interaction with our site.



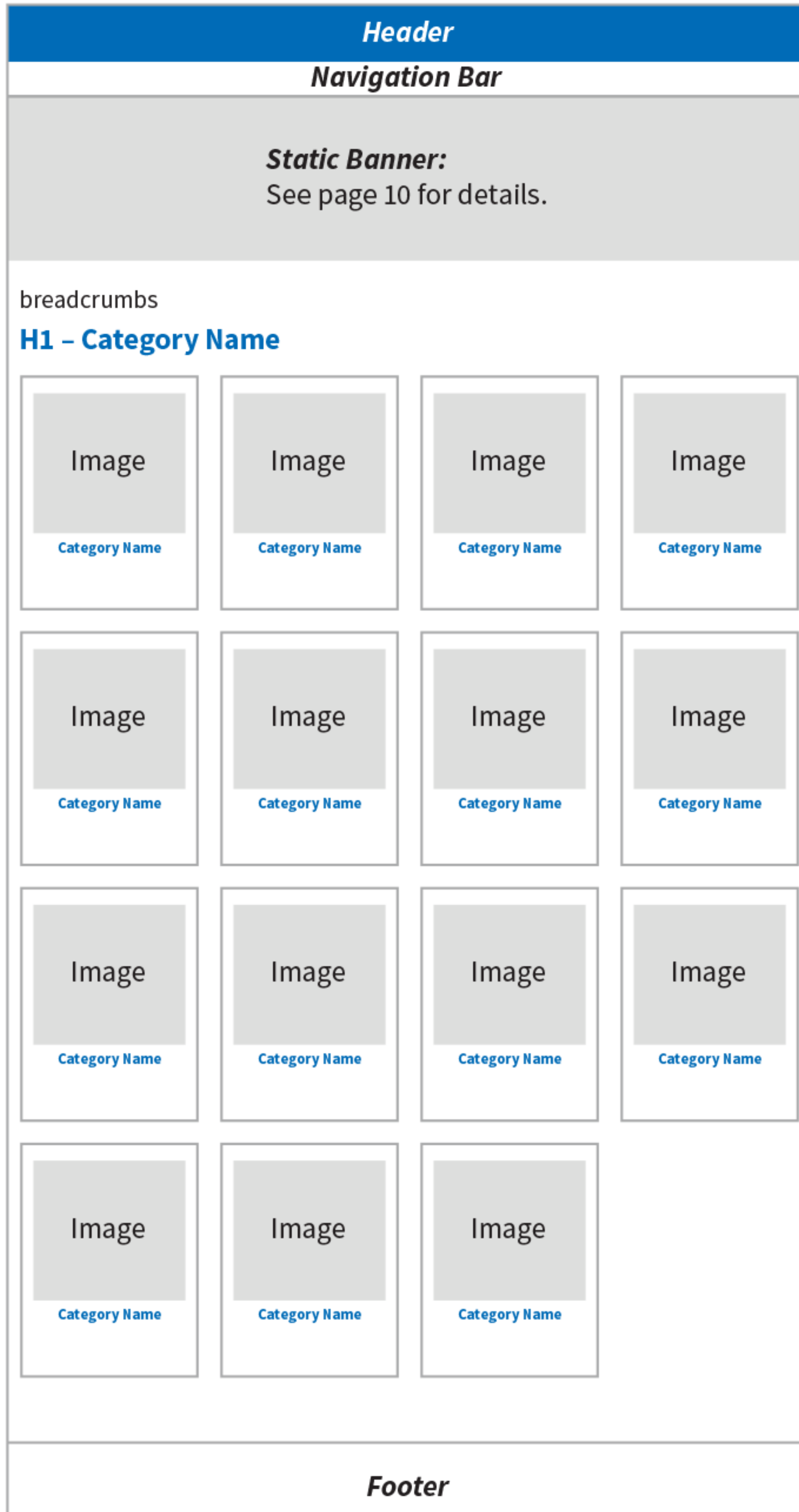
Footer

Category Pages*

4 Columns Across or 3 Rows Across with Sidebar: Static Banners & sidebars are goal for all categories.

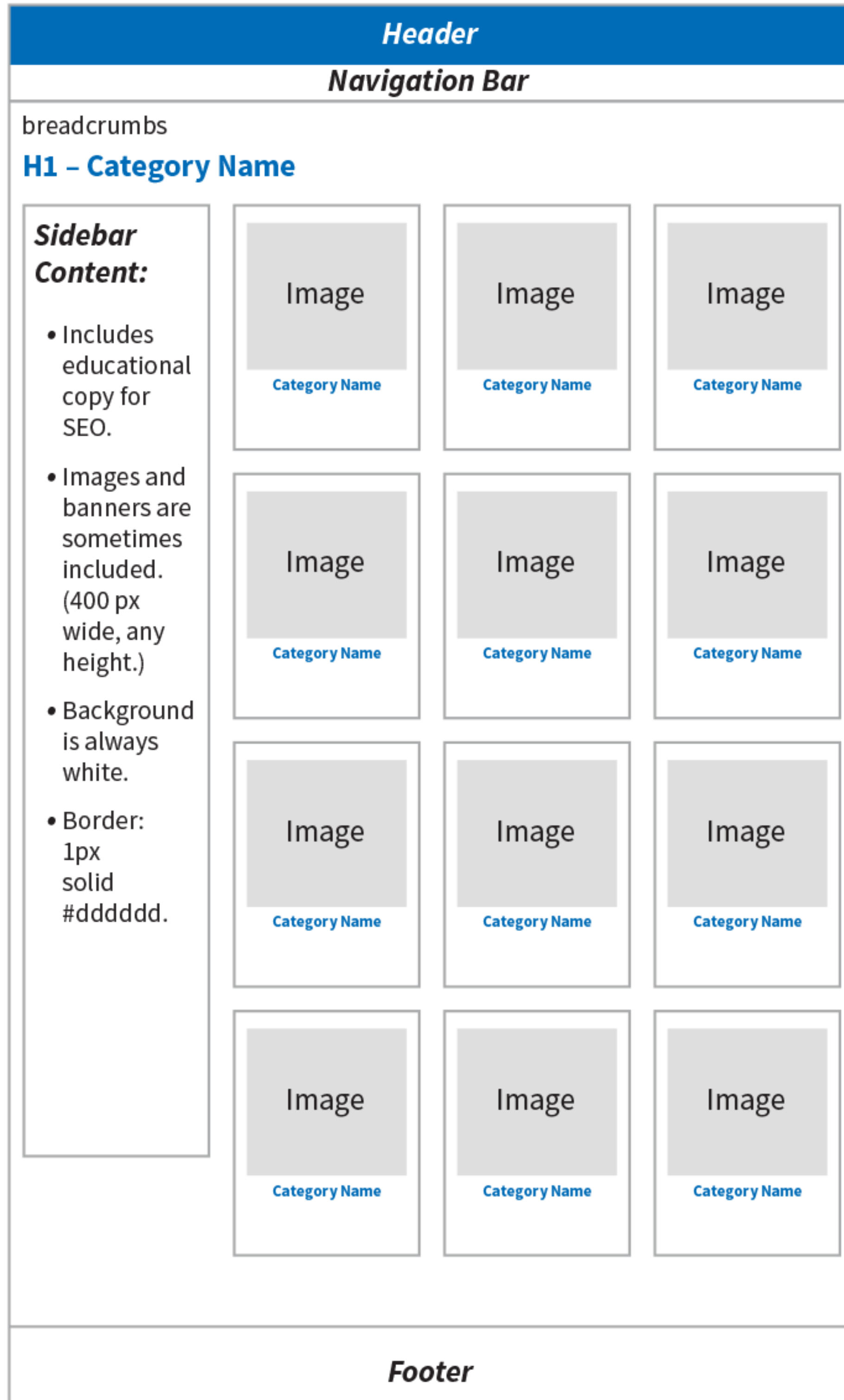
Responsive pages: Columns reduce. Smallest screen 1 across, banner disappears. Boxes shadow on hover.

CMS: Store > Category Manager. Use to change or create categories. (Cat Images show products only.)



Subcategory Pages*

3 Rows Across with Sidebar or 4 Columns Across: Static Banners & sidebars are goal for all subcategories.
Responsive pages: Columns reduce. Smallest screen 1 across with sidebar below. Boxes shadow on hover.
CMS: Store > Category Manager. Use to change or create categories. (Cat Images show products only.)



***Category and Subcategory pages share a template.
Hierarchy is the only distinction.**

Category Product Pages

Product Level Category: Sidebar optional. Click within product border to go to product page. Compare option.

Button Options: 1) Add to cart: directly 2) Choose Options: if more than 1 sku.

Responsive pages: Columns reduce. Smallest screen 1 across with sidebar below. Boxes shadow on hover.

CMS: Store > Category Manager. Use to change or create categories. (Product images show product only.)

Header

Navigation Bar

breadcrumbs

H1 - Category Name

Sidebar Content:

- Includes educational copy for SEO.
- Images and banners are sometimes included. (400 px wide, any height.)
- Background is always white.
- Border: 1px solid #dddddd.

Items found and filtering options

Image
Product Name
Starting at \$00.00
OPTIONS OR ADD
Compare

Image
Product Name
Starting at \$00.00
OPTIONS OR ADD
Compare

Image
Product Name
Starting at \$00.00
OPTIONS OR ADD
Compare

Image
Product Name
Starting at \$00.00
OPTIONS OR ADD
Compare

Image
Product Name
Starting at \$00.00
OPTIONS OR ADD
Compare

Image
Product Name
Starting at \$00.00
OPTIONS OR ADD
Compare

Image
Product Name
Starting at \$00.00
OPTIONS OR ADD
Compare

Image
Product Name
Starting at \$00.00
OPTIONS OR ADD
Compare

number of pages

Footer

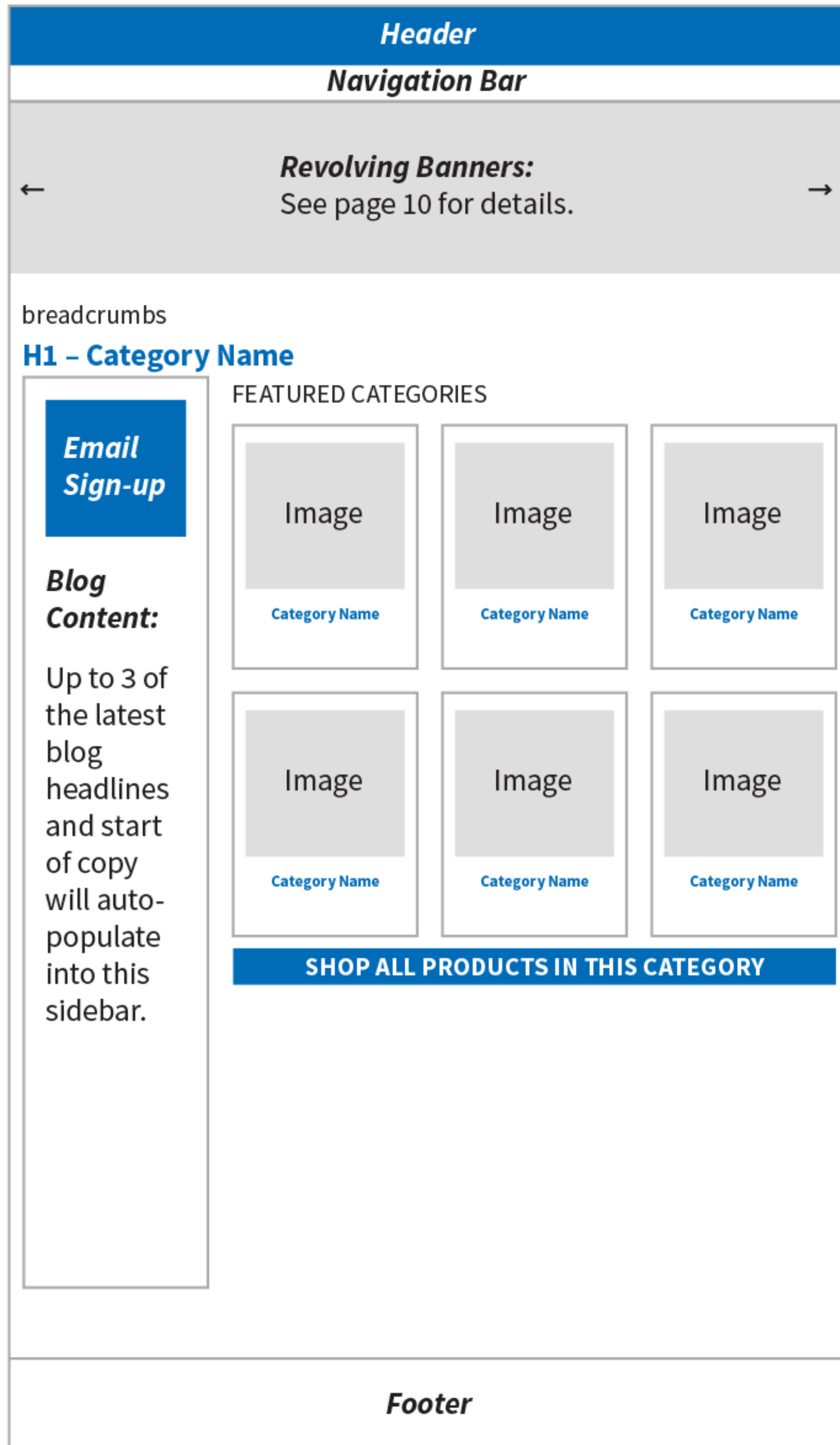
Specialty Pages

Categories for Target Customer Groups: 3 banners (max). Would prefer 9-12 featured categories.

Responsive pages: Columns reduce. Smallest screen 1 across with sidebar below. Boxes shadow on hover. Banner stays but gets smaller.

CMS: Content > Add New Page or View Pages. Page Layout: Specialty Layout.

These pages are specific templates that require specific coding. Use existing coding as a reference.



Product Pages

Product Level Category: Sidebar optional. Click within product border to go to product page. Compare option.

Button Options: 1) Add to cart: directly 2) Choose Options: if more than 1 sku.

Responsive pages: Columns reduce. Smallest screens are 1 across with sidebar below.

CMS: Store > Product Manager. Use to change or create product pages. (Pricing updated through AX.)

Header

Navigation Bar

breadcrumbs

H1 - Product Name

Email a Friend

Main Image: Will change when an alt is clicked. Brave River image processor resizes image to 850px wide x 480px high & reduces file size. Crop tightly to image. Click for a detailed pop-up or to watch video in a pop-up.

Alts: Up to 6 across. May include video icon for a video pop-up.

Item name or drop down of skus ▾

Qty breaks? Qty breaks? Availability In Stock?

Compare

Qty - + [ADD TO CART](#)

PRODUCT HIGHLIGHTS

- Short bullets that highlight product details.
- Supplied by Creative.
- Free Sample link may be added under highlights.

MORE ABOUT THIS PRODUCT

Supplied by Creative. Additional content, like Product Sheets links, may be added below description.

[Read More ▾](#)

Similar Items

< Provided by Reflektion. Personalized suggestions based on user's previous interaction with our site. >

You May Also Like

< Provided by Reflektion. Personalized suggestions based on user's previous interaction with our site. >

Footer

Resource Pages

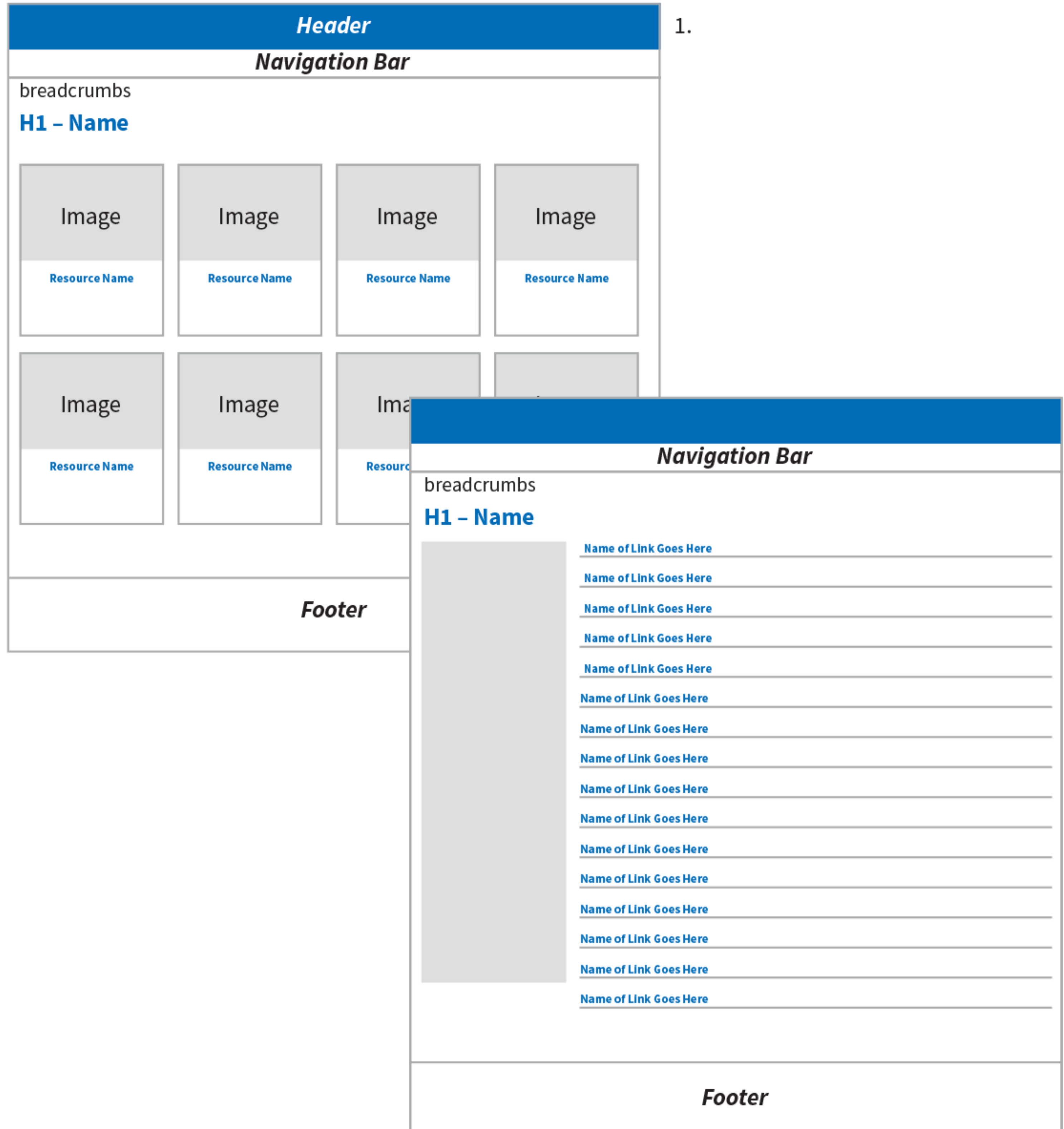
2 Main Resource Landing Page Layouts: Reuse existing code if possible to keep consistent “template”.

1. The basic buttons across. 2. Two columns: image on left with right fade; link list on right.

Responsive pages: (1) Columns reduce. Smallest screen 1 across. Boxes shadow on hover.

CMS: Content > Add New Page or View Pages > Page Layout: Single Column Template.

If linking a page to a resource page it must be manually added.



Landing Pages

Landing pages can be unique if there is a purpose. Or they can be templated like resource pages. (Page 25.) All pages must be built/created to be responsive and be an extension the AliMed brand.

The image displays two examples of landing pages from the AliMed website. The top page is titled "Fowler's Positioning" and features a central diagram of a patient in a chair with various positioning products labeled. A sidebar on the left lists "PATIENT POSITIONERS FOR EVERY PROCEDURE:" with options like SUPINE, LATERAL, PRONE, LITHOTOMY, FOWLER'S, TRENDLENBURG, REVERSE TBURG., and SHOP FOWLER'S. Below the diagram are sections for "Patient Positioning Products" and "Patient Transfer and Surgical Surfaces Supplies".

The bottom page is titled "Worldwide" and serves as a global source for healthcare products. It includes a large header with the text "AliMed—your global source for healthcare products" and "Acute Care • Orthopedics • Skilled Nursing/Rehabilitation". Below this, there are sections for "CE-Marked Product Brochures", "KEY DISTRIBUTION PARTNERS" (listing various international partners), and three prominent buttons for "ACUTE CARE", "ORTHOPEDICS", and "SKILLED NURSING/REHABILITATION". The footer contains contact information and social media links.

Landing Pages

Reusing elements will help maintain the AliMed.com look and feel: Add shadows on hover to boxes. Try to reuse column widths. If possible resize responsive at the same widths. Never change font sizes with css.

CMS: Content > Add New Page or View Pages > Page Layout: Single Column Template.

The image displays three examples of AliMed landing pages, illustrating the reuse of design elements.

Top Page: Floor Matting

- Header:** AliMed 800.225.2610, search bar, MY ACCOUNT, CART.
- Navigation:** PRODUCTS, SPECIALTY AREA, CUSTOM PRODUCTS, RESOURCES.
- Content:**
 - Section 1:** "Choose the right mat for the job" - Text describing Anti-Fatigue Mats, Anti-Slip Mats, and Critical Area Mats.
 - Section 2:** "Floor Matting for safety" - Text about reducing fatigue and preventing slips, with a sub-header "REDUCE FATIGUE. PREVENT SLIPS. IMPROVE PRODUCTIVITY." and an image of a person's feet on a mat.
 - Product Grid:** Three product cards: "Anti-Fatigue Mats" (grey mat), "Anti-Slip Mats" (orange perforated mat), and "Critical Area Mats" (black mat with yellow border).
 - Other options:** "Surgical Mini Mats" (blue mat) and "Anti-Fatigue Insoles" (black insole).
 - Additional Images:** A hallway with blue mats and a roll of yellow matting.
- Footer:** Social media icons (Facebook, Twitter, LinkedIn, Google+).

Middle Page: Billing and Payments

- Header:** AliMed 800.225.2610, search bar.
- Navigation:** PRODUCTS, SPECIALTY AREA, CUSTOM PRODUCTS, RESOURCES.
- Content:**
 - Section 1:** "Billing and Payments" - "Will I be charged Sales Tax?"
 - Section 2:** "What are my payment choices?"
 - Section 3:** "What about returned checks?"
 - Section 4:** "I need a copy of my invoice. How do I get one?"
 - Section 5:** "When will my credit card be billed?"
 - Section 6:** "What are your payment terms?"
 - Section 7:** "Are you involved in third party billing?"
 - Section 8:** "Do you provide reimbursement?"
 - Section 9:** "Does AliMed offer any electronic billing?"
 - Section 10:** "Does AliMed have a GSA contract?"
- Footer:** ABOUT US, CONTACT US, RETURNS, PRIVACY POLICY, BLOG, EVENTS. 800.225.2610 | customerservice@alimed.com

Bottom Page: AliMed® ULTRApadded™ Contracture Braces

- Header:** AliMed 800.225.2610, search bar, MY ACCOUNT, CART.
- Navigation:** PRODUCTS, SPECIALTY AREA, CUSTOM PRODUCTS, RESOURCES.
- Content:**
 - Section 1:** "Static progressive stretch gradually increases range of motion"
 - Image Grid:** Three circular images showing "Elbow Orthoses", "Knee Orthoses", and "Wrist Orthoses".
 - Image:** A detailed image of a brace with a list of features:
 - 1. Padded cover absorbs moisture to help prevent skin maceration
 - 2. Thigh and calf cuffs bend for an optimal fit
 - 3. Foam-covered, bendable spine for quick, tool-free adjustments
- Footer:** Social media icons (Facebook, Twitter, LinkedIn, Google+).

Video


CMS: Multimedia > Videos: After uploading video to YouTube you can add a new video. Enter info into boxes provided and the information will populate where it needs to go – filling required predetermined templates automatically.

Header

Navigation Bar

breadcrumbs

H1 – Name




Video

Title of video
Up to 3 line description of video goes under image.

Select Category


Video Category Dropdown ▼

Related Videos



Image

Video Title



Image

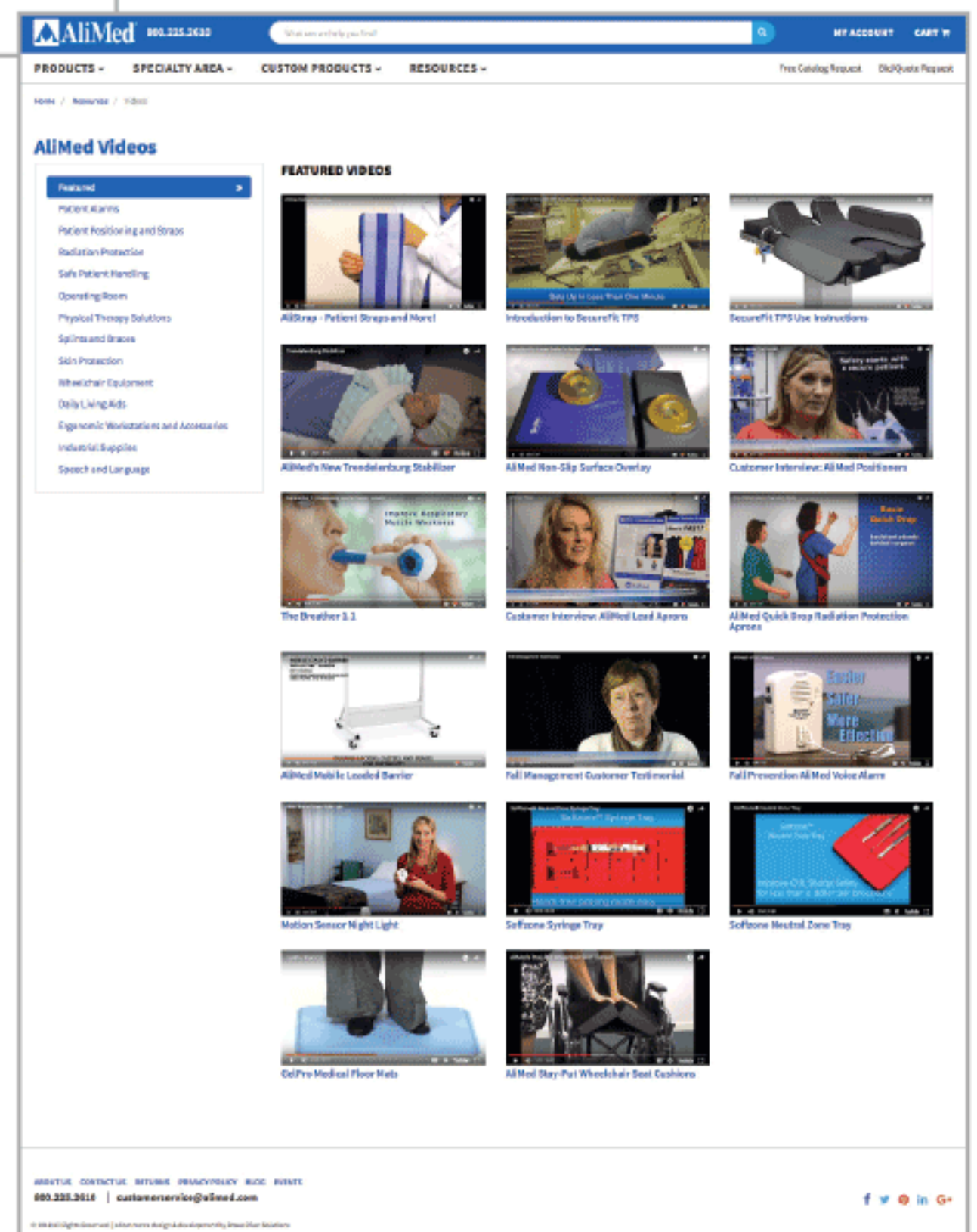
Video Title

Top of Image

Footer

Video Page

Video Main Page



Blog/Articles

CMS: Content > View Articles: Create new using Blog Layout. Do not “Allow Comments” or “Show Authored By” - uncheck them. **DO NOT** upload image in Page Image. Image is added in code. **DO** add image in Article Preview Image – it adds blog to the main Blog Page. Use existing code on old blogs unless a new layout is requested or needed.

Header	
Navigation Bar	
Search Blogs	breadcrumbs
Categories	Article Name or Headline
Links to other blog categories	Social Icons
Recent Topics	Date
Links to other blogs sorted by recent topics.	Headline or Subheadline if available
(No outline for this section.)	Copy for blog will surround image on top left of page. On small screens main image will go over copy. Other images, logos or graphics may be used depending on layout.
Email Sign-up	Blog Image: Also use as thumbnail button in Article Preview Image. 400px wide x 267px high
	LINK TO WEBSITE
Footer	

Blog Article

Blog Main Page

Custom

CMS: Content > View Pages. If adding to the custom page reuse existing code.
Button With Hover Effect: Use 2 images: (1) Illustration in 100% cyan. (2) Real Photo.
All other elements are set up to resemble a 4 column Resource Page.

AliMed 800.225.2610 What can we help you find? MY ACCOUNT CART

PRODUCTS SPECIALTY AREA CUSTOM PRODUCTS RESOURCES Free Catalog Request Bid/Quote Request

Home / Custom Products

Custom to your specifications!

Simple ordering and fast turnaround. Click a button to create your own custom product.

YOUR IDEAS. OUR CAPABILITIES. Whether your need is as simple as creating a specific-sized cushion or as complex as engineering a unique type of patient positioner, AliMed has the expertise and support to take your product idea from concept to completion — on spec, on time, and on budget.

- STRAPS** Customize It!
- POSITIONERS** Customize It!
- CARTS** Customize It!
- CART COVERS** Customize It!
- SUPPORT SURFACES** Customize It!
- STRETCHER PADS** Customize It!
- SANDBAGS** Customize It!
- RADIATION PROTECTION** Customize It!
- TOBOGGANS** Customize It!
- CUSTOM FAQ** Frequently Asked Questions? Learn More!
- CUSTOM PROCESS** Custom Quotes and Ordering? Learn More!

ABOUT US CONTACT US RETURNS PRIVACY POLICY BLOG EVENTS
800.225.2610 | customerservice@alimed.com

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News/Press Releases



CMS: Content > Add New Page or View Pages> Page Layout: Press Release.

Page image is News Release logo. (Copy from an existing page and reuploaded with browse button.)

Add heading. Page content will be 2nd logo if one exists. Second Block is Contact info. Third block is copy.

The screenshot shows a web page with a blue header. The header contains the AliMed logo, the phone number 800.225.2610, a search bar with the text 'What can we help you find?', and links for 'MY ACCOUNT' and 'CART'. Below the header is a navigation menu with 'PRODUCTS', 'SPECIALTY AREA', 'CUSTOM PRODUCTS', and 'RESOURCES'. There are also links for 'Free Catalog Request' and 'Bid/Quote Request'. The main content area has a breadcrumb trail: 'Home / Resources / News / AliMed Joins the Attainia Product Catalog'. The title of the page is 'AliMed Joins the Attainia Product Catalog'. The main content is a press release with the following text:

FOR IMMEDIATE RELEASE

 
NEWS RELEASE

AliMed
Shrikant Rahalkar,
Vice President of Marketing
srahalkar@alimed.com
781-329-2900 ext. 303

Attainia
Jill Worley
marketing@attainia.com
866-288-2464 ext. 702

AliMed Joins the Attainia Product Catalog


Dedham, MA – December 10, 2013 — AliMed has partnered with Attainia, the industry leader in web-based capital equipment planning and budgeting enterprise solutions for the healthcare marketplace, to support content for their medical and ergonomic products in the Attainia catalog. Supporting AliMed products in the Attainia Catalog will save members time with one-stop shopping for pricing and specification details.

ABOUT ALIMED, INC.

For over 40 years, AliMed has manufactured and distributed both commonly-used and hard-to-find acute and non-acute medical supply products. As a leading developer, manufacturer, and distributor for more than 500 suppliers, AliMed provides the broadest selection of specialty solutions for hospital, long-term care, and rehabilitation facilities today.
www.alimed.com

ABOUT ATTAINIA, INC.

Attainia, a privately held company based in Mountain View, California and founded in 2001, is dedicated to improving the strategic management of the healthcare capital equipment lifecycle. The Attainia suite of enterprise solutions includes PLAN, BUDGET, PREDICT, and WATCH. With a product catalog supporting over 2,600 suppliers in more than 5,000 categories, over \$33 billion in capital dollars are planned and budgeted by the some of the largest U.S. and international healthcare architectural and planning firms, healthcare integrated delivery networks, and individual hospitals.
www.attainia.com





Email Templates

One Product v1

Use this area to offer a short teaser of your email's content. Text here will show in the preview area of some email clients.

Email not displaying correctly?
[View it in your browser.](#)



600x150

Main Header

Secondary Header

Customize your template by clicking on the style editor tabs on your right. Set your fonts, colors, and styles. After setting your styling is all done you can click here in this area, delete the text, and start adding your own awesome content.

560x300

Main Header

Secondary Header

After you enter your content, highlight the text you want to style and select the options you set in the style editor in the "styles" tab. Want to [get rid of styling on a bit of text](#), but having trouble doing it? Just use the "remove formatting" button to strip the text of any formatting and reset your style.

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Secondary Headers and Second Main Header are optional/removable

One Product v2

Use this area to offer a short teaser of your email's content. Text here will show in the preview area of some email clients.

Is this email not displaying correctly?
[View it in your browser.](#)



600x150

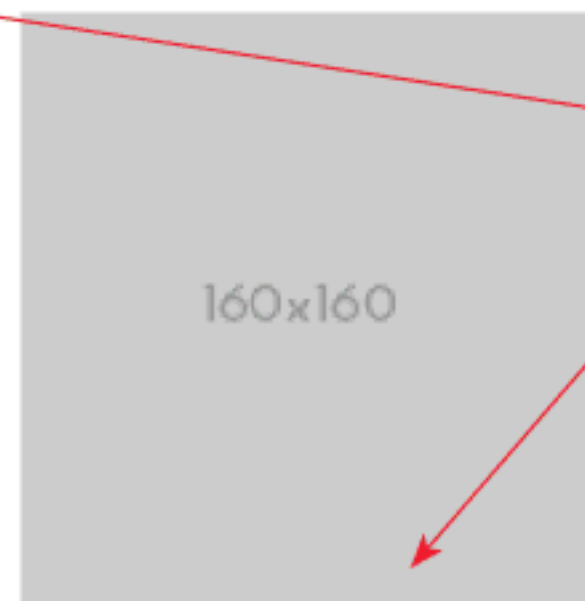
Main Header

Secondary Header

Getting started: Customize your template by clicking on the style editor tabs on your right. Set your fonts, colors, and styles. After setting your styling is all done you can click here in this area, delete the text, and start adding your own awesome content!

After you enter your content, highlight the text you want to style and select the options you set in the style editor in the "styles" tab. Want to [get rid of styling on a bit of text](#), but having trouble doing it? Just use the "remove formatting" button to strip the text of any formatting and reset your style.

- [Friend on Facebook](#)
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Tertiary Header

Repeatable content blocks: Hover over the drop arrow in the upper right of a region to toggle a menu of options unique to that section, like 'Copy', 'Move Row Up', or 'Delete'. You can also [get a little fancy](#): repeat blocks and remove all text to make image "gallery" sections, or do the opposite and remove images for text-only blocks!

Secondary Headers and Tertiary Header are optional/removable

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One Product v3

Use this area to offer a short teaser of your email's content. Text here will show in the preview area of some email clients.

Is this email not displaying correctly?
[View it in your browser.](#)



600x150

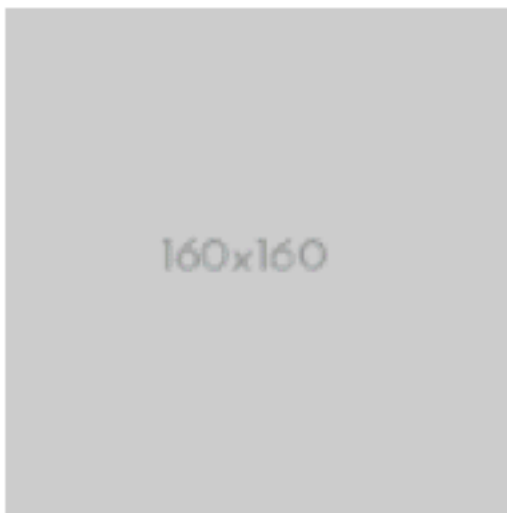
Main Header

Secondary Header

Tertiary Header

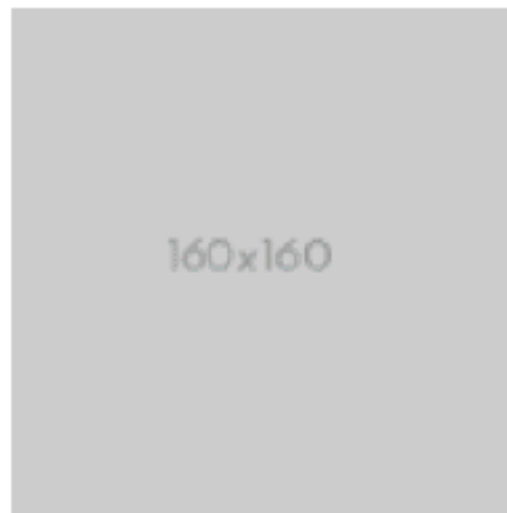
Getting started: Customize your template by clicking on the style editor tabs on your right. Set your fonts, colors, and styles. After setting your styling is all done you can click here in this area, delete the text, and start adding your own awesome content!

After you enter your content, highlight the text you want to style and select the options you set in the style editor in the "styles" tab. Want to [get rid of styling on a bit of text](#), but having trouble doing it? Just use the "remove formatting" button to strip the text of any formatting and reset your style.



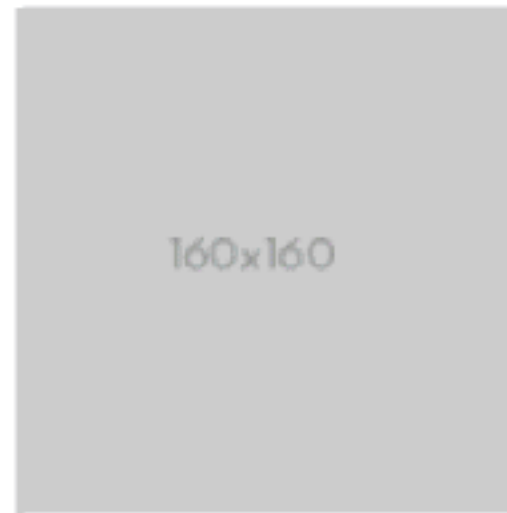
Product Name

Repeatable content blocks: Hover over the drop arrow in the upper right of a region to toggle a menu of options unique to that section, like 'Copy', 'Move Row Up', or 'Delete'. You can also [get a little fancy](#): repeat blocks and remove all text to make image "gallery" sections, or do the opposite and remove images for text-only blocks!



Product Name

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Product Name

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Secondary & Tertiary Headers are optional/removable

Product blocks are repeatable

Shop now button is removable, used when there is an associated landing page otherwise link to the products directly

Newsletter Style

Use this area to offer a short teaser of your email's content. Text here will show in the preview area of some email clients.

Email not displaying correctly?
[View it in your browser.](#)



600x150

Main Header

Secondary Header

Customize your template by clicking on the style editor tabs above. Set your fonts, colors, and styles. After setting your styling is all done you can click here in this area, delete the text, and start adding your own awesome content.

Secondary Header 2

Make your email easy to read

After you enter your content, highlight the text you want to style and select the options you set in the style editor in the "styles" tab. Want to [get rid of styling on a bit of text](#), but having trouble doing it? Just use the "remove formatting" button to strip the text of any formatting and reset your style.

Secondary Headers are optional/removable

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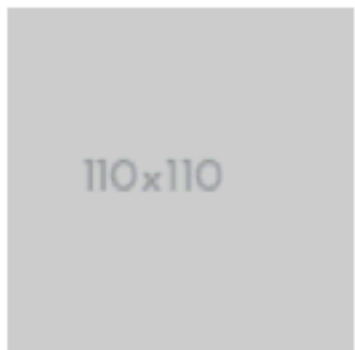
Informational Style v1

Use this area to offer a short teaser of your email's content. Text here will show in the preview area of some email clients.

Is this email not displaying correctly?
[View it in your browser.](#)



600x150



Product Name

Repeatable content blocks: Hover over the drop arrow in the upper right of a region to toggle a menu of options unique to that section, like 'Copy', 'Move Row Up', or 'Delete'. You can also [get a little fancy](#): repeat blocks and remove all text to make image "gallery" sections, or do the opposite and remove images for text-only blocks!

Main Header
Secondary Header
Tertiary Header

Getting started: Customize your template by clicking on the style editor tabs on your right. Set your fonts, colors, and styles. After setting your styling is all done you can click here in this area, delete the text, and start adding your own awesome content!

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Product Name

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Secondary & Tertiary Headers are optional/removable

Shop now button is removable, used when there is an associated landing page otherwise link to the products directly

Informational Style v2

Use this area to offer a short teaser of your email's content. Text here will show in the preview area of some email clients.

Is this email not displaying correctly?
[View it in your browser.](#)



600x150

Main Header

Secondary Header

Tertiary Header

Getting started: Customize your template by clicking on the style editor tabs on your right. Set your fonts, colors, and styles. After setting your styling is all done you can click here in this area, delete the text, and start adding your own awesome content!

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110x110

Product Name

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260x200

Main Header

Repeatable content blocks: Hover over the drop arrow in the upper right of a region to toggle a menu of options unique to that section, like 'Copy', 'Move Row Up', or 'Delete'. You can also [get a little fancy](#): repeat blocks and remove all text to make image "gallery" sections, or do the opposite and remove images for text-only blocks!

110x110

Product Name

Repeatable content blocks: Hover over the drop arrow in the upper right of a region to toggle a menu of options unique to that section, like 'Copy', 'Move Row Up', or 'Delete'. You can also [get a little fancy](#): repeat blocks and remove all text to make image "gallery" sections, or do the opposite and remove images for text-only blocks!

SHOP NOW

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Secondary & Tertiary Headers are optional/removable

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Multiline Style v1

Use this area to offer a short teaser of your email's content. Text here will show in the preview area of some email clients.

Is this email not displaying correctly?
[View it in your browser.](#)



600x150

110x110

Product Name

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260x200

Main Header

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110x110

Product Name

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Main Header

Secondary Header

Tertiary Header

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SHOP NOW

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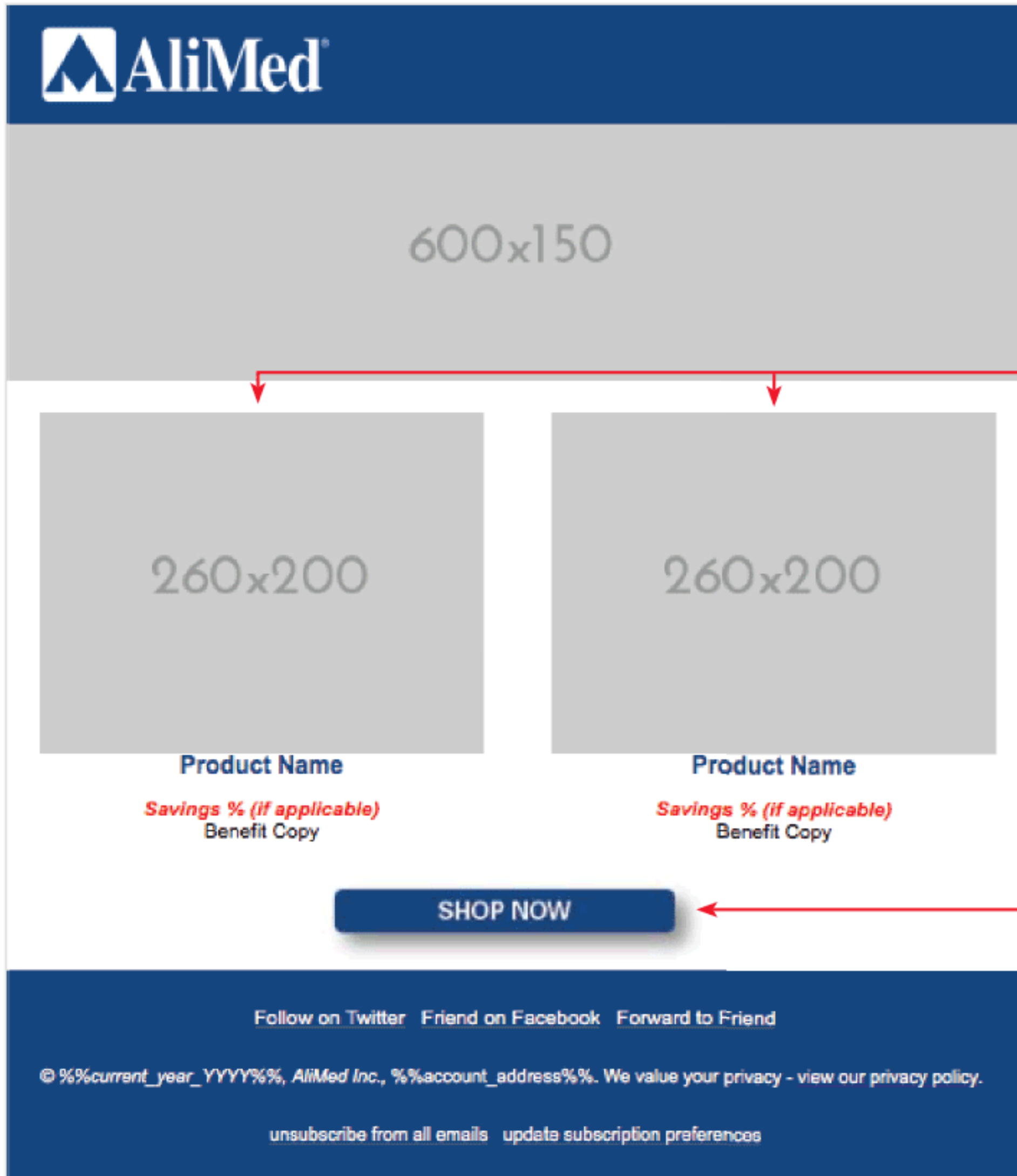
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Secondary & Tertiary Headers are optional/removable

Multiline Style v2

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Is this email not displaying correctly?
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Product blocks are repeatable

Shop now button is removable, used when there is an associated landing page otherwise link to the products directly

