

## **Press Release – June 17, 2020**

### **ABBOTT IS SUPPORTING THEIR CUSTOMERS WITH NEW SUMMER 2020 INITIATIVES**

After more than 70 years in business, Abbott has learned that in order to thrive, businesses need to adapt. These are unprecedented times, and both Abbott and their retailer partners are reinventing the ways they operate and engage with customers. In this spirit, Abbott is providing a number of new resources to assist their customers this summer.

#### **1. ABBOTT IS HELPING RETAILERS GET THEIR WEBSITES UP AND RUNNING**

As many retailers are making the shift to e-commerce sales, Abbott has focused their efforts on providing the resources and materials necessary to make this transition seamless and easy.

When setting up a website, retailers will likely require:

- Product images, including professional lifestyle photos
- Product sizes and weights
- Product names and professionally-written descriptions
- Search keywords

Abbott can provide this information quickly and easily. Customers can simply create a product list on Abbott's website and once submitted, Abbott will e-mail a document containing extensive product details and a link to download all product images, which can then be used to populate retailer's website.

#### **2. SOCIAL MEDIA SUPPORT**

The lifestyle images provided by Abbott are perfect for Instagram and other social media platforms. The colourful long descriptions can be used on product pages or as captions on social media posts.

Retailers are also able to access product information details and images directly from the Abbott website. The product information can simply be copy/pasted, and each product has a download link for the images. Abbott's Online Retailer Resources page includes downloadable product knowledge PDFs for many of their best-selling items.

#### **3. LIVE CHAT**

Abbott recently added a Live Chat function to their website, in order to provide immediate support and answers to customer inquires. As always, their dedicated Customer Service and Sales teams are available by phone or e-mail.

#### **4. ABBOTT VIRTUAL SHOWROOM AND TRADESHOW**

On August 4<sup>th</sup>, Abbott will be launching a virtual showroom and tradeshow.

Open 24/7, customers can "walk" through the Abbott showroom displays from the comfort of their home or business. All products will be directly linked to the user's shopping cart on the [abbottcollection.com](http://abbottcollection.com) website, making it easy to place orders.

Customers will have the option of touring the showroom on their own, or they can opt to screenshare with their Sales Representative or Customer Service Representative. Additionally, Abbott's live agents will also be available to guide customers through the virtual showroom experience.

During the month of August, Abbott will host their Virtual Tradeshow. Join them for new product launches, live presentations from their Design Team, and seminars with Industry experts. Abbott will have a number of promotions available during the tradeshow.

For further details, please contact: [gifts@abbottcollection.com](mailto:gifts@abbottcollection.com)