

Email Templates

This page shows the **persona-based outreach library** used by the agent to generate emails. There are three templates: **Business / Decision-Maker**, **R&D / Innovation**, and **Marketing / Brand**, each with a tailored subject, opening hook, Tedlar value proposition, and a clear CTA. Placeholders (e.g., [Company_Name]) are auto-filled from the pipeline's data so the message references the right company, role, and event context. The Business version emphasizes ROI, reliability, and maintenance savings; the R&D version highlights material performance (UV/chemical/abrasion resistance) and field validation; and the Marketing version focuses on color longevity, brand consistency, and sustainability. Sales can **review** → **edit** → **send** in-line, while the system logs which template was used for A/B testing and future optimization.

1. Business / Decision-Maker (VPs, Directors, GMs)

Subject: Extending [Company_Name]'s signage durability & reducing maintenance costs

Hi [Decision_Maker_Name],

I came across [Company_Name]'s work in [Event_Name/Industry_Context] and wanted to connect, given your leadership in [Application_Area].

Across the signage and graphics space, teams are turning to **DuPont Tedlar films** to **cut down on maintenance, avoid costly replacements, and ensure consistent brand presence despite UV exposure and harsh weather conditions**. These solutions are helping industry leaders in maximizing ROI while protecting visual assets long-term.

Would you be open to a short call after [Event_Name] to explore how this could benefit your upcoming projects?

Best,
[Your_Name]

2. R&D / Innovation Leaders (Materials, Engineering, Product Development)

Subject: Advanced material solutions for [Company_Name]'s next-gen signage projects

Hi [Decision_Maker_Name],

I noticed your team's focus on [Application_Area] and upcoming participation in [Event_Name]. As someone driving innovation in materials, I thought you'd find this relevant.

DuPont Tedlar films, proven through decades of material science, are used by R&D teams to deliver **long-term resistance to UV, chemicals, and abrasion**. This allows product teams to reduce testing cycles while ensuring **field-validated reliability** for demanding applications.

Would you be open to discussing how these properties could support [Company_Name]'s product roadmap?

Best regards,
[Your_Name]

3. Marketing / Brand Leaders (Brand, Creative, Customer Experience)

Subject: Safeguarding [Company_Name]'s brand visuals with lasting graphic solutions

Hi [Decision_Maker_Name],

I was excited to see [Company_Name] involved in [Event_Name]. With your role leading brand initiatives, I thought this might resonate.

Companies are using **DuPont Tedlar's protective films** to ensure **color vibrancy, gloss, and visual quality remain intact for years**, reducing reprints, strengthening brand consistency, and presenting a more sustainable image to customers. For marketing teams, that means brand visuals stay compelling long after installation.

Would you be open to a brief chat after [Event_Name] to explore how this could elevate your upcoming campaigns?

Best,
[Your_Name]