



# The World of X-Ray Markers

BY AC WELLMAN

To our Valued Dealer Partners:

I hope this letter finds you busy and doing well! I wanted to take a moment to tell you about some great things happening at AC Wellman. We launched our new website on March 11th and there are lots of new and exciting things that will assist you in promoting products to your customers.

[VIEW X-RAY PRODUCTS HERE](#)



As always, you can reach out to me directly with any questions or comments.

Email: [rick@acwellman.com](mailto:rick@acwellman.com), cell: [330.352.4673](tel:330.352.4673).

kindest Regards,  
**Rick Serio**  
President | AC Wellman



*Now Online!*

## NEW COLOR CHART ONLINE NOW

We have taken the colors that were available from Techno-Aide and our color chart and merged them into a comprehensive array of choices. Duplicates were removed but we have kept all unique colors that are still available on the list. For your convenience, there is a downloadable pdf file on the site so that you can easily add choices to your site. Additionally, you can copy individual colors right from our website and add to your website.

Also, we have a line of "chunky glitters" that are available for limited markers.

**Click below to view and download the color chart online:**

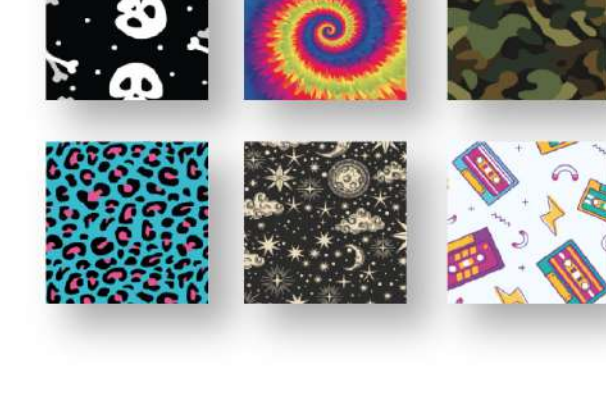
[VIEW & DOWNLOAD COLOR CHART ONLINE](#)



## CUSTOM GRAPHIC DESIGN OPTIONS

A new set of custom backgrounds are now available for your customers to choose from. They are easy to copy individually, or you can download the pdf of all the options for easy distribution to your customers. Now your customers can have it all, creative designs on their high-quality markers and still manufactured by a licensed medical device manufacturer.

[CLICK HERE TO SEE OPTIONS](#)



## DOWNLOADABLE PRODUCT PHOTOS



If you have not yet browsed through our new website, I encourage you to have a look at our product photos. Photos can be easily copied and pasted to your working file for your use. Crisp, clean, and organized they will help you to promote the high-quality markers and accessories from AC Wellman.

## NEW ITEMS TO THE WEBSITE



On our new site you will notice a featured items section. These items are not necessarily new to AC Wellman, but they are new to our website. Because you may or may not be aware of some or all these items, I encourage you to see the additions to our site.

## NEW DIGITAL AUTO SCALER

As requested through one of our dealers by a veterinary customer (using Metron software) we have developed an auto scaler that will work with digital software to automatically scale your X-ray. For additional information see our website or give Chelsey a call. This auto scaler will also assist in any orthopedic digital X-ray environment.



## CUSTOM MARKERS & DESIGNS

As always, if your customer has a request and you don't see it on our site, please give us a call to see if we can produce it for you.



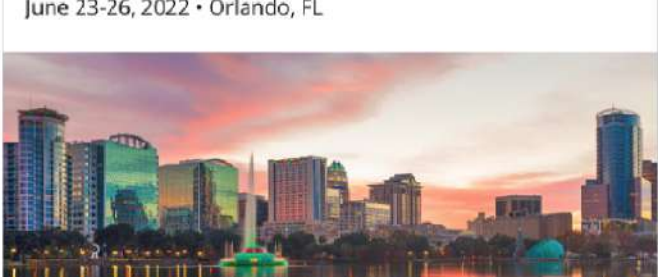
[SEE MORE ON FEATURED & CUSTOM MARKERS](#)

## JOIN US AT THE ASRT CONFERENCE

Join us June 23 – 24 at the Conference Expo. We have reserved booth space and will be showcasing our markers, rulers, and X-ray letters. Since we are a dealer sell only company our attendance is all about promoting our products and our dealer partners. Come spend some time at the booth and meet many of the attendees. Please let me know if you are interested in attending and being available at our booth.



ASRT Educational Symposium and Annual Governance and House of Delegates Meeting  
June 23-26, 2022 • Orlando, FL



## INVESTMENT IN DEPENDABILITY

As we have continued the integration of our marker operation with the operations of Techno-Aide's marker production we have developed a stronger more reliable production process. Part of that process is to ensure that our customers never have to hear, "your shipment has been delayed because our machine is broken!" **During the past several months we have invested in new technologies and back up equipment.** From additional production equipment for manufacturing our high-quality letters and numbers to production equipment for producing markers and rulers, we have been busy. We anticipate the completion of the installation of our new equipment in the coming weeks. A big thank you to our team and our dedicated vendor partners for all their hard work!

## CELEBRATING A 46-YEAR CAREER

After a 46-year illustrious career Sally is going to bid farewell to us and take time to smell the roses. Sallly has been an invaluable asset not only to AC Wellman but to our many dealers who depended on Sally for quick answers and exceptional service. We will miss her but are expecting her to be around often. She will be here periodically thru May 31. Please be sure and wish her well when you speak to her.

We are excited to announce that Chelsey Hall has joined our team and will be taking over Sally's responsibilities. She has been training and working hard to gather 46 years of experience in short order. While she may not have every answer for you immediately, she will work diligently to get you answers. I am confident that she will continue to make working with AC Wellman a great experience. Please help me in welcoming Chelsey to the AC Wellman Team.

Please do not hesitate to contact Sally, Chelsey or myself should you have any questions.

**Thank you again for the opportunity to continue to earn your business!**

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