This booklet serves as a portfolio of email & retargeting campaign and landing page samples of which Abdallah Al Alfy is the primary author. Some samples here have undergone editing per the request of the author's employers/clients. Most information in this booklet has already been published online and via client emails, and is already part of the public record.

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Retargeting Campaign Draft Samples

Banty Retargeting Campaign

Original campaign copy · Recreated ad layouts

Ad #1

banty

PHIPA, HIPAA and OHIP
Secure Video Calls
Banty Medical
Sign Up Now!

Ad #2

banty

Banty Medical
14 Day Free Trial
Virtual Medicine Made Easy
14 Day Free Trial

Ad #3

banty

See Patients Online!
Banty Medical
Sign Up Today!

Ad #4

banty

Premium Video Conferencing
Banty
14 Day Free Trial

Ad #5

banty

Banty Enterprise
Premium Video Calls
For All Your Team
Subscribe Today!

Ad #6

banty

Banty Enterprise
White Glove Service
All your Team One Call!
Sign Up Now!

Ad #7

banty

Banty Personal
Sign Up Today
Closer.. From Home

Ad #8

banty

Banty Business
Subscribe Now
Sell Online

Ad #9

banty

Easy Telemedicine
Banty
Subscribe Here!

Ad #10

banty

More Than a Video Call
Banty Plus
Free Trial

Banty Retargeting Campaign

Original campaign copy · Recreated ad layouts

Ad #1

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PHIPA, HIPAA and OHIP
Secure Video Calls
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For All Your Team
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Banty Enterprise
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All your Team One Call!
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Banty Personal
Sign Up Today
Closer.. From Home

Ad #8

banty

Banty Business
Subscribe Now
Sell Online

Ad #9

banty

Easy Telemedicine
Banty
Subscribe Here!

Ad #10

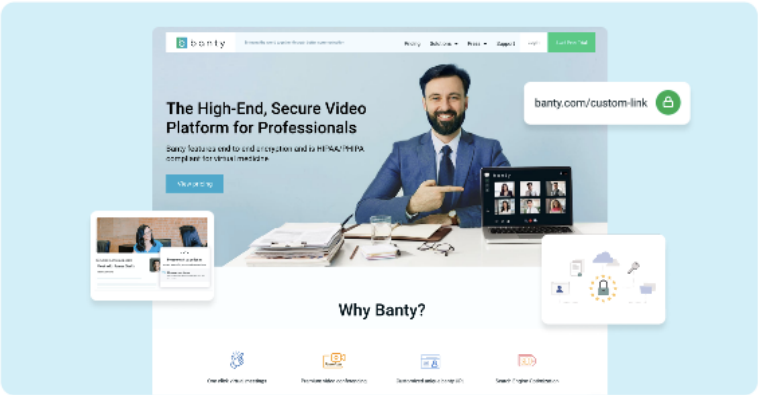
banty

More Than a Video Call
Banty Plus
Free Trial

Email Campaign Samples

Email Mobile Screenshot Sample

banty



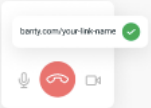
Ready to win at video calls, Marc?

Welcome to Banty. You're right where you should be.

Your free trial starts today. Going forward, we'd like to encourage you to explore our intuitive video features to the maximum so we can offer you a spectacular video experience.

Login: manage.banty.com

You can also head directly to your control panel



Waiting Room Setup

Where you can customise your unique Banty URL, the headline for your calls, and your profile's description.

Notifications

Where you can setup your devices to receive alerts when someone joins your waiting room for a video call.

Security

Where you can adjust the visibility of your Banty address and change your password.

Manage your Banty video calls

Need a little more help?
We'd love to chat with you at our customer feedback centre
You could also give us a call at: 1(855) 238-9021
Or reach us by email at: team@banty.com

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Text for Welcome Email Draft for Banty Personal, Business and Enterprise

Subject: Welcome! Getting started with Banty

Ready to win at video calls, [Insert Name Here]? Welcome to Banty. You're right where you should be.

Your free trial starts today. Going forward, we'd like to encourage you to explore our intuitive video features to the maximum so we can offer you a spectacular video experience.

Login: **manage.banty.com**

You can also head directly to your control panel:

Waiting Room Setup	Notifications	Security
Where you can customise your unique Banty URL, the headline for your calls, and your profile's description.	Where you can setup your devices to receive alerts when someone joins your waiting room for a video call.	Where you can adjust the visibility of your Banty address and change your password.

Need a little more **help**? We'd love to chat with you at our **customer feedback centre**.

You could also give us a call at: **1(855) 238-9021**

Or reach us by email at: **team@banty.com**

Text for 1st Post-Free Trial Emails Draft in Drip Campaign for Banty Business and Enterprise

1:

Subject: Welcome! Growing business with Banty

Congratulations, [Insert Name Here]! Two great weeks of video calls with Banty, and there's more to come! Keep growing your business by winning at video calls.

We're glad you stayed on. Hopefully, you've explored our intuitive features to the maximum by now for a spectacular video calling experience. To refresh your memory

Login: **manage.banty.com**

You can also head directly to your control panel:

Waiting Room Setup	Notifications	Security
Where you can customise your unique Banty URL, the headline for your calls, and your profile's description.	Where you can setup your devices to receive alerts when someone joins your waiting room for a video call.	Where you can adjust the visibility of your Banty address and change your password.

Need a little more **help**? We'd love to chat with you at our **customer feedback centre**.

You could also give us a call at: **1(855) 238-9021**

Or reach us by email at: **team@banty.com**

For more tips on growing your business, follow us on

[Insert Facebook Widget] [Insert Instagram Widget]

[Insert YouTube Widget] [Insert LinkedIn Widget] [Insert Twitter Widget]

2:

Subject: Welcome! Growing your organisation with Banty

Congratulations, [Insert Name Here]! Two great weeks of video calls with Banty, and there's more to come! We'd like your team to keep having spectacular video conferences!

We're glad you stayed on. Hopefully, your team has explored our intuitive custom interface to the maximum by now, for a spectacular video conferencing experience. To refresh your memory

Login: **manage.banty.com**

You can also head directly to your control panel:

Waiting Room Setup	Notifications	Security
Where you can customise your unique Banty URL, the headline for your calls, and your profile's description.	Where you can setup your devices to receive alerts when someone joins your waiting room for a video call.	Where you can adjust the visibility of your Banty address and change your password.

Need a little more **help**? We'd love to chat with you at our **customer feedback centre**.

You could also give us a call at: **1(855) 238-9021**

Or reach us by email at: **team@banty.com**

For more tips on successful video meetings, follow us on

[Insert Facebook Widget] [Insert Instagram Widget]

[Insert YouTube Widget] [Insert LinkedIn Widget] [Insert Twitter Widget]

Text for 2nd Post-Free Trial Emails Draft in Drip Campaign for All Banty Versions (Including Banty Medical)

Subject: We hope you enjoy the-screen sharing

Hey Sebastian! Have you tried our screen-sharing feature yet? Your Banty free trial offers more than just video calls.

There's a lot you can do with Banty's screen sharing feature. You can give a slide presentation to a client, watch a video with a friend, read documents, share graphics, videos, texts
And more!

Interested? Find a 30-second demo for screen sharing below:

[Insert link to short video/gif: screen sharing on Banty]

You can also find a few other short demos:

How to Customise Your URL	How to Brand Your Waiting Room	How to Send an Invitation
[Small image/icon combined with video link]	**[Small image/icon combined with video link]**	**[Small image/icon combined with video link]**

Any thoughts? Let us hear from you!

We'd love to chat with you at our **customer feedback centre**.

You could also give us a call at: **1(855) 238-9021**

Or reach us by email at: **team@banty.com**

Enjoy your free trial!

Your Team at Banty

Sample Text from Email Campaign Written for IT Services Business

Business: ZapTech

About: A business specialising in outsourced technology services. Provides a wide variety of software and hardware solutions, with both remote and physical administration. Also have a coding division. Displayed is the Adjusted slogan and marketing email, the original ones being crafted for the business by myself. Also displayed is an adjusted form of their business name, the original of which I did not craft or help launch.

ZapTech

Newly Devised Company Slogan & Subject for Campaign's First Email

IT from A to Z.

Email Format:

Long story short,

You need IT services. But not enough to hire in-house, with all the associated expenses; salaries, benefits, office space and more. Great news. You just found the solution. Zap Tech's IT Solutions!

We already have an in-house IT team. Cream of the crop. All the above expenses are taken care of. Subscribe to Zap Tech's **IT Solutions Retainer Program**. A small monthly fee will get your business discounts on every conceivable IT service.

What You Get

Software Solutions, System Updates and New Installations

20% discount from unsubscribed client prices.

System Management

15% discount from unsubscribed client prices.

Maintenance, Repairs and Troubleshooting

FREE for systems ZapTech installed and manages! 15% discount from unsubscribed client prices.

Hardware Solutions, System Updates and New Installations

A WHOPPING 25% discount from unsubscribed client prices!

Reliable, high quality IT services, at a fraction of the cost to hire in-house. Some clients expanding business to the point of traditional hiring rather opted to keep our services. Subscribe now for a surprise discount on the first 3 months of our retainer fee! Call X-XXX-XXX XXXX to schedule evaluation for a free quote!

Save Big Soon!

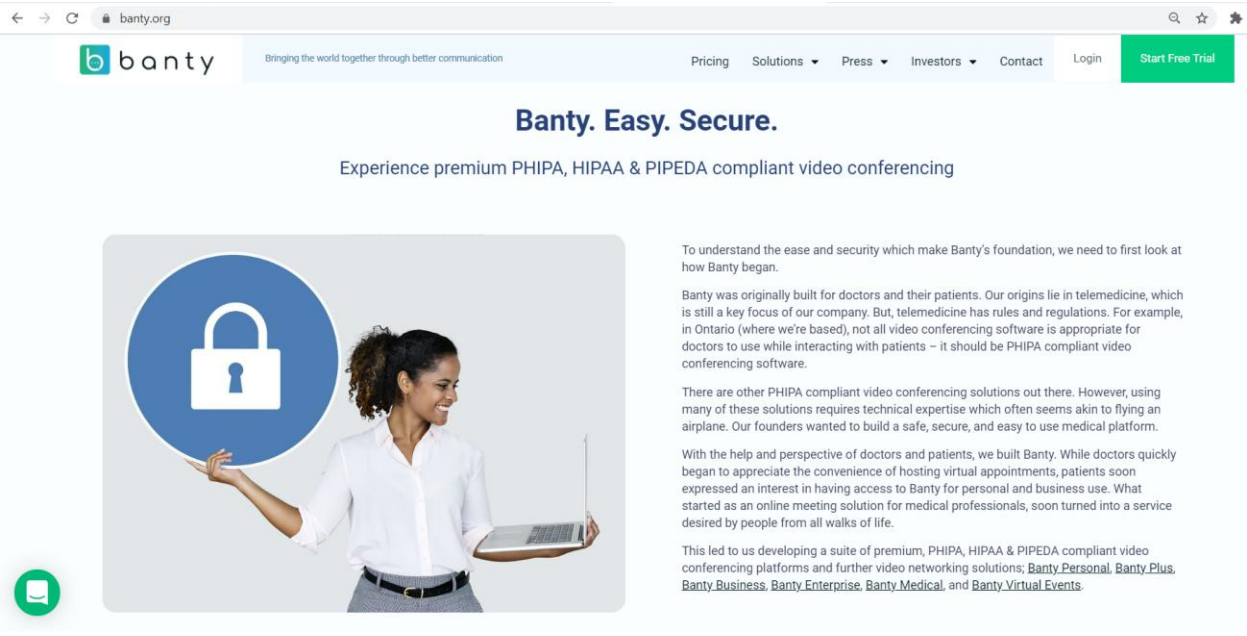
The ZapTech Team

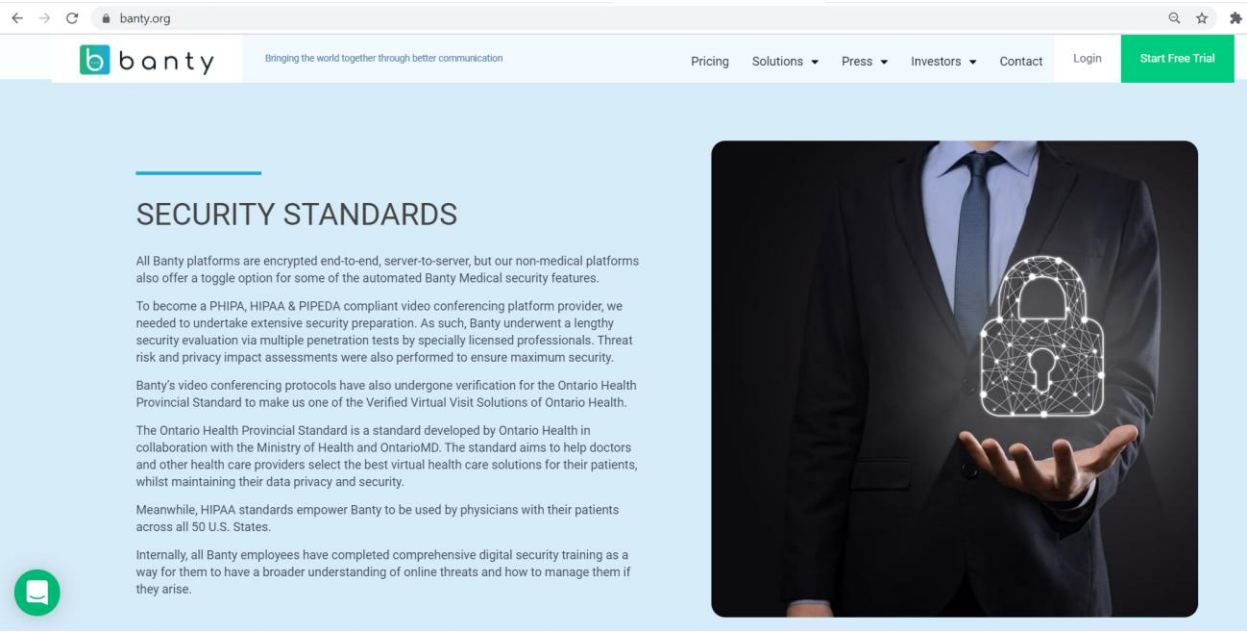
Landing Page Samples

Screenshots of Landing Page Content Samples from Banty

SEO: Highly focused with detailed research and professional software.

About: Content samples from various landing pages for a premium videoconferencing company with a strong scope of telemedicine.





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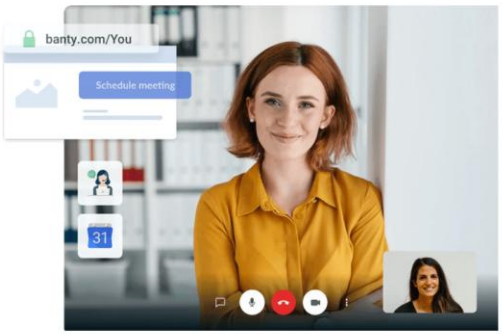
Pricing Solutions Press Investors Contact Login Start Free Trial



IT'S TIME TO TRY BANTY

All this security comes without compromising the ease of use Banty is dedicated to. Are you joining a meeting? Simply enter the host's custom URL in your address bar and you'll be taken to their online meeting space. (You can also click the custom link found in your meeting invite).

Once in the virtual waiting room, enter your name and you will be welcomed into the meeting when the host is ready to begin. Inside the meeting space, all of the intuitive productivity tools are just a click away and easy to use.

Banty meeting rooms are accessible via any desktop browser, as well as through dedicated apps for iOS and Android devices.

No matter where in the world you are, Banty is the virtual meeting solution that you can always rely on.

LEARN MORE ABOUT BANTY'S MULTIPLE MEETING SOLUTIONS

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SECURITY STANDARDS

All Banty platforms are encrypted end-to-end, server-to-server, but our non-medical platforms also offer a toggle option for some of the automated Banty Medical security features.

To become a PHIPA, HIPAA & PIPEDA compliant video conferencing platform provider, we needed to undertake extensive security preparation. As such, Banty underwent a lengthy security evaluation via multiple penetration tests by specially licensed professionals. Threat risk and privacy impact assessments were also performed to ensure maximum security.

Banty's video conferencing protocols have also undergone verification for the Ontario Health Provincial Standard to make us one of the Verified Virtual Visit Solutions of Ontario Health.

The Ontario Health Provincial Standard is a standard developed by Ontario Health in collaboration with the Ministry of Health and OntarioMD. The standard aims to help doctors and other health care providers select the best virtual health care solutions for their patients, whilst maintaining their data privacy and security.

Meanwhile, HIPAA standards empower Banty to be used by physicians with their patients across all 50 U.S. States.

Internally, all Banty employees have completed comprehensive digital security training as a way for them to have a broader understanding of online threats and how to manage them if they arise.

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Why Banty?

One-click virtual meetings

Say goodbye to generating complex meeting identifications. No more complicated pins and passwords with long-winded requirements. Hosting a meeting? Just click. Boom. You're meeting. Joining a video call? Just put in your name. Boom. You're on the call.

Premium video conferencing

Minimal lags and minimal bugs. Features like advanced video presentation, split-screen, picture-in-picture display, and more! Our developers and our technical support team work very closely together to ensure an optimum video call experience for you.

Customized unique banty URL

Want someone to find you? Want to find someone? Easy. No downloads. No temporary meeting platforms. Just use a custom URL to put into any browser. If you're hosting, you let them in. If they're hosting, they let you in. No hassle.

Search Engine Optimization

Want to be more accessible to people, professionally? Or even socially? Allow search engines to display your Banty space, and people can find you for video meetings just by searching your name along with Banty, or even just your name! Our SEO content allows you to be found whenever you wish to be.

Data Security

Generally, people worry about digital privacy when communicating online. And they should, in this day and age. But not with Banty! Featuring direct server-to-server connections, advanced encrypting, and compliance with a host of security standards, banty is the safest platform online.

banty.org/medical-physician-plans/

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FURTHER MEDICAL SECURITY STANDARDS AT BANTY

Along with being PHIPA compliant and OHIP compliant per Canadian digital security standards in health care, Banty is also HIPAA compliant per the United States digital security standards in health care.

ABOUT HIPAA

If your health care focus isn't the United States you might be asking "What is HIPAA compliance?" HIPAA is the Health Insurance Portability and Accountability Act, enacted in the United States in 1996. This act provides for the protection of information under a clause known as the HIPAA Privacy Rule. Per the HIPAA Privacy Rule, HIPAA compliance in our case means complying with the HIPAA network requirements for digital security. On top of PHIPA and OHIP security compliance, Banty provides HIPAA compliant video conferencing as well.

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WHITE GLOVE IMPLEMENTATION

The video call needs for every office and every person are unique. We hear you, at Banty. This is why for a one time fee of $199, we help you customise various Banty platforms to your virtual offices and meeting rooms to your requirements. There are also other pricing options for higher customisation. Unlike other video call solutions and video conferencing applications, at Banty, our developers and customer service experts come together to design an online digital presence specifically designed for your particular set of business needs.

At Banty we rely on Web Real-Time Communication technology. WebRTC for short. WebRTC technology facilitates operating direct, peer-to-peer communication, without outside plugins or external application downloads for your device. This means that webRTC is generally based on platform similarities. Normally, this challenges customisation. However, the Banty team has developed unique webRTC solutions. Solutions allowing for the most versatile video call customisation on the market, without needing to download any dedicated video chat software or video conferencing apps. Get web RTC technology that works for you.

$199 One Time Fee

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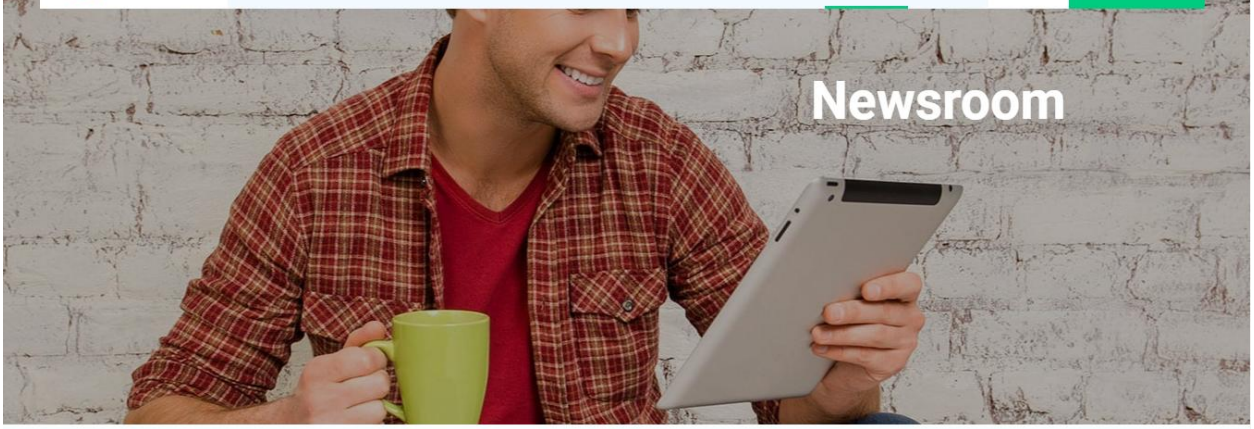

Featured News

Banty's services and platforms for premium video chat and video call, video meeting and video conference, have been

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Featured News

Banty's services and platforms for premium video chat and video call, video meeting and video conference, have been featured on numerous news platforms and publications. Market Insider, Yahoo Finance, News Break, Radio 980 CFPL, Niche, and Inside Halton, to name just a few! Scroll down below for a more detailed list and browse through the articles, talks and interviews, to learn a bit more about what Banty has to offer you! The material below offers insights on protecting your data privacy in the digital age, current legislation related to both digital communication and healthcare, and the future of modern telecommunications. At Banty, we're proud to be on the cutting edge of all these changes, and we would like to invite you to join us there.

NEWS BREAK | CHCH | yahoo!finance

https://banty.org/virtual-medicine/

banty.org/enterprise-plans/

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BANTY ENTERPRISE

Get your whole team in a single video call online!

Banty enterprise is the solution for connecting large teams and companies using video chat. If you want to video call with large numbers on a regular basis, this is definitely the video conferencing software for you. As far as video conferencing platforms go, our team will develop a completely custom interface that will allow you to seamlessly connect with your colleagues. Whether you need a simple video chat solution for your team of over 30 people or you're looking for video conferencing solutions to connect teams across separate locations, Banty Enterprise is the custom webRTC solution for your business.

Banty enterprise enables real-time, feature-rich video conferencing, which includes:

For accounts with over 30 users, custom WebRTC solutions, and dedicated server support.

CONTACT US

Dave from Banty

Hello from Banty Toronto! I've been authorized to offer new customers 50%...

A completely custom interface developed for your business

banty.org/enterprise-plans/

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Pricing | Solutions | Press | Support | Login | Start Free Trial

A completely custom interface developed for your business

Every business's video call needs are unique. At Banty, we recognise that. This is why we help you customise the interface to your virtual offices and meeting rooms at Banty to your exact requirements. Unlike other video call solutions and video conferencing applications, at Banty, our developers and customer service experts come together to design an online digital presence specifically designed for your particular set of business needs.

Custom webRTC solutions

Banty Enterprise relies on Web Real-Time Communication technology. WebRTC for short. WebRTC technology is about operating direct, peer-to-peer communication, with no additional plugins or external application downloads for your device. That means that webRTC in general is based upon the similarities between platforms. Normally, this doesn't leave much room for customization. However, our team at Banty has developed unique webRTC solutions for Banty Enterprise. Solutions which allow for the most versatile video call customization imaginable, without the need for downloading any dedicated video chat software or video conferencing apps. With Banty Enterprise, you get web RTC technology that works for you.

Dave from Banty

Hello from Banty Toronto! I've been authorized to offer new customers 50%...

Allows teams of over 30 to easily video chat and collaborate

Do you manage a team of over 25 people? 30? 100? More? Do you manage multiple teams who all need to video call you and each other on a regular basis? None of that is a problem. Banty Enterprise can cover that for you and more. Share your screen with as many people as you have on the video call, for essential reading and explanation. Give detailed

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Allows teams of over 30 to easily video chat and collaborate

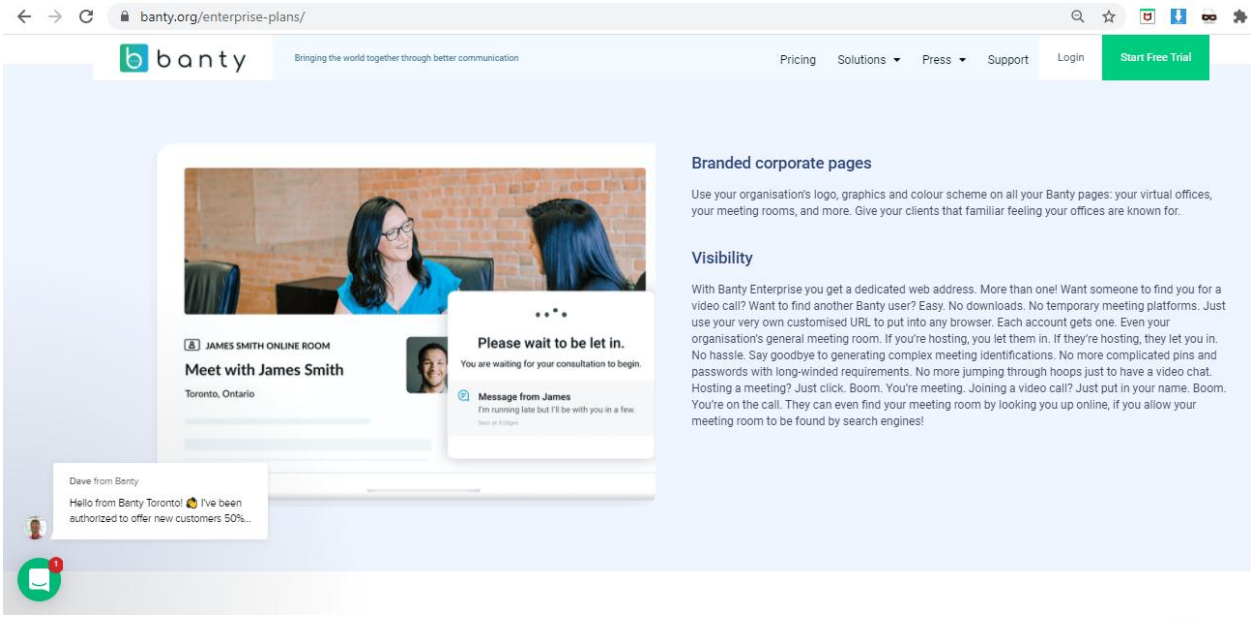
Do you manage a team of over 25 people? 30? 100? More? Do you manage multiple teams who all need to video call you and each other on a regular basis? None of that is a problem. Banty Enterprise can cover that for you and more. Share your screen with as many people as you have on the video call, for essential reading and explanation. Give detailed presentations with video slides to your whole team. Watch videos together, use picture-in-picture and split screen features to magnify and highlight important information, and more! Banty Enterprise is so much more than a secure video platform for larger teams. Banty Enterprise is the ultimate video conferencing solution for your business.

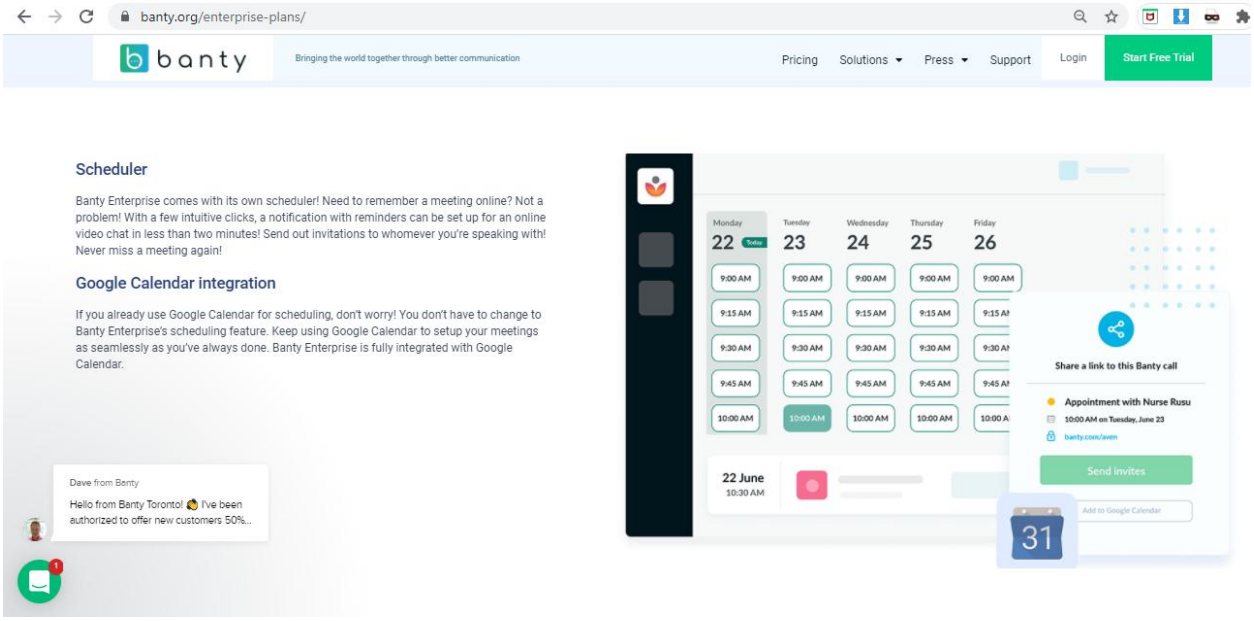
Record any video session

Just like in-person, proximal meetings, some things get lost in remote video chat. Banty Enterprise however, has just the right video conferencing tools to eliminate this possibility within your organization. To ensure an optimal experience and review both the content of your team's conversations within the meeting, as well as any information displayed visually through manual or digital means, Banty offers you an additional video call feature. All meetings or conferences, no matter the number of attendees and participants, may be recorded in full, if your organization needs to do so. The chance to review a meeting in full is realistic enough in this day and age. Why rely on minutes alone, when you can replay parts (or all!) of the original meeting and correct any potential oversight in the minutes? Banty Enterprise offers you, along with a number of other video call tools, this particular ability.

Dave from Banty

Hello from Banty Toronto! I've been authorized to offer new customers 50%...


banty.org/enterprise-plans/
banty
Bringing the world together through better communication
Pricing
Solutions
Press
Support
Login
Start Free Trial
JAMES SMITH ONLINE ROOM
Meet with James Smith
Toronto, Ontario
Please wait to be let in.
You are waiting for your consultation to begin.
Message from James
I'm running late but I'll be with you in a few.
Dave from Banty
Hello from Banty Toronto! I've been authorized to offer new customers 50%...
Branded corporate pages
Use your organisation's logo, graphics and colour scheme on all your Banty pages: your virtual offices, your meeting rooms, and more. Give your clients that familiar feeling your offices are known for.
Visibility
With Banty Enterprise you get a dedicated web address. More than one! Want someone to find you for a video call? Want to find another Banty user? Easy. No downloads. No temporary meeting platforms. Just use your very own customised URL to put into any browser. Each account gets one. Even your organisation's general meeting room. If you're hosting, you let them in. If they're hosting, they let you in. No hassle. Say goodbye to generating complex meeting identifications. No more complicated pins and passwords with long-winded requirements. No more jumping through hoops just to have a video chat. Hosting a meeting? Just click. Boom. You're meeting. Joining a video call? Just put in your name. Boom. You're on the call. They can even find your meeting room by looking you up online, if you allow your meeting room to be found by search engines!


banty.org/enterprise-plans/
banty
Bringing the world together through better communication
Pricing
Solutions
Press
Support
Login
Start Free Trial
Scheduler
Banty Enterprise comes with its own scheduler! Need to remember a meeting online? Not a problem! With a few intuitive clicks, a notification with reminders can be set up for an online video chat in less than two minutes! Send out invitations to whomever you're speaking with! Never miss a meeting again!
Google Calendar integration
If you already use Google Calendar for scheduling, don't worry! You don't have to change to Banty Enterprise's scheduling feature. Keep using Google Calendar to setup your meetings as seamlessly as you've always done. Banty Enterprise is fully integrated with Google Calendar.
Dave from Banty
Hello from Banty Toronto! I've been authorized to offer new customers 50%...
Monday 22 Today
Tuesday 23
Wednesday 24
Thursday 25
Friday 26
Share a link to this Banty call
Appointment with Nurse Rusu
10:00 AM on Tuesday, June 23
Send invites
22 June
10:30 AM
31

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Role-based permissions

At Banty, we understand how sensitive information can be sometimes. In light of that understanding, we've built a number of solutions to support private video chat functions and private video conferencing. For Banty Enterprise in particular, we give you the option of role-based permissions, also known as role-based access control (RBAC). This ensures the security of your team's information at every layer of your organization, so that everything can be accounted for. If security is a top priority in your organization, Banty Enterprise is a great option.

Advanced security and end-to-end encryption

Further security features include our standard server-to-server, end-to-end encryption. While role-based access control protects your organization from the inside, our advanced server-to-server encryption security protects you from any potential outside attack, securing any information belonging to your organization or your team externally. Banty Enterprise, along with all of Banty's platforms, has state-of-the-art security.

Dave from Banty

Hello from Banty Toronto! 👋 I've been authorized to offer new customers 50%...

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Privacy Terms

Text for Medical Spa Landing Page

SEO: Minimal upon client request.

About: A Medical Spa offering beauty products and services. First part of name scrubbed. Displayed is the adjusted website content for their general information and samples from the services and products they offer, the original of which were crafted by myself.

About Us

***** Medical Spa began as a revolutionary idea to provide a wider range of cosmetic health services and products in one location, in a market place where a limited range of services is the norm. It is our unwavering priority to find a suitable solution for every client's needs, and in pursuit of that goal we have expanded the scope of the skin care, cosmetic health and rejuvenation services and products that we offer, pushing the limits of all that can be offered in one place. Along with this wide range of aesthetic medical services, we do not compromise on specialty. Every service we offer and every product we sell is backed by the extensive expertise of our team, with at least one specialist or expert on our staff for every service or product we offer. Our equipment is state-of-the-art and the techniques employed by our personnel are always the latest and most cutting edge in our field. Your needs for skin, cosmetic, aesthetic, and rejuvenation are of paramount importance to us.

Treatments

Skin Peel Treatments

A peel is a treatment which enhances the softness of the skin and makes its texture smoother, eliminating wrinkles, reducing pore spots and more. There is a variety of peel treatments available to our clients, and since each client's needs are unique and different, our specialized staff will be happy to assist you understand the advantages of each type so that you can select the peel treatment you feel suits you the most.

Microneedling

Microneedling is a treatment which rejuvenates the skin by utilizing professional equipment which depends on needles that are extremely fine and slender. These needles make minimal incursions into the skins surface and due to their slender nature and their controlled and limited progression past the skin's surface, those microneedles stimulate the body to generate collagen elastin to fill those extremely minor punctures, rather than haematological clotting factors. This new collagen enhances the cohesion and smoother texture of the skin, reducing marks such as stretch marks, enlarged pores, or even scars.

Facial Treatments

There are many factors that harm your skin in small ways every day. Over many days, this damage accumulates. Some factors include ultraviolet light from sun exposure, exposure to airborne substances harmful to the skin such as heavy metals, and even biological remnants you are exposed to every day in your environment and surroundings. The effect of all these factors compounds the natural regression of your skin's health over time. Our variety of facial treatments, also selected based on your specific personal needs will protect your skin from the various external factors which

affect its health and in some cases with the use of your choice of natural or synthetic substances, it may also reduce the rate of your skin's natural regression, improving skin appearance, elasticity, smoothness, clarity and more.

Skin Imperfection Treatments

A number of treatments are also available to treat various other imperfections of the skin such as Freckles, Acne, Spider Veins and more. These treatments, like all our other treatments are specially tailored to your needs and are selected in accordance with your aim. Our relevant professional staff will be delighted to guide you through the benefits of each treatment and assist you until you choose the treatment you find more suitable for you.

About our products

Aside from our wide variety of services tailored to fit your needs, our products are sourced from the most highly regarded manufacturers combining the use of the most cutting edge materials available with the materials' authentic high quality. We source the best products in each class to better serve you and your every need.