



Professional Emotional Projection Cards

**We are happy to announce the launch of P.E.P. Cards in the world**

**P.E.P. Cards: Advanced professional therapeutic-metaphoric tools**

In the course of the past decade, P.E.P. Cards have caught in the Israeli professional therapeutic fields like fire in a haystack. They constitute a visual, direct and accessible means for creating therapeutic dialogs; creatively and painlessly triggering inner worlds, emotions, feelings, imaginal realms and thinking patterns.

In an era that finds the world moving swiftly towards screens for everything, P.E.P. Cards have become indispensable tools for connecting people back to their five senses, feelings, inner selves, thus providing effective shortcuts to healing and empowerment.

**Hugely successful market penetration in Israel**

In the past few years P.E.P. Card kits, the local brand, has shown annual sales rates of tens of thousands, in Israel: a state with a population count of less than the City (not the state) of New York alone.



*P.E.P. Cards are extremely valuable metaphoric tools that help stimulate therapeutic communication between individuals under varying circumstances*

*P.E.P. Cards are especially effective for treating ADHD and ADD children and adults. No prior knowledge is required!*



**Enormous potential market for P.E.P. Cards in the world**

P.E.P. Cards' target market potential is enormous. The cards are designed for professional therapists, psychologists, coaches, social workers, counselors, organizational consultants, mentors, trainers, family and couple consultants, pedagogic staff, learning disability teachers, and all other personal empowerment, personal development and mental health specialists, working with all age ranges: from young children to adults and seniors.

In addition, P.E.P. Cards can also be used at home for stimulation of creative communication between parents and children, couples, friends, etc., as well as for entertainment and social games, individually, in couples or groups.

**P.E.P. Cards kits description:**

P.E.P. Cards kits include 15 sets, of which 9 have been already produced in the English language, adapted for selling to English speaking international markets, (the rest are in advanced production and translation stages). Of the 9 kits, there is one which is in French and English (Merlin Messages and Insights).

**Marketing and customer education**

P.E.P. Cards company will be initiating massive marketing activities through various means. Ranging from internet tools such as professional forums, magazines, social media etc. to direct workshops run locally, to content marketing, we are planning to spread the word among the professional players in the field.

Drawing on our experience here in Israel, and on our marketing knowhow, P.E.P. Cards have been known to spread effectively by word of mouth among members of professional cliques as well. This is highly characteristic of very successful and effective products.



*Each kit brings forth unique treatment focuses and themes. Each kit contains beautifully hand painted illustrations, printed on high quality cardboard cards, and suggestions for work*

*The concept of cards in therapy and empowerment is innovative and path breaking thus we are entering an unsaturated market, in a huge niche that touches almost every home*



**Almost a blue ocean – little or no competition**

With communication skills being reduced and substituted every day by TV and internet, now is the right time to break forth with this tool. P.E.P. Cards fill in for otherwise naturally acquired communicational skills, and help bridge the gaps formed that stand in the way of effective therapy.

**Institutions constitute a major target**

P.E.P. cards have penetrated successfully to all major institutions and organizations in Israel, including the Ministry of Education (training for teachers and educational staff), IDF (leadership development and trauma treatment), the Prison Authority (working with prisoners and drug addicts on rehabilitation), mental health institutions, learning disability institutions and countless other therapeutic frameworks.

We sincerely believe that P.E.P. Cards, marketed skillfully, can achieve as well and more in other countries, equipping professional staff with effective means for achieving better results, quicker.

**P.E.P. Cards have been developed by an experienced consultant**

Yitzhak Schmulevitch, creator, has been mediating therapeutic groups for many years. He is a certified organizational consultant with a Gestalt background. P.E.P. Cards are the fruits of a multi-year, hands-on study and development project, and have been tested time and again under a variety of therapeutic and other circumstances, with great results.

**P.E.P. Cards appeal to potential buyers who are already your customers!**

We are seeking wholesale agents like yourself, with a solid marketing base of care givers that ranges from private people dealing with family or relatives in need – through skilled people in the therapeutic and mental care professions - to large institutions and organizations in the field.



*P.E.P. Cards constitute a great opportunity for you to offer your customers exactly what they seek: high quality new professional tools, perfected by practice, to widen the range of their professional capabilities*

Please feel free to contact us and inquire further on mutual opportunities of doing business together with this great product.

Looking forward to hearing from you,

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