

Space 1 per week

Email 1 Intro

Subject: Discover what {{company}} can save with Nessel

Dear {{first_name}},

Did you know that 43% of working mothers leave their jobs within 6 months of returning from maternity leave?

This is a scary statistic, but it doesn't have to be this way.

Together, we can support working mothers and join other top companies in creating inclusive and supportive work environments.

As a mission-driven business, greater health for everyone is our top priority. At [Nessel](#), we are passionate about easing the transition back to work after having a child. We are a women-owned business that makes beautiful lactation stations, designed to instantly transform any small room into a supportive and super clean lactation space.

Here is a [one-minute video](#) about how our lactation station can help you.

If {{company}} is interested in an all-in-one solution that supports breastfeeding employees, while making them happy and productive at work, Nessel can help.

In fact, you can book a free, 15-minute consultation with one of our experts to learn more about how to create lactation space for {{company}}. Just respond to this email and we'd be happy to talk with you!

Warmly,
Jessie

Email 2 Product-Focused

Subject: Why {{company}} needs a lactation station

Dear {{first_name}},

Nessel makes it easy to support breastfeeding mothers at {{company}}. With our instant [Lactation Stations](#), you can quickly transform any small room into a beautiful, supportive, and super clean lactation space for breastfeeding employees.

Our lactation stations include:

- Plumbing-free portable sink for sanitizing equipment.
- Temperature-controlled mini-fridge for safe breastmilk storage.
- Ergonomically designed chair for new moms.
- Ergonomic sliding desk for multitasking and productivity from setup to cleanup.
- Integrated power and USB outlets.



Contact us for more information. We'd be thrilled to help you build out supportive lactation accommodation at {{company}}.

Warmly,
Jessie

Email 3 Case Study

Subject: How our Lactation Station can change {{company}}

Dear {{first_name}},

One study published by the [Journal of Midwifery & Women's Health](#) indicated that **67.3%** of surveyed women did not have access to a nursing room in the workplace.

The few female employees that did have a designated nursing room noted that “the lactation room in their workplace lacked the amenities needed to facilitate lactation. This reinforces the importance of having not just a space, but also a functional room equipped with a comfortable chair, refrigerator, sink, and breast pump for successful lactation.” This scenario leads women to pump in odd places or eventually quit due to the stress this causes.

With a [Nessel Lactation Station](#), you can easily and cost-effectively transform any space and make pumping safer, more sanitary, and more productive at work.

Contact us for a quote today and let Nessel help {{company}} support your breastfeeding employees.



Warmly,
Jessie

Email 4 - Lactation Laws

Subject: Here are the lactation laws in {{company}}'s state

Are you familiar with the [lactation laws](#) in your state?

The good news for female employees is that these laws keep changing, and are now, more than ever before, set up to support breastfeeding women who need to pump during the day.

Our team at Nessel understands how important it is to set up an organization to successfully satisfy both established and emerging legal requirements around breastfeeding in the office. These requirements can present challenges for organizations that need to adapt, whether in identifying space for pumping or outfitting an existing space with adequate resources.

As a maker of furniture for [lactation spaces](#), we know the solutions to these challenges don't have to be expensive or time-consuming.

We will help {{company}} create a lactation space to fit your needs. Get in touch for a quote today.

Warmly,
Jessie

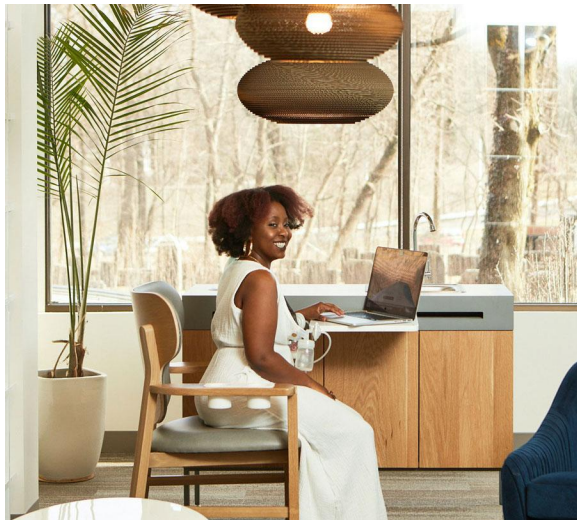
Email 5 Promotion

Subject: Here's an exclusive promotion just for {{company}}

Dear {{first_name}},

When you support employees returning to work after maternity leave you'll see an immediate increase in **employee morale, employee productivity, and employee retention**. Improve your company work culture and save with this exclusive promotion!

Use our code "-----" and save \$250 on our [All-Inclusive Lactation Station](#).



Let us help {{company}} become a mother-friendly workplace and be a part of the movement to create an inclusive employee-driven workplace.

Warmly,
Jessie

Email 6 New Products

Subject: Take a sneak peek at some of our new products

Dear {{first_name}},

Hello from Nessel!

Do you need to create accommodations for breastfeeding employees? Need a solution to lactation space challenges? Let Nessel help!

Now, Nessel has more products than ever before that can help transform any space - a closet, an office, a breakroom, into a safe and sanitary mother's room.

Check out our Cubby, designed to help hold breast pumps, water bottles, creams, and more.

Is your space too small for a cubby or even our station? No worries. Our brand new Nesting Tables are now available and are the perfect complement to our pumping chairs.

Check our products [here](#).

If we can help you design a wonderful lactation space, reach out to us.

Warmly,
Jessie