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Test Copy

[Copywriter notes in brackets]

[Halter: Original Description]

Soft-Padded Leather Halter

Why We Love This:

Each halter is handmade by skilled Amish craftsman of the highest quality leather.

Don't forget the matching Padded Leather Lead w/ Chain to complete your horse's look!

Made in the USA.

Please note, this leather halter is not a breakaway halter.

By choosing to add customization to this halter, a nameplate will be attached with your desired text.

Favorite Features:

- Double stitched 1" nose and cheek pieces with contrasting soft padding
- Adjustable chin strap
- Rolled throat piece, convenient snap at throat for easy on
- 1" double buckle
- Brown halters have solid brass hardware. Black halters have stainless steel hardware

[Rewrite - Online space allows for more benefit-driven persuasion that wasn't leveraged in the original description.]

Hand-Made Artisan Leather Halter

Why We Love This:

Durable, old-world craftsmanship meets modern design in these custom leather halters. Handmade by skilled Amish artisans from the highest-quality, buttery-soft leather. Soft padded comfort fit and rich texture lend a touch of class at the barn and the show ring.

Favorite Features:

- Double stitched 1" nose and cheek pieces with contrasting soft padding in nine colors match blankets, saddle pads, etc. for a professional look
- Adjustable chin strap provides comfortable, correct fit
- Rolled throat piece, convenient snap at throat for easy on/off
- Contrasting 1" double buckle and hardware offer sophisticated appeal
- Havana halters have brass hardware, Black halters have stainless steel hardware
- Customization may be added with an attached nameplate featuring your desired text

Made in the USA.

This is not a breakaway halter.

Check out the matching [Padded Leather Lead w/Chain](#) to complete your horse's look!

[Halter: Original Description]

Tory Triple Stitch Leather Halter w/Snap

Tory Premium Triple Stitched Adjustable Leather Halter with Snap
Premium quality 1" double-ply English bridle leather, triple-stitched and reinforced at stress points. Adjustable nose and crown (at both sides). Rolled leather throat with snap. Solid brass hardware.

Made in the USA.

Color: Havana

Size:

Cob/Large Pony 600-800 lbs

Average Horse 800-1,100 lbs

Oversized/Warmblood 1,100-1,600 lbs

[Rewrite: Additional research revealed a couple of benefits which provide strong sales points that weren't used above. Online space allows for richer description.]

Tory Triple Stitch Leather Halter w/Snap

The premium English bridle leather in this halter is so soft and supple it doesn't need oiling to break it in! 1" double-ply leather, triple-stitching, reinforced stress points ensure long-lasting strength while adjustable nose and crown (at both sides) ensure a comfortable fit. Rolled leather throat with snap allow halter to slip on/off with ease. Solid brass hardware.

Made in the USA.

Color: Havana

Size:

Cob/Large Pony 600-800 lbs

Average Horse 800-1,100 lbs

Oversized/Warmblood 1,100-1,600 lbs

[New Copy: 80 word block limit]

Keychain Flashlight Shines Bright, Instant Light Around the Barn

No more stumbling in the dark looking for the barn lights! Click on this convenient powerful keychain flashlight to clearly see no matter the hour. Powerful LED bulb can be seen over a mile away, lasts over 100,000 hours of continuous use! Wall Street Journal named it the best overall flashlight. Super-extended life comes from 2 replaceable lithium batteries (included). Specify beam color: White or Blue.

Keychain Microbeam Flashlight (C418467) \$20.00

Award Plaques: Headlines, Intros Only

[Because of the sales funnel, the online version is much more direct than the offline version]

[print]

Award Contestants in Style

With the wide variety of colors and styles available in these plaques you're sure to find the perfect one to award honorees, employees or contest winners. Each is individually engraved, displaying the reason for the award, the date and the recipient's name.

[online]

Award Plaques with Style

Why settle for the same old black bulk plaques? Award honorees and contest winners with beautiful custom plaques in a wide variety of colors and styles at low, bulk prices.