

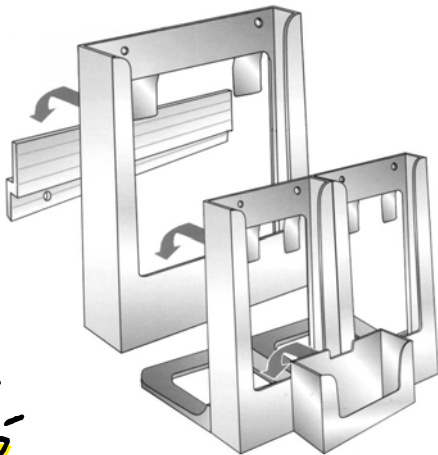
New Product:

The Expanda Stand range is hailed as "the most unique and advance brochure display system on the market". We now hold the full range of this versatile product!

The beauty of this brochure system is in the modular design – you buy just what you require and can add to the system later if your requirements change.

The configurations can be as simple as a single brochure holder for a reception counter, through to multi-pocket units that can be wall mounted or fitted to a trolley or carousel.

Mix and match to create a display that works for you!



About Us:

Welcome to our first newsletter! We thought we would take a moment to introduce the team starting with the owner Richard Morgan. Richard purchased the company in early 1999 prior to which he spent some years in the display/design field. He would be your point of contact for quotes, sales and marketing. Next we have Jon Paterson our factory manager. Jon specialises in the design and manufacture of the more unusual acrylic product and runs the factory. On the processing side are Rob Browne and Tu Taliau who manufacture the end products and sell our made up range.

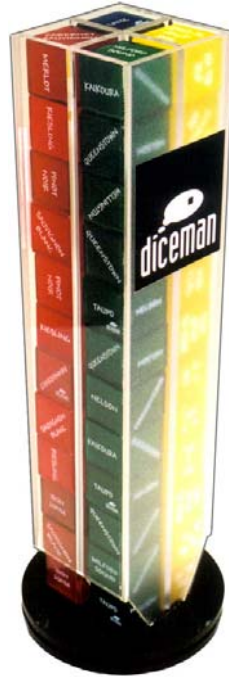
Tim Wood helps out for a couple of days a week as well. Lastly we have John Jamieson who is our office manager and your point of call on any financial matters.

We wish you all a Merry Christmas and a safe and Prosperous New Year!

A reminder that we are closing at 1pm on Friday 20th December 2002 and reopen on Tuesday 21st January 2003 at 8am.

For anything urgent contact Richard on (021) 651-125

Let the dice decide!



We were recently approached to develop a display stand for a range of decision-making dice.

Our solution was a simple rotating tower displaying the brightly coloured dice and taking up minimal counter space. The retailers like the stand so much; some are asking if they can have two or more, for their stores!

Even with a great product it can be hard getting your product placed where you would like it. With an *impulse buy* product like this, the ideal area to display it is next to the till.

Winning prime counter space to display your product:

- 1) Initially, show the retailers your product, talk to them and ask them what they think.
- 2) Work with a good display designer to design a display that looks great and is within your budget.
- 3) Keep the "footprint" as small as possible – if it takes up too much space some retailers will say "no".
- 4) Add your logo to the display to give it the finishing touch.

