

Product and Environmental Enhancements

3 DIMENSIONAL DIRECT MAIL EARNs 19.85% RESPONSE RATE!

Last fall, Brown Industries invited 300 clients and prospects to play an on-line game of Texas Hold Em! Players received a personalized kit that included their deal, loaded dice, a gambling felt and rules of the game. The pot included \$1,000 in chips good at a Las Vegas casino during an upcoming trade show.



The campaign sent players to a personalized web site (PURL) where they were asked to enter their cards. Follow up mailings delivered the flop, turn and river. The winners (6 in all) were notified by an automated response when their final cards were entered on-line. There were five \$100 winners and one \$500 winner. Clients enjoyed a risk free game and Brown collected some very important market research.

The response rate was a staggering 19.85%. Answers to our survey were delivered to sales reps via e-mail within seconds. Informed dialogue was possible before and during the trade show.

Each mailing conducted a different but related survey. If you would like a copy of this market research please visit www.brownind.com/resources.htm and click on the document marked "2008 Survey."

STUCK4GOOD™ ENSURES YOUR SAMPLES WILL STICK

A little more than fifty years ago, Brown Industries invented the sample business. James and Sis Brown used scissors to hand cut a local mill's carpet into sizes that could be glued to heavy board they proposed to print. They worked in their garage while their toddler daughter played by climbing in and out of boxes stacked on the floor.

Eighteen months ago Brown Industries introduced Stuck4Good. This is a proprietary adhesive that guarantees flooring samples (any sample for that matter) will not release in transit or in the retail environment. It sets instantly which allows for a faster market delivery.



If your business involves sample devices you have received those frustrating calls. The retailer would "love to sell your product if they could get samples that last." You've experienced lost revenue and incurred additional cost to replace the originals.

Stuck4Good guarantees this will not happen to you. If you would like more information on Stuck4Good please contact your representative or e-mail me at bill.gillespie@brownind.com. We're happy to provide a free sample using your product.

PROJECT RENEW IS ALL GREEN

The RENEW task force is charged with keeping Brown Industries green. This isn't just FSC and SFI (certifications we have). This is California Air Resources Board (CARB) Compliance, waste stream management, VOC reductions and on-line proofing options that reduce the carbon footprint of every product we deliver. Customers can



be confident that Brown will deliver an ever increasing level of environmental citizenship. You can see a copy of our FSC certificate and you can download our Trends Newsletter on sustainable design by visiting the resources pages on our web site www.brownind.com. On that same page, you can obtain a copy of the CARB Compliance Legislation.



Brown Industries is a privately owned, multi-plant operation in Dalton Georgia with sales offices in Los Angeles and Atlanta. The corporation employs 600 and owns more than 1,000,000 square feet of manufacturing space. Brown is a national POP and corporate communications company.

Brown Industries is committed to the environment. Our internal project RENEW manages dozens of waste streams, chain of custody certifications, VOC reductions, recycling and California Carb Compliance. Brown Industries is an Equal Opportunity Employer. We utilize E-Verify to certify compliance to work in the U.S. on all new hires. We are OSHA and Environmental compliant because we care about our employees and the environment in which they work and live.

Please visit us on the web at www.brownind.com.



A MESSAGE FROM BILL GILLESPIE

IN THIS ISSUE:

DIRECT MAIL

3D MAILING AND PURL
TECHNOLOGY DELIVER
19.38% RESPONSE RATE!

STUCK4GOOD™

ENSURES YOUR HARD
SURFACE SAMPLES WILL STICK

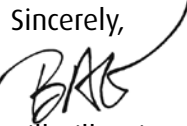
PROJECT RENEW

SUSTAINABLE PRACTICES
AIM TO DELIVER THE
"TRIPLE BOTTOM LINE"

Happy New Year!

Brown Industries is constantly improving services and products. We're demonstrating good citizenship too. If you would like additional information on any of the items covered in this update please ask your rep or call me at 800-241-4698. We will be happy to provide you with answers, document copies, or third party audits that confirm any of the claims made in this issue of Trends.

Each of our services was designed in cooperation with a client that expressed a specific need. To that end, we offer everything from the most complicated display to the most simple of labels. Nothing has been left out.

Sincerely,


Bill Gillespie
Executive Vice President,
Brown Industries Inc.

Our business is to help your business sell more. We appreciate the chance you have given us to help.

trends
MARKETING IDEAS AND FOR
FRIENDS OF BROWN INDUSTRIES



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CONTAINS 10% POST-CONSUMER FIBERS