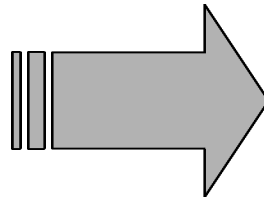


ProSEAL.

Business Plan



The **ProSEAL** System



ProSEAL

Business Plan Contents

- Executive Summary
 - Three Step Mounting and Laminating process
 - Popular Display uses for wide format prints
 - ProSEAL system versatility
 - Anticipated Revenues

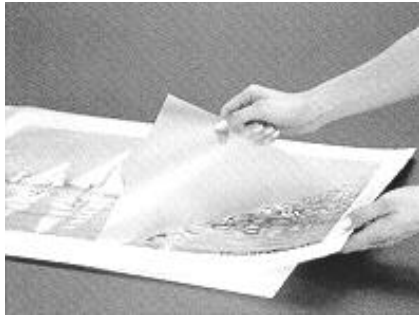
- Turn-key Package for Copy Centers
 - System Components
 - Training & Support

- Anticipated Pricing & Costs (National Survey)

- Selling Mounting and Laminating
 - Three Step process (Questions and Answers)
 - “Recipe” Cards

ProSEAL Business Plan

Three Step Mounting and Laminating Process



STEP 1

Place image in pouch.



STEP 2

Feed pouch into machine.



STEP 3

Let pouch cool.



...That lets you easily turn wide format printed images into professional signs, posters, presentations, and other displays

* Using 2'X3' print

ProSEAL Business Plan

Popular Display uses for wide format prints

Most Popular Wide-Format Printing Applications*

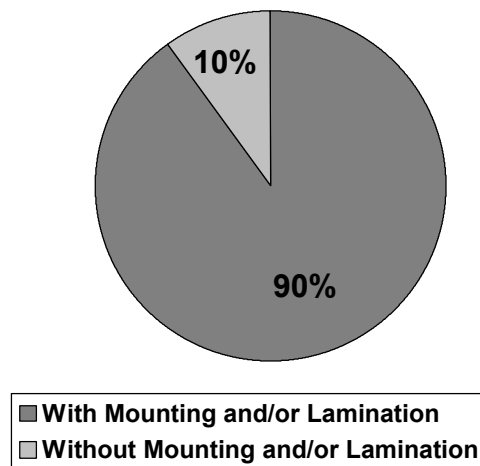
- Corporate Presentations
 - Sales & Marketing
 - Architecture / Design
 - Courtroom
- Trade Show Exhibits
- Signs Retail / Point of Purchase Displays
 - Window Graphics
 - Workplace Documents
- Digital Photos
- Posters
- SOURCE - Foster Chamberlain Interviews

ProSEAL Business Plan

Anticipated Revenues - \$ 46,000*

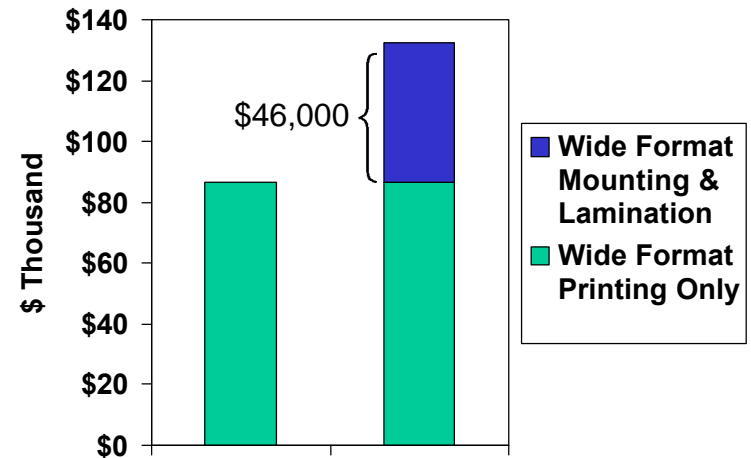
Most wide format images can benefit from mounting and laminating

Usage of Mounting and Lamination in Wide Format Printed Images



Mounting and Laminating services can grow revenues significantly

Mounting & Lamination Revenues vs. Wide Format Printing



*Source: CAP Venture Study and copy center interviews

ProSEAL Business Plan

System Versatility

ProSEAL Versatility			
Service Capability	Paper Format	Paper Compatibility	Printer Compatibility
Mounting	Narrow	High Gloss Paper	InkJet
Laminating	Wide	Medium Gloss Paper	Electrostatic
Both (Simultaneous)		Low Gloss Paper	Lithographic
		Photo	Photographic

ProSEAL Business Plan

Contents

- Executive Summary
- **Turn-key Package for Copy Centers**
 - **System Components**
 - **Suggested User Training Overview**
 - **Training & Support**
- Anticipated Pricing & Costs (National Survey)
- Selling Mounting and Laminating

ProSEAL Business Plan System Components

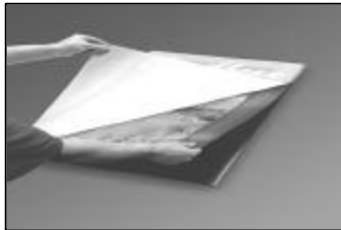
Machine

ProSEAL
Mounter/
Laminator



Consumables

Pouchboard



Flexible
Pouches



Accessories

Cutter



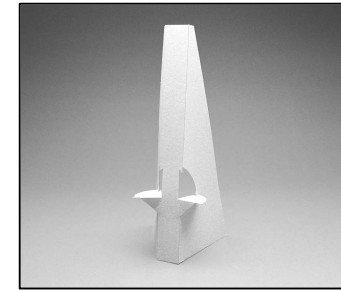
Hinges



Cart



Easels



Borders



ProSEAL Business Plan

Suggested User Training Overview

Training Materials	Contents	Specific Topics Covered	Approx. Time
Manual	Overview	How can ProSEAL help me grow my business?	30 minutes
Business Plan/ Quick Start Guide/ CD ROM	Applications	What applications can ProSEAL create? <ul style="list-style-type: none"> - Signs - Presentations - Displays/Exhibits - Posters - Photos 	10 minutes
	Production	How do I create finished applications with ProSEAL? <ul style="list-style-type: none"> - Machine operation - Required materials - Assembly 	10 minutes
	Sales	How do I sell ProSEAL solutions to customers? <ul style="list-style-type: none"> - Recommending a finishing process - Recommending accessories - Reviewing costs 	10 minutes

ProSEAL Business Plan

Technical Support materials and Service options

Material to get you started
<ul style="list-style-type: none"> • Technical support manual • Training CD- ROM* • Quick Start Overview Guide • Phone support: 1-800-257-SEAL » (7325)

and service options to fit your needs			
Service Options	Description	Fee	
		25" Machine	44" Machine
Standard Service	<ul style="list-style-type: none"> • Standard business-hour technical support • Replacement of customer's machine with a comparable machine (Expedited freight at customer's expense) • Fixed per occurrence repair charge 	\$ 150 per occurrence	\$ 250 per occurrence
Service Contract	<ul style="list-style-type: none"> • Standard business-hour technical support • 2 day replacement of customer's machine with comparable machine • Two year service contract at time of purchase 	\$ 250 for two years	\$ 350 for two years

* CD-ROM available in 2Q-2000

ProSEAL Business Plan

Contents

- Executive Summary
- Turn-key Package for Copy Centers
- **Anticipated Pricing & Costs**
 - **National Survey of Mounting and Laminating Selling Prices**
 - **Estimated User material and labor costs**
 - **Investment Return - Equipment payback by sales volume**
- Selling Mounting and Laminating

ProSEAL Business Plan

Anticipated Selling Prices and Costs (National Survey)*

Product Category			Estimated Copy Center Cost (materials & labor)			Suggested Retail Price		
			2'X3'	3'X4'	40"X60"	2'X3'	3'X4'	40"X60"
Mounting	White	None	\$10.50	\$17.65	\$22.00	\$29.90	\$51.90	\$69.90
	Black	None	\$11.50	\$19.15	\$25.25	\$33.90	\$59.90	\$79.90
Mounting & Lamination	White	Glossy	\$12.60	\$22.75	\$28.75	\$35.90	\$65.90	\$89.90
	Black	Glossy	\$14.10	\$24.65	\$33.40	\$39.90	\$75.00	\$99.90
	White	Non-Glare (Matte)	\$14.25	\$25.15	\$32.50	\$39.90	\$69.90	\$99.90
	Black	Non-Glare (Matte)	\$15.38	\$27.15	\$37.35	\$ 47.90	\$79.90	\$115.00
Encapsulation (Lamination only)	White Paper	Glossy	\$7.90	\$14.50	N/A	\$19.90	\$49.90	N/A
	Glossy Film	Glossy	\$8.85	\$12.75	N/A	\$25.90	\$39.90	N/A
	Glossy Film	Repositionable Adhesive Coated	\$13.85	\$22.13	N/A	\$39.90	\$69.90	N/A

* Excludes printing costs

ProSEAL Business Plan

Investment Returns

Equipment Payback period can be as quick as 39 days

Machine Size	Sales Volume (Prints* / day)	Investment Payback Period ** (Days)
25"	1	117
	2	59
	5	39
44"	1	216
	2	108
	5	72

* Print measures 2'X3' (represent an average size)

** Assumptions

Investment is in machine & initial supplies.

Gross Margin is based on the margin for a 2'X3' Glossy White Pouchboard and labor (\$2/print)

ProSEAL Business Plan

Contents

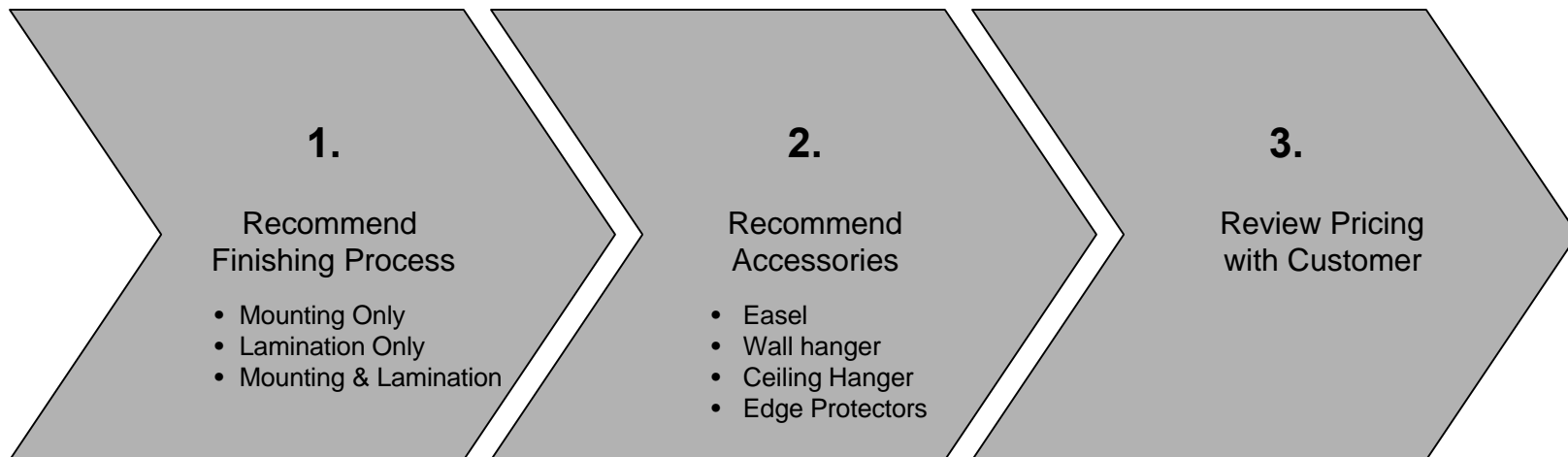
- Executive Summary
- Turn-key Package for Copy Centers
- Anticipated Pricing, Costs & Investment Returns

- **Selling Mounting and Laminating**

- **Three Step Process**
 - **Recommend the appropriate Finishing process**
 - **Determine the required accessories**
 - **Review pricing with customer (Price Card)**
- **Recipe Card**

ProSEAL Business Plan

Selling mounting & lamination in a 3-step process





	Listen to Answers	Listen to Answers	Listen to Answers	Listen to Answers
Steps				
Examples	<ul style="list-style-type: none"> • How will you use the image? • Where will it be displayed? • How long do you plan to use the image? • Will the image be exposed to manual handling? • Will the image be exposed to sunlight? Water or water vapor? Bright lights? • Does the image contain bright colors? • Do you plan to travel with the image? • How important are aesthetics? 	<ul style="list-style-type: none"> • One-time corporate/sales presentations • Legal exhibits • Temporary signage 	Mounting Only	<ul style="list-style-type: none"> • Professionalism <ul style="list-style-type: none"> - Rigidity - Light weight - Color choice
		<ul style="list-style-type: none"> • Outdoor signage • Window displays • Maps • Menus • Travel presentations • Photos 	Encapsulation (Lamination Only)	<ul style="list-style-type: none"> • Protection <ul style="list-style-type: none"> - Water resistance - Fade resistance (UV protection) - Wear & tear protection • Portability <ul style="list-style-type: none"> - Rollable • Professionalism <ul style="list-style-type: none"> - Color enhancement - Glare reduction
		<ul style="list-style-type: none"> • Architectural drawings • Sales presentations • Posters (esp. decoration of kids' rooms & bathrooms) • Retail/POP signage • Counter signs • Trade show graphics • Photos 	Mounting & Lamination	<ul style="list-style-type: none"> • All of above benefits
Tips	Understand how the image is to be used	Determine need implied by answer	Speak using the customer's terminology	Emphasize how product will add value to customer



	Ask Questions	Listen to Answers	Recommend Appropriate Solutions	Sell Benefits
Steps				
Examples	<ul style="list-style-type: none"> • Where will the image be displayed? • How much space is available for the display? • How often will you change the display? • Will you have to travel with the image? • How important are aesthetics? 	<ul style="list-style-type: none"> • Retail/POP signage • Safety signage 	Ceiling Hanger	<ul style="list-style-type: none"> • Professionalism • Greater visibility • Usable in limited floor space • Extended useful life
		<ul style="list-style-type: none"> • Art displays • Trade show graphics • Retail/POP signage • Safety signage • Photos 	Wall Hanger	<ul style="list-style-type: none"> • Decreased chance of damage due to handling • Greater visibility • Usable in limited floor space
		<ul style="list-style-type: none"> • Art display • Small photos • Retail countertop displays • Retail free-standing displays 	Easel	<ul style="list-style-type: none"> • Easy to move • Greater visibility
		<ul style="list-style-type: none"> • Trade show graphics • Posters • Remote corporate presentations 	Hinges	<ul style="list-style-type: none"> • Professionalism
Tips	Understand where the image is to be used	Determine need implied by answer	Speak using the customer's terminology	Emphasize how accessory will add value to customer



See Price Card (Following Page)

ProSEAL price card

Product Category	Backing	Front Film	Suggested Retail Price		
			2' x 3'	3' x 4'	40" x 60"
Mountboard	White	None	\$29.90	\$51.90	\$69.90
	Black	None	\$33.90	\$59.90	\$79.90
Pouchboard	White	Glossy	\$35.90	\$65.90	\$89.90
	Black	Glossy	\$39.90	\$75.00	\$99.90
	White	Non-glare (Matte)	\$39.90	\$69.90	\$99.90
	Black	Non-glare (Matte)	\$47.90	\$79.90	\$115.00
Flexible Pouches	White Paper	Glossy	\$19.90	\$49.90	N/A
	Glossy Film	Glossy	\$25.90	\$39.90	N/A
	Glossy Film	Optically Clear adhesive coated	\$39.90	\$69.90	N/A

ProSEAL Recipe card

	Service / Product	Components	Instructions
Finishing Process	Mounting Only	<ul style="list-style-type: none"> • Mountboard • Printed image 	Step 1: Place print on mountboard Step 2: Place carrier over mountboard Step 3: Insert mountboard into machine Step 4: Let image cool Step 5: Trim to size (if applicable)
	Mounting & Laminating	<ul style="list-style-type: none"> • Pouchboard • Printed image 	Step 1: Place print into pouchboard Step 2: Insert pouchboard into machine Step 3: Let image cool Step 4: Trim to size (if applicable)
	Encapsulation (Lamination only)	<ul style="list-style-type: none"> • Flexible Pouch • Printed image 	Step 1: Place print into pouch Step 2: Tape leading edge of pouch to carrier board Step 3: Insert pouch into machine Step 4: Trim to size (if applicable)
Accessories	Wall Hanger	<ul style="list-style-type: none"> • Mounted and/or laminated image • Velcro wall hanger 	Step 1: Expose adhesive on velcro strips Step 2: Attach velcro strip on corners of the back of mounted material
	Ceiling Hanger	<ul style="list-style-type: none"> • Mounted image • Grommets 	Step 1: Punch hole on top corners of mounted image Step 2: Insert grommets into holes
	Countertop / Free standing Display	<ul style="list-style-type: none"> • Mounted image • Easel 	Step 1: Expose adhesive on easel Step 2: Place easel on back of mounted image