



ALL TOGETHER BETTER.

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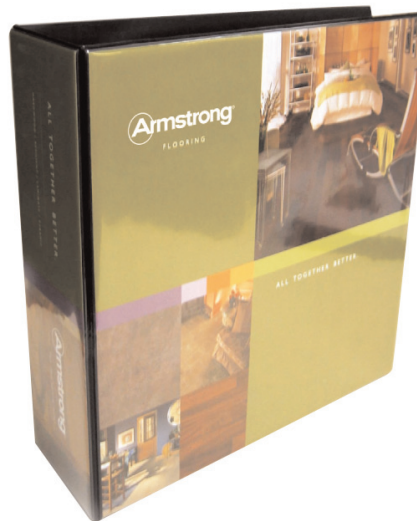
2007 Play Book

To help our internal sales organization and distributor partners maintain organized launch communications throughout the year, we have created a 2007 Play Book binder that arranges launch documents and product literature by product category and brand.

• **QUICK HIT Selling Points:**

There is a wide range of marketing information in each binder including:

- o Display registration forms – to register retailer displays and auto sample plans
- o Literature and merchandising overview pages – listing the price per pack, standard sample size and Resolve order process
- o Driving Consumers to Your Door - consumer and brand awareness data and 2006 media coverage
- o Product literature – to increase awareness of our current product brochures and provide an easy way to maintain the latest catalogs for each product category



• **Order Process:**

- o 2007 Play Books are available for purchase at Resolve.
- o Each binder is \$40, and the item number is F-7781.
- o Orders can be placed via fax 440-572-0815 or via email at cindy.lind@resolvecorporation.com.
- o Each binder will have to be manually updated throughout the year.

