Read first . Description of brochure revisions

I want to start by thanking everyone involved for the excellent work you have done on designing this brochure. Marty Hotes has been your lead contact and has been outstanding in providing you with direction. As we get to the final stages we need to make sure that certain details are handled which include limited group review within our company. The two uploads are a result of this review.

In an overview I would like to address page by page.

Page 1 – This page is great as is with the slight possibility we may have a different picture for the single black roll, maybe a good family photo of the black product (3040BK). If it doesn’t arrive in time it is no big deal.

Page 2 – I feel that page two should include the Introduction to G-Tape box right at the top. Use the latest version included in the attached *Introduction to Nichigo.docx*. Following the Intro box I would like to see the Industrial/Consumer Series placed. In the past you have had the Construction series placed on page 2.

I would like the number and order of the pictures changed. This is spelled out in the *Order of Photo*.docx document. I am reducing the pictures to 6 and eliminating 2010GD Gold so we only need 3 rows which should balance the page and provide room for the Introduction text. You have shown the rows as straight across which is OK. I did ask to see the rows at a slant or staggered to see how they would look but I will defer to your professional judgement as to how you would like to arrange them.

Also in the *Order of photos. docx* I have rewritten the descriptions for each of the items. Your box combination is fine but the titles should not include the roll size at this point.

Page 3 – On this page I would entertain moving the Features and Benefits here from page 4. Again the latest version is on the *Introduction to Nichigo doc*. This can be placed on top or on the bottom depending on your judgement. The Construction/Series is then to be shown on this page. I have changed a few of the pictures and order to include side by side on items that are similar (9030BK 1” and 2”), (2010SB 2” and 3”). The new descriptions are also included in the *Order of photos. Docx.* This should result in 2 rows of pictures and plenty of space for the Features and benefits.

As an alternative, if you wished to see if the Representative Values box could be placed on this page instead of the Features I would consider it if you thought it looked good. I say this because the back page is starting to look pretty cramped for space.

It is important to make sure the boxes on page 3 have a symmetry with those on page 2. Not noticeably larger or smaller. They will be a little larger due to the descriptions but keep the balance.

Page 4 – I see Marty has added a number of items recently. These are fine as long as we don’t cramp our space too much. I would like the lower right box for dealer labels to be at least 1-1/2” tall. This should also then provide space for our contact info to the left side to include Vandermeer Forest Products logo as well as Nippon Gohsei logo. By moving either the Features box or the Representative Values table, we should provide adequate space (I hope).

It is very important that all the info in the Representative Values box be included as is. Please don’t eliminate any items as it changes the table’s effectiveness. The latest (final) version of this table is on the *Introduction to Nichigo doc*.

Thank you again. Please contact me if you have any questions. My email is what is attached to the account….Jim Turner