

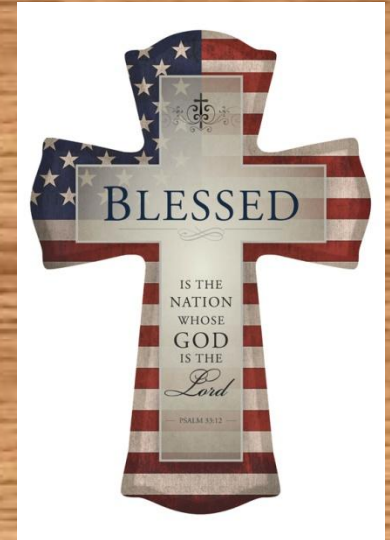
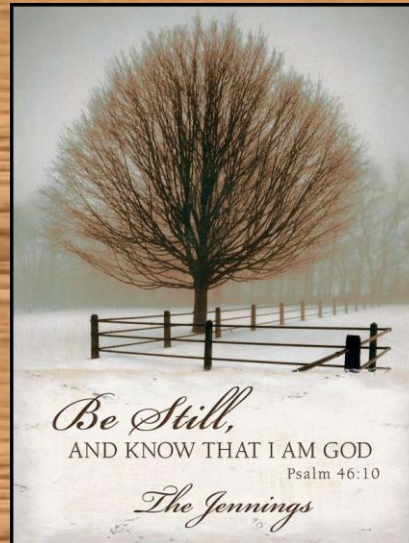


Product Overview

1. Best Sellers by Category
2. What are products made of
3. Manufacturing
4. Lasering Vs Other Methods

Product Categories

- Art
- Home Accessory
- Just for Kids
- Signs
- Small Gift Items



Best Selling Art

- 1) ZBOK01

12x16

\$15.50

- 2) ZBOH20

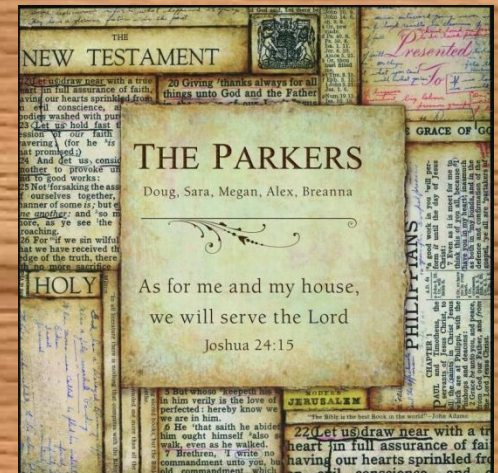
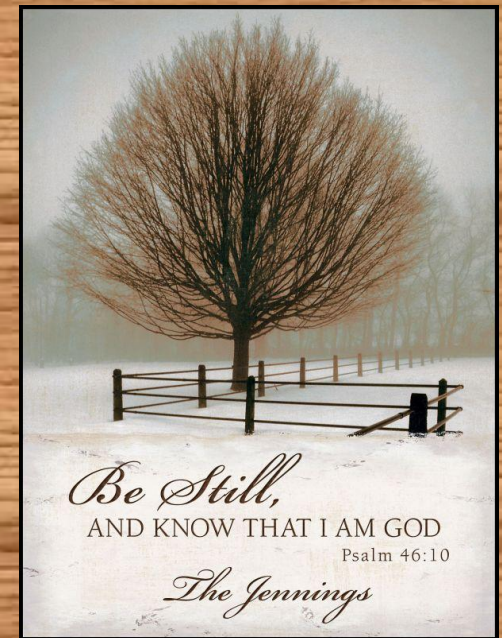
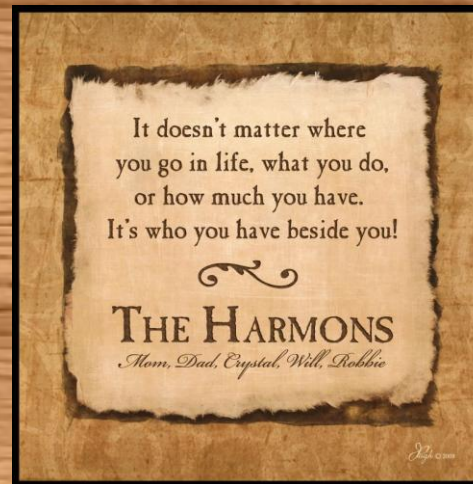
- 12x12

- \$13.00

- 3) ZBOH16

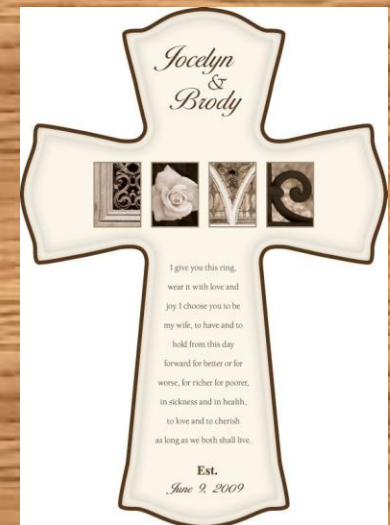
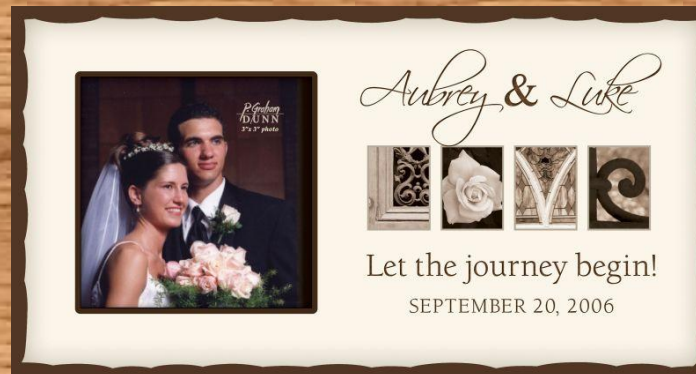
- 12x12

- \$13.00



Best Selling Home Accessories

- 1) ZBIA02 Clock
 - 12" Round
 - \$16.00
- 2) ZFTC01 wood cross
 - 7" x 11"
 - \$10.00
- 3) ZALR04
 - 10.5x5.5
 - \$6.00
- 4) ZALC21 Cross
 - 7x11
 - \$7.50



Best Selling Just for Kids

- 1) ZTWB01 Train Whistle

- 1.5x1.5x7.5
- \$2.25



- 2) ZKPB80 Ball Bat

- 2x15.5
- \$4.50



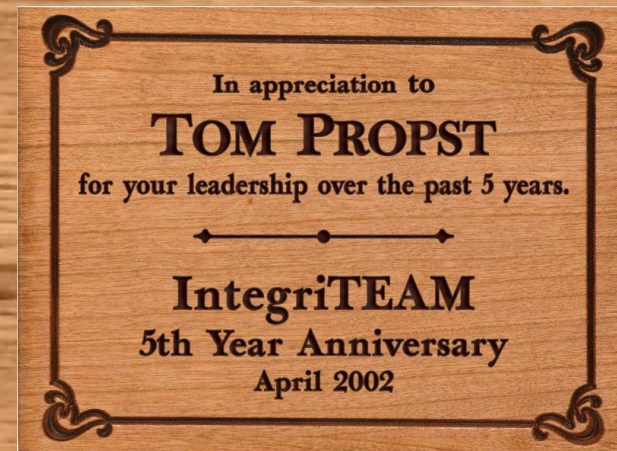
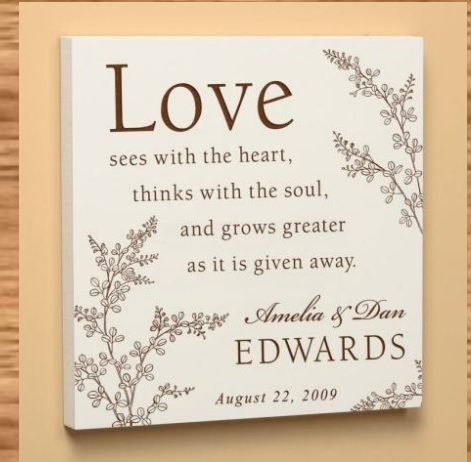
- 3) ZKPB10 Wooden Puzzle Box

- 5.5 x 5.5
- 7.50



Best Selling Signs

- 1) ZSQR10 Plaque
 - 10" Square
 - \$9.00
- 2) ZRDM02 Stick
 - 1" x 6"
 - \$1.75
- 3) ZHFA
 - 7.25" x 5.5"
 - \$8.50



Best Selling Small Gifts

- 1) Pens
 - Rosewood, Maple, Swirl, Metal
- 2) Aluminum Bookmarks
 - 6 colors
- 3) Key chains
 - 11 styles



Aluminum Bookmarks

- 1) ZLAB01 - BOOKMARK /BLACK
- 2) ZLAB02 - BOOKMARK /RED
- 3) ZLAB03 - BOOKMARK /GREEN
- 4) ZLAB04 - BOOKMARK /PINK
- 5) ZLAB05 - BOOKMARK /ORANGE
- 6) ZLAB06 - BOOKMARK /BLUE



Pens

- Metal Pens

- 1) ZMCA08 - Pink
- 2) ZMCA10 – Purple
- 3) ZMCA03 – Black



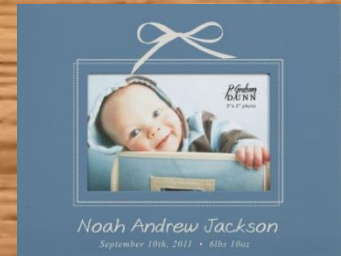
- Wooden Pens

- 1) ZJHR – Wooden Rubber Grip Pen
- 2) ZJHP – Rosewood Pen



What are these made of?

- Wood
 - Unfinished
 - Finished
 - Painted
 - Mounted Prints
- Anodized (painted) Aluminum or steel
- Crystal
 - Not Lead Crystal
- Plastic



Benefits of Lasering Wood

- 3 types of Lasered wood
- 1. Cherry Veneer – Hardwood cherry veneer over MDF
 - Rich warm look.
 - Finished with hand applied stain and 2 part top coat
 - Heirloom quality
 - Will not stain
 - Why not solid hardwood?
 - Consistent size for manufacturing and no warping
 - Contrast of engraved area
- Unfinished – Toys and Ornaments – Solid Wood
 - Look and feel of grandpa's toy box.
 - Lasering gives contrast to the unfinished areas
 - Wood grain ornaments. Alder wood is a domestic renewable resource

Benefits of Lasering Wood -Cont'd

- Painted Wood – MDF (Medium Density Fiberboard)
 - More color variety
 - More readily avail material – reflected in prices
- Mounted Print - MDF
 - Personalization of what we have become known for.
 - Laser through the Image into the wood
 - Not all prints can be done - Images are selected so there will be contrast in image and lasering
 - Some artists will not allow Personalization of their work.

Benefits of Lasering on Metal

- Colors are popular!!
- Wood is not for everyone
- Much more durable items
- Very clean edges where lasered
- Little to no Clean Up
- Fast turns for high traffic occasions



Benefits of Lasering Plastic

- Burn through top layer into a second layer and show multiple colors.
- Top layer can have look of metal or stone but bottom layer wont
- Perfect for memorial items, nice, but not flashy
- 1 exception is the Shotgun Shell Knife (ZKGA)
 - Only 1 layer so lasering doesn't "pop"



Benefits of Lasering Crystal

- Fractures the outside to give a “frosted” look
- Very little clean up
- High perceived value



Where are products made?

- 50% of laser products are made in Ohio
- Many are hand crafted, as seen on the tour
- High Quality!



Why Laser?

- Benefits of lasering
 - Permanent
 - Clean crisp engraving
 - Larger Design Capacity
- Other methods out there
 - Rotary
 - Limited Size
 - Bits wear out
 - Hand Made
 - Labor Intensive
 - Hard to find artists
 - Good artists = Higher wages
 - Slower product turns