

The ROYAL INDUSTRIES Newsletter

ASI # 83770

Turn Extra Profits With Printed Vinyl Products

Royal Industries

225 25th Street,
Brooklyn, NY 11232
Phone: 718-369-3046
Fax: 718 369-3067
ASI # 83770

Fall 2011

ROYAL GOES GREEN!

Welcome

Introducing the newsletter designed just for you!

Welcome to our most recent issue of The Royal Proclamation, the vinyl products newsletter developed and created with one goal in mind: to provide you, the distributor (our sales force), with selling ideas and educational information that will help you increase your sales season after season.

What will you find in each issue?

SELLING IDEAS...Sell! Sell! Sell! That's what you're in business to do. In every edition of The Royal Proclamation, we'll focus on one or two key products... and offer you valuable marketing profiles that will help you make money. You'll discover who's buying the products and why...effective sales techniques for presenting each product...and ideas on how to sell to existing customers whom you had never considered prospects before.

THE LEARNING CORNER...The more you know about the products you sell, the more effective you'll be in selling them. To that end, we'll devote an entire section in each issue to explaining some part of how our operation works. In this issue, you'll learn all about the Hot Stamping process. Future issues will focus on other facets of production, from adding metal corners to a product to how heat sealing works. You'll get a real eye-opening look at our products from drawing table to finished piece — a view guaranteed to make you more knowledgeable about the products and ad specialties you sell.

Remember: When it comes to increasing your sales of vinyl products and ad specialties in general, we're here to help.

Royal Goes Green



Dear Distributors,

"Supporting a Green Earth" - is not only a tagline, but something Royal does day in and day out.

As you may or may not know, there is a social consciousness about the environment in this country and for that matter, around the world, I wanted to send you this letter to let you know that all Royal products that are made in the United States are made from recycled post-industrial materials, and I am very proud to say that we use over a 1,000,000 pounds of recycled material in our products every year preventing it from going to landfills.

As you know, vinyl products of the nature we manufacture are in every facet of life, starting with the medical IV drip bags that are in every single hospital, to binders, portfolios, and card cases that are in every single household in this country. Why am I telling you these things? Because of the new social consciousness, and I want you to be aware that our products very clearly fall into the "green" category.

Vinyl is Dependable, Reliable, Trusted and also GREEN, so I encourage you to go out there and sell our products to your customers that are environmentally conscious. You should also know that you can get our products into the "Green Initiative catalogs" and along the way, make a nice profit for yourself with our all on an "A" Union products.

We are here to answer any questions you might have and I encourage you to call me if you need anything.

Thank you for all your support and I look forward to growing with you as the premier vinyl manufacturer in the industry.

Sincerely,

Ari Ruden
Vice-President of Marketing
The Royal Line
Royal Industries

Think Vinyl-
Think Royal



The ROYAL Line
ASI #83770

Call: 718-369-3046

How Do We Do That?

HOT STAMPING



We selected Hot Stamping as the focus of this issue's Learning Corner because it plays such a critical role in creating and personalizing the products you sell. Simply put, hot stamping is an imprinting process that utilizes a metal die featuring a reverse image of what you want to print. In the printing process, this die is placed at the base of the printing equipment and heated, then stamped on the product being imprinted, hence the name hot stamping.

Before the actual imprinting process begins, a special foil must be threaded into the machine. When printed, the foil gets transferred to the item in the image of the die we created. The color of the foil can be just about any color available from the foil manufacturer. However, gold is the color most frequently recommended. Because gold is so often used in the printing process, hot stamping is sometimes mistakenly referred to as gold stamping.

Once the colored foil has been threaded through the press, the operator can start to prepare the "make-ready." To do that, the operator needs to place the item being printed flat on the pattern and then depress the two safety buttons on the machine. The press will come down and mark the item. The next step to a

successful imprint is to adjust the heat and dwell time and continue creating trial stamps until a perfect imprint is achieved. The item should be centered so the print comes through as straight as possible. Once the heat, dwell time and centering are all set, the operator is ready to set the machine to run.



The operator then fills the items to be printed into a hopper (also known as a filling station) and sets the stop counter to the quantity the customer wants printed. When the operator hits the start button, the machine will automatically pick up an item, bring it under the print head, stamp it and take it off. It will then repeat the process for the next item. The automatic process described above relates only to automatic machines. On manual machines, the operator would need to pick up and place the items by hand. When the press reaches the desired count, the

operator stops the press, removes the die and sets the machine up for the next order.

That's it for this issue of the Learning Corner. We hope you found this guide to Hot Stamping informative. To learn more, please call our customer service department and we'll be happy to answer any questions you may have.

Meet The ROYAL Family

Ari Ruden
Vice President of Marketing

As a teenager living in Brooklyn, Ari Ruden would spend many days off from school accompanying his father to work at the family's business—Royal Die Cutting & Heat Sealing Corporation. His father took

the time to carefully teach him different aspects of the production process and provide some valuable hands-on experience. In June Ari would be a hot stamp machine operator. In July he might have an assignment in the silk screening department and, another month, the heat sealing department. It was training that prepared him well to deal with many of the situations that might come up on a day-to-day basis.

What Ari didn't learn on the job at the Royal factory as a teenager, he learned while a student at New

York University, where he earned a degree in economics and marketing. Now he has worked at Royal for over 2 decades. Always thirsting for knowledge, Ari is an avid reader of business books. Much of his time is devoted to making sure Royal's customer service staff is meeting all the needs of the company's clientele in a professional, courteous and timely fashion.

Ari's responsibilities also include marketing the company's products—and he does this with great fervor. Ari is a firm believer in staying in touch with the company's

3,500 distributor accounts and helping them to sell Royal products. He is responsible for developing the company's comprehensive annual marketing plan, which employs numerous communications vehicles throughout the year to promote the Royal line. Ari shares managerial responsibility for the company with brothers Mike, President, and Jon, Vice President of Quality Control.

In his spare time, Ari likes to live on the edge. He enjoys skydiving and scuba diving; mountain climbing and bike riding are his real passions.

2012 EVENTS

where you can meet us...

The PPAI Expo
Las Vegas
January 2-6
Booth # 3841

ASI Show
Orlando
January 16-18
Booth # 520

ASI Show
Dallas
February 1-3
Booth # 418

ASI Show
San Diego
April 2-4
Booth # 120

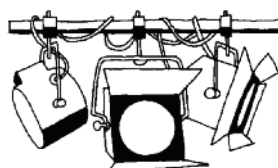
ASI Show
New York
May 8-10
Booth # 328

Royal Industries is a winner of a PPAI Supplier Star Award for the last nineteen years in a row.



ASI Show
Chicago
July 17-19
Booth # 328

Sales Spotlight



CARD CASES

Card cases come in a wide range of styles and formats. And, as the picture here shows, everyone uses them, from banks and insurance companies to nonprofits.

ENJOY BIG PROFITS WITH THIS TREMENDOUS PRODUCT!

In fact, if you're not selling some sort of a case/vinyl paper holder to everyone on the following list, you're probably missing out on sales.

- Schools—Clubs use them, Bus programs, Student I.D. cards
- H.M.O.s—Provide these to patients or H.M.O. members for storing medical insurance cards.
- Check Cashiers
- Driving Schools
- Printers
- Video Stores
- Unions
- Transit Authority
- Universities
- Hunting Licenses
- Car Services
- Health Clubs
- Telephone Co.
- Libraries
- Insurance Companies (I.D. Cards)
- Department Stores (Charge Cards)
- Gas Cards
- Pharmacies
- Supermarkets (for Coupons)
- Banks (ATM Cards)
- Sporting Good Stores



To help your sales efforts,
ROYAL stocks cases in over
10 sizes, 5 styles and 45 colors



NEW SHOPPING MALL USES CARD CASES AS GRAND OPENING GIFT. (THEN COMES BACK FOR MORE AND MORE!)

A large, new shopping mall in the Midwest was planning a grand opening. As part of the hoopla, they wanted to provide a gift to everyone who attended during the first month of operations. The customers chose a ROYAL card case with a 3-color imprint. Imprinted on the outside of the case were the mall's name and address, a map and the hours that the mall was open.

After the initial promotion was over, the mall manage-

ment noticed that the wallets and card cases were being used months after the promotion ended. They found that customers were using the cases to hold their credit cards. As a result, the mall was enjoying a daily promotion!

The promotion worked so well for the mall that they have now reordered three times, resulting in orders of over 300,000 pieces for the distributor.



TRANSIT AUTHORITY GETS EXTRA MILEAGE FROM CARD CASES

The transit authority in a large metropolitan city was implementing a new program of selling transit cards. These cards could be bought in various dollar denominations. On each train or bus ride, the commuters would need to pass the card through a scanner which would deduct the cost of the ride from their cards, much like a prepaid telephone card.

While the program was successful overall, there were numerous reports of mis-scans and cards not working properly. After doing some research, the transit authority found that people were creating the problem by accidentally scratching the scan bars and bending the cards.

The solution was to order a vinyl card case that would protect the transit card and maintain the scan bar in readable condition. An order was placed and the cases were offered free to anyone who had a current card or who purchased a new card. The new program was a rousing success. Complaints about nonworking cards subsided and card purchases went up.

This temporary solution to a card problem became a standard procedure that resulted in numerous large orders for this very happy distributor.



CARD CASES RELIEVE PAINFUL HEADACHE FOR HMO

A large HMO was experiencing a problem: More and more people were arriving at the doctor's office without their HMO cards.

As a result, the doctor's offices were constantly compelled to call the HMO's main office, to get authorization to treat their patients. Along with the time and money wasted at the doctor's office, the same costs were incurred at the HMO main office, where considerable time was spent locating the necessary information.

The solution was to send out each new HMO card in a convenient vinyl case in which clients could store all their cards. The

cases were printed with the HMO name as well as with instructions on filing claims.

This value-added product worked well as people used the cases to carry all their important cards, including the HMO card, with them at all times. Yes, even to the doctor's office!

The happy distributor has continued to receive regular orders for this product on a quarterly basis.

WHY BUY CALENDARS?

CALENDARS HAVE SELLING POWER!

No other advertising media influences the buyers decision like calendars. Studies show that 85% of all home calendar users do business with the firm that supplied their advertising calendar. Customers develop a loyalty to the advertiser's firm.

CALENDARS ARE USED AND APPRECIATED!

Calendars are a time tested source that customers have grown to depend upon many times daily. And every time the calendar is used, the ad message is seen! Studies show that 98% of all homes and virtually 100% of all businesses use at least one calendar.

CALENDARS BECOME KEEPSAKES & COLLECTIBLES.

Calendars are uniquely capable of sharing your vision for the future with your customers. And your advertising message will gain added exposure because calendars become keepsakes that last for years.

CALENDAR ADVERTISING IS ECONOMICAL!!

Calendar advertising gives you frequent and consistent exposure for your advertising dollar. For just pennies a day, your ad is seen many times every day by your customers and prospects in their homes and offices where buying decisions are made. Plus you control distribution so your advertising goes just where it will do the most good.

CALENDARS ARE GIFTS WITH A PERSONAL TOUCH.

Individually address or handed to each recipient, calendars put your message on a personal level, saying; "This is just for you" As the calendar becomes part of the recipient's daily routine, it works as a reminder, thank customers for yesterday's business and asking them for business today.



225 25th Street, Brooklyn, NY 11232

BULK RATE
U.S. POSTAGE
PAID
PERMIT #7379
BROOKLYN, NY

THE CALENDAR SELLING SEASON IS NOW!

Bright, bold calendars promote your customers' products and services 365 days a year! You'll want to act quickly (before your competition does!) and make sure your customers order their 2011 calendars now in the exact style they have in mind.

Show them our variety of colors

- Over 45 colors
- Show them our variety of styles
- Monthly • Weekly
- Academic • Spanish
- Desk & Wall Calendars
- Mini-Weekly Planners
- Designer Planners
- Full-Color Patriotic 7"x10" Planners
- Theme Full Color Planners
- Logo Series Planners
- Full-Color Digital Planners
- And more...

Show them our variety of options

- New phantom print
- Wraps on monthly pocket planners
- Metal corners • Scratch pads
- Maps • Address books • Gift Box
- Gilded Edges

BOOST YOUR CALENDAR SALES WITH ROYAL'S NEW CALENDAR KIT!

That's right. We've got a new kit to help you sell calendars! For \$5.00 (total rebate on your next order) we will send you a calendar kit which includes a swatch card, samples and everything you need to sell calendars to your customers.

Call at 718 369-3046 for additional details.

CHECK OUT WHAT'S NEW




Item # 730
As low as
\$0.52 (A)

Item # 490
As low as
\$0.58 (A)

John L. Smith, Inc.
www.smithusedcars.com
USED CAR SALES • SERVICE • FINANCING
John A. Andrusko
Service Director
Service 610-815-1000
Sales 610-815-1000 • Fax 610-455-0647
501 West Strasburg Road, West Chester, PA 19382

All Union Made

JAR OPENERS

For a new twist in Jar Openers try this. Like magic, cross-corrugated rubber grips lids and aids you in opening them quickly and easily. It doesn't stop there. It works wonders on bottles, pens, garden hoses, light bulbs, flashlights, salt shakers, fishing poles, radiator caps and more.

We have the following in-stock shapes which are available on orders of 1000 pieces or more at the same cost as the 490.

Also keep in mind that we can make any custom shape. Just fax us an outline and we will fax you a quote the same day.

Item#491

- TEDDY BEAR
- PHONE
- HEART
- HOUSE
- STOP SIGN
- SQUARE
- COMPUTER

NEW!

#490REC & #730REC-
Recycled Jar Openers
Made from 100% post
consumer recycled tires

#490PP/#491PP/#730PP
Jar Openers with Pre-Printed
Design
#491PP-Ribbon

For Questions, Quotes,
Kits and Catalogs
Phone: 718 369-3046

Fax: 718 369-3067

e-mail: sales@royalindustries.com