

YOUR LETTERHEAD

September 15, 1999

Joe Prospect
Manufacturing Company
123 Main St.
Anytown, USA 00000

Dear Mr. Prospect:

A new era of industry consolidation, integrated supply, and vendor reduction has brought many changes to the world of the purchasing professional. These changes have simplified your job in many ways. But when it comes to purchasing fluid sealing devices, life might just be getting more complicated.

These days, fluid sealing devices are highly engineered products, using new technologies and materials to achieve high performance. Chances are, some integrated suppliers don't have the knowledge or experience in these products to provide you with the solutions and service you need.

Fluid sealing devices may not be the most expensive pieces of equipment in a plant, but they could easily be classified as some of the most critical. Every pump, compressor, engine, exchanger, valve, hydraulic cylinder and piece of pipe in the system relies on fluid sealing devices to keep them on line. Failure to contain fluids in any one of these pieces of equipment can prove to be very costly to a plant's bottom line.

It has been said that up to 40% of a plant's work orders are issued because of system leaks. At the same time, the EPA's definition of a "leak" has become more strict in the last few years. You can be sure that violations of these leak standards may result in stiff fines.

Having a trained fluid sealing specialist available to a plant's maintenance department will lower a yearly maintenance and operating budget by thousands, or even hundreds of thousands of dollars.

I will be calling you soon to discuss some ways we can save you time and money, starting with our very first visit to your plant. If you have an immediate need or concern, however, please feel free to call me at 000-000-0000. And don't hesitate — after all, time is money.

Sincerely,