



American Image Graphics

Corporation

STRATEGIC OVERVIEW

A New Age in Graphics is Taking Flight



The Current Marketplace

The enormous yearly **FIVE BILLION DOLLAR** sales of screen printed graphics is divided into four segments: Fleets, OEM, Point of Purchase and Architectural Signage.

The largest segment is vehicle and aircraft graphics. There are over 25,000,000 tractor trailers in the USA and these are being replaced at a rapid pace with new high capacity 53 foot long units. Each of these new trailers has the capacity to use over 900 square feet of graphics! OEM graphics are characterized by the high volume of small size markings on manufactured products. Point of purchase graphics are utilized in retail stores. Architectural signage is used both on the inside and outside of buildings.

The Future Marketplace

Not only will the five billion dollar annual sales increase as our population increases, but with the advent of new printing technologies such as digital, entire new opportunities are emerging for museum, theme park, store and trade show graphics.

PLURIBUS

The Fabricators

The annual \$5,000,000,000 in sales is produced by three types of manufacturers: national, regional and local.

There are approximately twenty national graphics manufacturers. They are the major suppliers to the transportation, OEM, point of purchase and architectural signage markets. They are recognized as the industry leaders for their ability to grow and expand the marketplace by introducing new state-of-the-art processing equipment, developing strong sales forces and innovative marketing strategies.



At the regional level there are approximately 200 graphics manufacturers. They are recognized as the local vendor. Most are under capitalized and have limited resources to move to the next level.

The local manufacturers are small sign shops. Narrow market focus and limited resources restrict growth.

UNUM



Corporate Goal

American Image Graphics Corporation intends to acquire several regional fabricators as well as companies in allied fields. These would include tape converters, nameplate manufacturers and label printers.



The Corporate Board

The board is composed of individuals recognized as leaders in the following disciplines:

Screen printing, flexographic printing, die cutting, digital technology, finance, marketing and advertising.



Strategy

The corporation will make each component company *THE* major marketing force in their territory. This will be done by putting in place highly trained, competent sales personnel, backed by a sophisticated multi-level advertising program.

With collective knowledge & expertise from decades of service, the company will be able to provide a level of quality that is unmatched in the industry.

The sales personnel will have the ability to access state-of-the-art technology and specialized equipment that may not be present at their component factory, but which is available at the facilities of other components.

The sales personnel can sell specialized products such as banners, digital printing, large format die cutting, nameplates, custom laminates and ADA signage that would not have been available at each individual component.

Expert management, the size of the combined work forces and equipment, computer tracking programs, internet ordering capabilities and financial resources will enable the sales personnel to approach National Level accounts with projects that were formerly beyond the capabilities of the individual member companies.



Additional Income Sources

In addition to being able to greatly increase the sales of each component company additional income will be generated by:

- Centralized purchasing which will consolidate the requirements of all of the component companies to get maximum savings.
- Centralized estimating, accounts receivable and accounts payable to take advantage of computerized processing and eliminate unnecessary jobs at each component.
- Increased utilization of equipment thus eliminating the need for each component to acquire expensive new technology.
- Selecting some component facilities to specialize in certain products thus eliminating redundant inventories.
- Controlling all cash assets at one location to permit the use of a variety of income generating cash management techniques.



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