

CalCo Partners with Vellis Knowledge Incorporated



This Partnership Offers CalCo Clients Value through Customized e-Learning Solutions

The changes in industrial technology continue to explode at an ever-quickening rate, and companies cannot train their employees fast enough to keep pace. As you know, the result is a skills gap that costs businesses billions of dollars every year.

We are proud to announce our recent partnership with Vellis Knowledge Incorporated, the leading e-learning solutions provider for industrial companies. We realize our world class client base is constantly looking for additional tools to better train and educate its vendors, employees and suppliers. Joining forces with Vellis Knowledge creates an opportunity to extend our help to our clients in terms of product knowledge and

margin enhancement with improved employee training and warranty claims management tools.

Vellis Knowledge transforms the delivery of knowledge for




industrial customers by providing technology-driven training solutions that impact key business drivers such as warranty

expense, sales effectiveness and customer satisfaction. Doug Brenner, CEO of Vellis Knowledge explains, "Together, we will be able to provide both hands-on training tools and on-line training solutions directed at key business drivers that promises a competitive advantage for producing higher profitability."

Sales Tool Attracts Hardware Buyers



DeVilbiss Air Power was looking to increase activity at their booth during the Chicago Hardware Show and they called on CalCo to help. With buyers from leading home improvement retailers, such as The Home Depot, Lowe's, Menards and Sears looking to add to their product mix, DeVilbiss product manager used a CalCo cutaway to attract buyers to the booth and seal the deal. 


For additional information on how customized eLearning solutions can close the gap between the increasing complexity of products and processes and the comprehension level of employees, please return the enclosed response card or contact David Chandler of CalCo direct at 847/639-3858 or e-mail:

dchandler@calcocutaways.com.

Black Bases in High Traffic Places!

CalCo is always on the lookout for new and innovative materials, coatings and anything else that aestheti-



cally helps to highlight our client's products and protect them as well. Our new NiTuff® base allows for maximum durability and provides a great contrasting look. Given the use these Blackmer units are sure to receive, we want to insure they keep looking great for years to come. 

Distributor Programs That Really Work

When Rockwell Automations' Dodge division wanted to extend its premium branding of their Torque Arm II speed reducers; CalCo was pleased to help. By providing Dodge with not only superior finished units, but easy to use ATA cases with telescoping handles, Dodge was able to empower a great deal of their distributors with the ideal sales aid...one that is always ready and waiting at their finger tips.

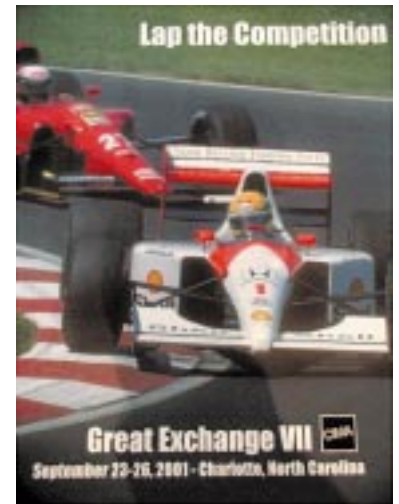


We Eat Our Own Cooking!

CalCo is constantly striving to help our clients with their training and marketing needs. In our efforts to further stress self-improvement, we turned the magnifying glass on ourselves and have redesigned our website to better demonstrate CalCo's full capabilities. From motorized display pedestals to innovative training kiosks and high impact sales awards, consider CalCo as your one-stop-shop for your entire product marketing needs. (And yes, we still make house calls!) Check us out at www.calcocutaways.com. 

Thanks CIMA

CIMA, the Construction Industry Manufacturers Association recently had CalCo as one of their featured guest speakers at the Great Exchange VII. The theme was on the use of both face-to-face and online training products. We would like to thank CIMA for the opportunity to address some of the leading parts & service, training and warranty managers within the global construction equipment industry. For any clients who would like to view the presentation, please see our website www.calcocutaways.com, under "CalCo In The News" or contact us at 847/639-3858 and we would be pleased to provide it to you. 



How to Contact Us

For more information regarding this newsletter or details on how to dramatize your product presentations, please call, write, fax, or e-mail Neil Sivertson at:

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