
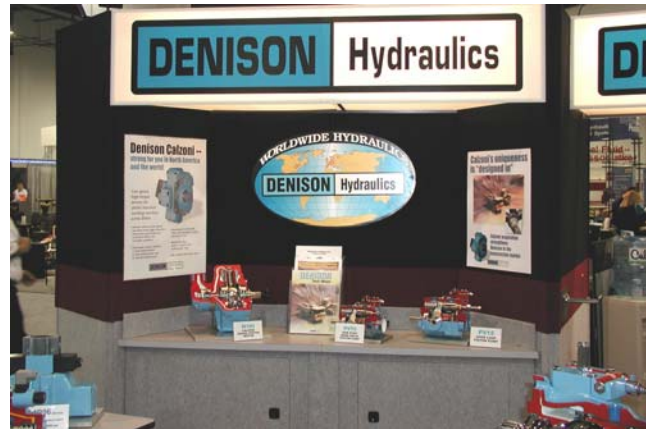




Spring Show Season 2002... CalCo Delivers in the Crunch

For hundreds of exhibitors at the ASHRAE, ConExpo, Mid-America Truck and Offshore Technology (OTC) shows, time was of the essence. Leading firms looked to CalCo to help with rapid product design changes and compressed production and marketing timelines. For everything from unique display stands and working models to brand identity and signage programs CalCo delivered....even if we missed a few dinners in the process! 



Stands built by CalCo for the International Training Center

The Power of Value

For over 100 years, the International brand has been a benchmark in the truck industry. Its trucks, buses and engines are hallmarks of technological excellence, combining the best in hydraulics, diagnostics and electronics to drive customer value.

In order to keep the best trucks on the road you need the best technicians. CalCo's engineered cutaways have proven to be one of the greatest assets International employs in training. A masterfully executed cutaway offers insight into critical details of our products, allowing our trainers the ability to clearly highlight that products unique characteristics.

The economy is fueling growth in transportation which in turn is putting more trucks on the nation's highways and worksites than ever before. This means a continued need for qualified technicians to keep those trucks working for customers. We want to give our technicians the fine point skills required to work on International's products - that's why we look to CalCo. — **John J. Pfennig, Service Development Manager, International Truck and Engine Corporation**

Photoshoots that Pay for Themselves

You did back flips and cashed in all your chips to get CalCo the product quickly, the finished product display is perfect and ready on time - now all you have to do is arrange a last minute photo shoot and pray the delivery company knows the difference between Lima, Ohio and Lima, Peru!

Many managers have exclaimed "If there was only a better way!". There is - have CalCo coordinate your photo shoot - *while we have your projects in house!* CalCo is pleased to offer a wide suite of photography services that encompass everything from a single shot, 1/2-day or full day product shoots. Our stable of seasoned commercial product photographers are able to accommodate the largest and smallest of projects. The shoots are held here at CalCo or we will provide transportation to one of our local studio facilities. In addition to the first-rate quality, you'll have the piece of mind knowing the units will be cleaned and prepped, lighting has been professionally staged and that you just saved enough money in shipping costs to nearly pay for the shoot itself! ©



Several formats are available ranging from high resolution digital images up to 180 MB in size each, medium format images or even 4 x 5 transparencies and negatives.

Newest Member of the CalCo Team

David Kasper has joined us as Project Coordinator. He is currently completing an 18 month Generalist Program which involves him in all aspects of production, marketing, logistics and outside services management as well as our e-learning initiatives.

David's background in IT, design and shipping logistics will be quickly evident to all clients working with him. Welcome aboard David!



Here's How to Really Cleanup

Working with several manufacturers, CalCo has addressed your needs for specialized display cleaning products. Our kits include CalCo's very own *Display n' Wipe* cutaway cleaner and polisher, *CalClean* glass cleaner, a Micro Fiber anti-static towel and a step-by-step instruction sheet. We've packaged all of these super products in a convenient storage bag



with a zippered pouch and handles for hanging inside of your display shippers. These valuable cleaning kits start at \$42.50/ea. and are the perfect way to keep everything you need readily available for booth setups and regular show maintenance.



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 David Chandler at:

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