

ORDER FORM FOR 2010 DISTRIBUTOR CATALOGS

BILL TO INFORMATION:

Customer #: _____
 Company: _____
 Address: _____
 City: _____
 State: _____ Zip: _____
 Phone: _____ Fax: _____
 P.O. #: _____
 Contact Name: _____
 Signature & Date: _____

SHIP TO ADDRESS: (If Different From Bill To Address)

Company: _____
 Address: _____
 City: _____
 State: _____ Zip: _____
 Attn: _____
EMAIL: (Please provide if ordering custom catalogs. A PDF proof will be sent to this address for required final signoff & approval.)
 Contact Name: _____
 Email: _____

GENERIC NON-IMPRINTED CATALOGS

Printed catalog with space to place your own labels on the front cover, spine & back cover.

Minimum order: 50 pieces
 \$8.50 each catalog • F.O.B. Travers

CUSTOM CATALOGS IMPRINTED WITH YOUR COMPANY'S INFORMATION

Contact information and logo printed on the front cover, spine & back cover.

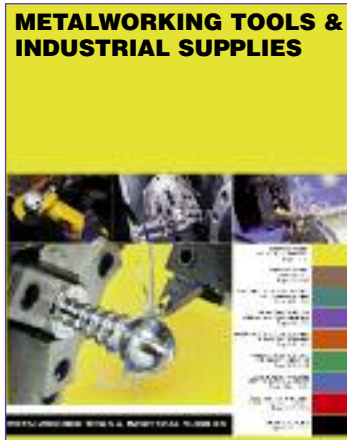
Select Black Imprint (B):

250 pieces: \$10.50 each catalog • 500 pieces: \$9.50 each catalog • 1000+ pieces: \$9.00 each catalog
 Minimum order: 250 pieces • F.O.B. Printer, KY

Full Color Imprint (C): *Full Color Imprint Only Available If Artwork Is Submitted By 10/14/09

500 pieces: \$13.50 each catalog • 1000+ pieces: \$12.00 each catalog •
 Minimum order: 500 pieces • F.O.B. Printer, KY

A



GENERIC NON-IMPRINTED COVER

B



CUSTOM BLACK IMPRINTED COVER

C



CUSTOM FULL COLOR IMPRINTED COVER

ORDER YOUR CATALOGS:

QUANTITY	ORDER #	DESCRIPTION	PRICE	GRAND TOTAL:
	00-525-190	A Generic Non-Imprinted Catalogs (Minimum order: 50 catalogs)	\$8.50 each	
	00-525-191	B Custom Black Imprinted Catalogs (Minimum order: 250 catalogs)	\$ _____ each	
	00-525-195	C Custom Full Color Imprinted Catalogs (Minimum order: 500 catalogs)	\$ _____ each	

TERMS & CONDITIONS:

Terms: Upon credit approval, payment terms are "Net 30" from the day of receipt. Customer pays all freight and other agreed upon charges.

Catalog List Pricing: Prices are subject to change without notice due to changing market conditions.

Descriptions Of Products: Product manufacturers reserve the right to change specifications.

Copyright & Distribution Of Catalog: The copyright for this catalog is retained by Travers Tool Co., Inc. You must have written approval of Travers to reproduce any portion. Travers reserves the right to determine distribution.

Imprinting Of Custom Catalogs:

For logos & special type, customers must supply electronic artwork (please refer to provided spec sheet for submission requirements). A written approval of final proof (via e-mail or fax) is required prior to printing of your catalog. Travers reserves the right to make changes to the artwork to conform to space limitations. A 3% plus or minus variance from the printer applies to all custom printed catalogs. You will be billed for the actual number of catalogs shipped.

Travers Tool Co., Inc.'s Liability: Liability shall be limited to stated printing cost of any defective goods, and shall in no event include special or consequential damages, including profits (or loss of profits).

FOR MORE INFORMATION, PLEASE CONTACT:

PHONE: Merrill DeWitt: 718-886-7200, ext. 2247

FAX: 718-661-5648

E-MAIL: merrilld@travers.com

TRIVERS TOOL CO., INC.

2010 CUSTOM IMPRINTED ARTWORK SUBMISSION GUIDELINES

IMPRINTING OF CUSTOM CATALOGS:

Your company information will be imprinted on the front cover, back cover and spine. For logos & special type, customers MUST SUPPLY ELECTRONIC ARTWORK. See below.

CUSTOM BLACK IMPRINTING: Your logo and contact information is printed in black/grayscale.

CUSTOM FULL COLOR IMPRINTING: Your logo and contact information is printed in full color (CMYK). Full color imprinting is only available for the first printing run, scheduled for 12/09. ALL artwork for full color imprinting must be submitted by 10/14/09.

ELECTRONIC SUBMISSION REQUIREMENTS:

- ALL LOGOS & SPECIAL TYPE MUST BE SUBMITTED ELECTRONICALLY IN ONE OF THE BELOW-LISTED FORMATS.
- LOGOS SHOULD BE AT LEAST 8" W OR 4"H AT 300 DPI.
- BLACK/GRAYSCALE artwork should be submitted as high resolution (300 dpi or greater) .eps, .tif, .jpeg files or .bmp files
- FULL COLOR artwork should be submitted as high resolution (300 dpi or greater) .eps, .tif or .jpeg files

ACCEPTABLE FORMATS FOR ARTWORK/TEXT: Adobe PhotoShop, Adobe Illustrator (please convert any text to outlines), Adobe Acrobat

ACCEPTABLE FORMATS FOR TEXT ONLY: Quark XPress, InDesign, Microsoft Word, E-mail

HOW TO SUBMIT FILES:

- Macintosh formatted preferred
- **CD-Rom:** When burning a cd, you may be able to burn it as a Mac HFS disc which is compatible with Mac. Please mail disc to:
Travers Tool
128-15 26th Ave.
Flushing, NY 11354
ATTN: Graphics Dept
- **Files can be e-mailed (if under 5MB)** to: merrilld@travers.com
Please include your company name in subject line and a contact name/e-mail address in the e-mails body. Your proof will be forwarded to the contact person listed.
- **Files can be FTP'd** to our website: <ftp://ftp.ttcftp.com>
User name: dealer
Password: Artwork2007
Please be sure to contact Merrill DeWitt and notify him that your files have been FTP'd should you choose to use this option to ensure our art departments timely downloading of your artwork.

THE COMPLETE SOLUTION FOR DISTRIBUTORS...

TEAM UP WITH

TRIVERS[®]

TOOL
CO., INC.

AVAILABLE
JANUARY
2010

**PERSONALIZED CATALOGS TO HELP GROW YOUR BUSINESS:
OUR NEW "METALWORKING TOOLS & INDUSTRIAL SUPPLIES" DISTRIBUTOR
CATALOGS GIVE YOU THE POWERFUL TOOL YOU NEED TO INCREASE SALES!**

DISTRIBUTOR BENEFITS

- Product Selection of over 120,000 items.
- More than 500 Top Brands with products in Metalworking, Machinery, MRO, Welding & Safety Supplies.
- Blind drop shipping to your customers at NO additional cost
- A new discount schedule, designed to allow for more profit. **DISCOUNTS UP TO 40%.**
- No stocking requirements - lower order minimums than most manufacturers.
- Single source cost savings.
- Same day shipping for in-stock items.
- Personalized...your customers see only your contact information
- Technical Support.

EXCLUSIVE AREAS AVAILABLE

- Only a limited number of distributors will be accepted into this program!

CATALOG SPECIFICATIONS

- 1,500+ product pages with 4 color photos.
- 8-1/4" x 10-3/4" catalog format.
- Easy-to-read layout.

3 CATALOG OPTIONS TO CHOOSE FROM:

GENERIC CATALOG

- Printed catalog with space to place your own labels on the front cover, spine and back cover. Minimum order: 50 pieces \$8.50 each catalog • F.O.B. Travers

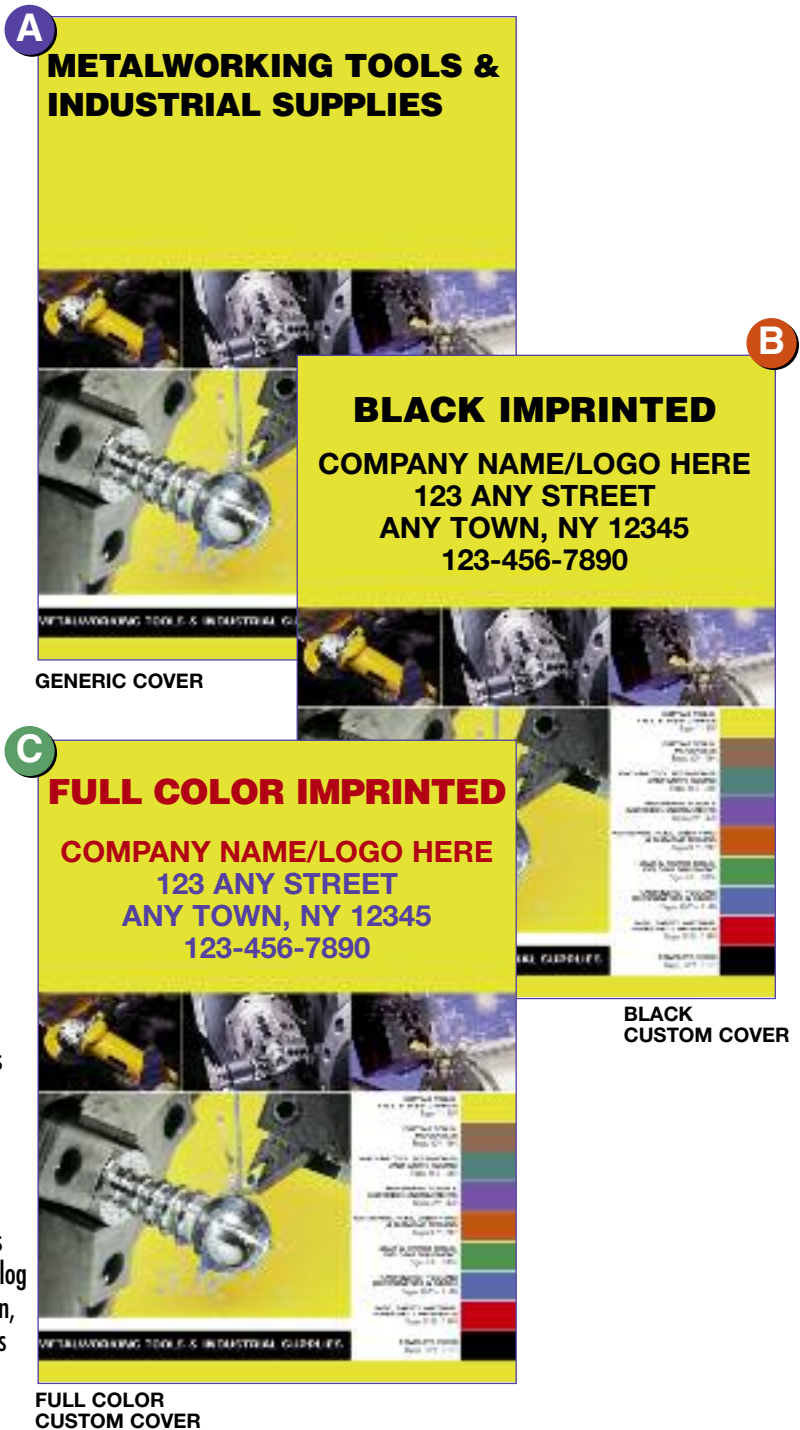
CUSTOM BLACK IMPRINTED CATALOG

- Your company information and/or logo in black/grayscale on the front cover, spine and back cover. Minimum order: 250 pieces
250 pieces: \$10.50 each catalog • 500 pieces: \$9.50 each catalog
1000+ pieces: \$9.00 each catalog • F.O.B. Printer, KY

CUSTOM FULL COLOR IMPRINTED CATALOG

- Your company information and/or logo in full color (CMYK) on the front cover, spine and back cover. Minimum order: 500 pieces
500 pieces: \$13.50 each catalog • 1000+ pieces: \$12.00 each catalog
F.O.B. Printer, KY • Full color option only available for first print run, scheduled for 12/09. Full color artwork must be submitted to Travers by 10/14/09.

Note: Cover design may change slightly at time of production.



GENERIC COVER

BLACK
CUSTOM COVER

FULL COLOR
CUSTOM COVER

FOR MORE INFORMATION ABOUT OUR WHOLESALE PROGRAM, PLEASE CONTACT:

PHONE: Merrill DeWitt: 718-886-7200, ext. 2247

FAX: 718-661-5648

E-MAIL: merrilld@travers.com