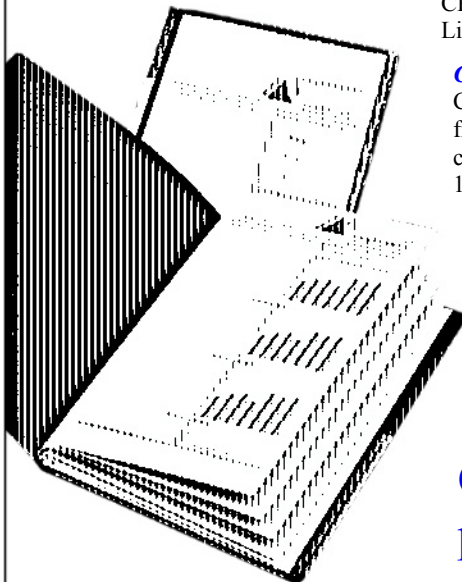


“... a nicely bound presentation will not only have more impact... it is less likely to be buried or ignored.”

Upgrade the Packaging

The next time you spend long hours polishing the material inside a presentation or report, consider this. As worthy as the material may be, its impact will suffer if the overall packaging appears trivial. Moreover, it has been tested and shown that a nicely bound presentation will not only have more impact immediately upon delivery, once back in the office, it is less likely to be buried in a file drawer or ignored.

Luckily, there are many options that will enable you to upgrade your proposal with little effort or cost.



Worth the Pause . . .

“We awaken in others the same attitude of mind we hold toward them.”
 – Elbert Hubbard



Show Off with ShowFiles™

ShowFile Display Books are available in a variety of styles with features designed to work for your needs. All feature bound "sheet protector" style pages that provide two-sided display and protection for letter-size documents. Acid-free, transfer safe poly can be safely used with all types of prints and photographs.

SpineVue™ ShowFile Display Books

Covers feature a wrap-around clear pocket for easy insertion of a single letter size sheet to display the report title on all sides of the book.
 24 Pocket CRD-51232 (Black)
 List \$7.75

ClearThru™ ShowFile Display Books

New ClearThru Showfile books are extra slim with flexible, translucent poly covers.
 12 Pocket (24 pages)
 CRD-51532 (Clear)
 List \$3.50

Custom ShowFile Display Books

Covers have clear pockets on front and spine for inserting custom title sheets. Choose 12 or 24 pocket size.

12 Pocket (24 pages)
 CRD-50132 (Black)
 List \$5.10

24 Pocket (48 pages)
 CRD-50232 (Black) and
 CRD-50140 (White)
 List \$8.15

Contact your office products supplier to request the item numbers noted and your discounted price.

Handout Basics . . .

Introduce yourself and your company by including background information.

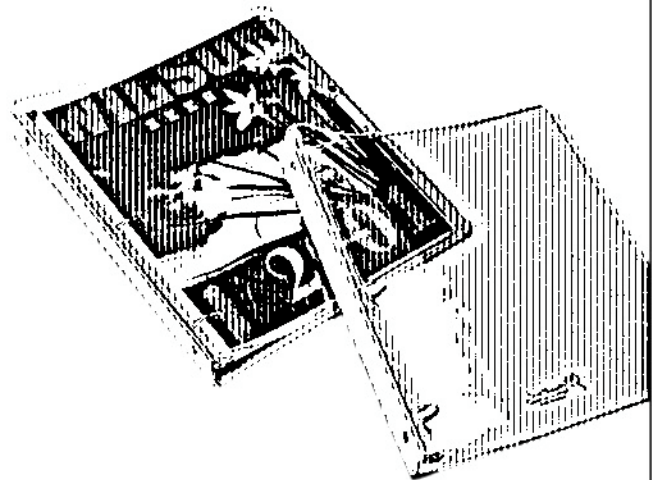
On the cover or first inside page, provide a brief (20 to 30-word) **objective statement**.

Provide back-up data needed to help the novice understand your product, service or idea.

Include your name and contact information in an easy-to-find spot.

Hello Out There!

Show your audience that you are interested in their needs by taking a little time at the start of your presentation to get to know them. If the group is small, have everyone introduce themselves and tell you what they hope to learn. If the group is too large to do that, find out why people are there by a show of hands or ask random individuals to share their expectations.



They'll Clearly See your Message

New *ClearThru ring binders* have a flexible clear vinyl cover that allows you to see "thru" to the front page of your report or presentation. Available in three ring capacities.

CRD-09191 (5/8") List \$9.55
 CRD-09192 (1") List \$9.55
 CRD-09193 (1.5") List \$11.90

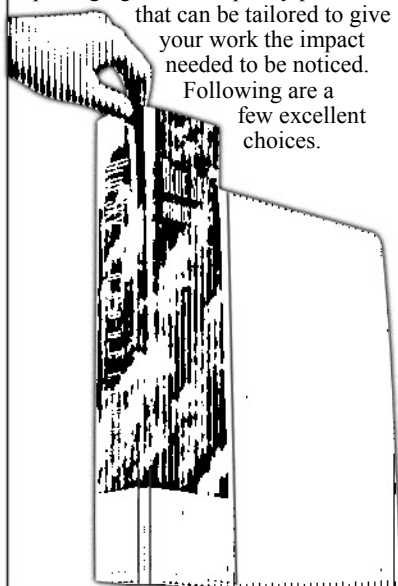
“... don’t underestimate the value of a well-dressed presentation. Business casual just doesn’t apply here.”

Not sure what to wear to a business function? Even if the consensus is “business casual”, career consultants recommend it’s better to be a lot overdressed than even a little underdressed. This is wise advice to also follow when putting together meeting handouts, presentation materials and business reports.

The work you pass on to others is a direct reflection of your personal image, one that will stay around for a long time. If you want to exude professionalism and impart confidence in the content of the material, don’t underestimate the value of a well-dressed presentation. Business casual just doesn’t apply here.

When choosing presentation packaging, look for quality products that can be tailored to give your work the impact needed to be noticed.

Following are a few excellent choices.



get noticed

Instant Loading SpineVue™ Binders

SpineVue™ binders eliminate the tedious fumbling needed to get skinny pieces of paper into the narrow spines of typical view binders. The exclusive wrap-around clear overlays hold standard letter-size sheets and make labeling easy. Print colorful inserts on your computer and insert them in minutes. SpineVue™ ring binders have a professional looking, leather-textured vinyl cover with your choice of locking Slant-D® or Round Rings.

Locking Round Rings (Concealed Rivets)

Item #	Description	List \$
CRD-16101	5/8" Black	6.55
CRD-16102	5/8" Blue	6.55
CRD-16103	5/8" White	6.55
CRD-16301	1" Black	6.55
CRD-16302	1" Blue	6.55
CRD-16303	1" White	6.55
CRD-16701	1.5" Black	8.50
CRD-16702	1.5" Blue	8.50
CRD-16703	1.5" White	8.50
CRD-16801	2" Black	9.60
CRD-16802	2" Blue	9.60
CRD-16803	2" White	9.60
CRD-16901	3" Black	11.60
CRD-16902	3" Blue	11.60
CRD-16903	3" White	11.60

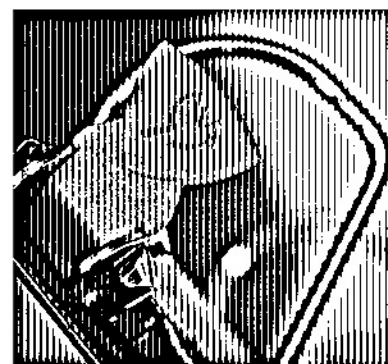
Locking Slant-D® Rings

Item #	Description	List \$
CRD-18101	1" Black	9.05
CRD-18103	1" White	9.05
CRD-18108	1" Maroon	9.05
CRD-18111	1.5" Black	11.00
CRD-18113	1.5" White	11.00
CRD-18118	1.5" Maroon	11.00
CRD-18121	2" Black	12.30
CRD-18123	2" White	12.30
CRD-18128	2" Maroon	12.30

EasyOpen® – Kinder Binder

The first and only Finger Friendly ring binders - EasyOpen binders open and close with minimal finger pressure, plus a special “tension-delay” feature means fingers will not be pinched if caught between rings. Lock engages instantly when rings are closed, eliminating protruding triggers that can scratch the desktop. Heavy weight, premium construction.

Item #	Desc.	List \$
CRD-10300	1", White	12.05
CRD-10301	1", Black	12.05
CRD-10310	1.5", White	14.70
CRD-10311	1.5" Black	14.70
CRD-10320	2", White	16.30
CRD-10321	2", Black	16.30



Avoid Blurred Vision

Before starting to put together any type of presentation, your first step should be to identify the real purpose and desired outcome. Use these guideposts throughout your preparation to assure the information you compile does not include superfluous materials that can confuse or bore your audience.

Give ‘Em A Break

Handing out notes, copies of your slides, or other materials will not only help your audience remember you and your message, they will save your audience from having to write lengthy notes during your presentation. Their wrists get a rest and you get more attention!

Armed and Dangerous

Always wear long sleeves for presentations, meetings, negotiations or other “power” business situations. Short sleeves are fine for casual situations, but long sleeves exude authority and command respect.

Great Looking Handouts are Easy to Create with SpineVue Binders and our Free Templates.

www.CardinalBrands.com/support