

"<<FIRST>>, Here is the Information We Spoke About Last Week."

Dear <<FIRST>> ,

Thanks for taking the time to speak with me on the phone and opening this letter. Let me start by answering the burning question, **"Why in the world is someone I've spoken with only once giving me something worth \$704.27 for FREE?"** Well, there are actually two reasons:

1. I have something very important to tell you, and I needed some way to make sure this letter would catch your eye.
2. You will think our displays are so good, so well constructed, and our customer service is beyond reproach, that I can offer you a FREE display knowing that you'll be back for more!

What Do These Fixture Distributors Across The Country Know About Superior Display That You Don't?

- Allen Display, Midlothian, VA - allendisplay.com
- Display Direct, Lawrence, KS - displaydirect.com
- Display Case Stor, San Diego, CA - displaycasestor.com
- The Fixtures Group, San Diego, CA - fixturesgroup.com
- Modern Fixture Store, Leetonia, OH - modernstorefixtures.com
- Palay Display, Bloomington, MN - palaydisplay.com
- Tebo Fixtures, Denver, CO - tebostorefixtures.com
- The Fixture Zone, Phoenix, AZ - thefixturezone.com
- Trio Display, San Diego, CA - triodisplay.com
- Tucson Store Fixtures, Tucson, AZ - tucsonstorefixtures.com
- American Retail Supply, Kent, WA - americanretailsupply.com

I could go on and on with top store fixture distributors who use Superior Display for there quality hardwood displays.

Just for calling Superior Display at **800-237-8770**, I'll send you free of charge, or give you a credit for one of these 3 classic oak displays if you want me to send it directly to your customer. This is a \$704.27 sale for you absolutely FREE. **If you chose to show our cases on your website, when you make your first sale of a Superior Display case, we'll drop ship the case for you. You can pass the freight fees to your customer if you chose. It's a totally free, 100% profit sale for you!**

This is our way of introducing ourselves to you and letting you know that **you have another option for your hardwood display and display needs, stock or custom designs right here from one builder.**

Also included in the envelope is a CD. This has pictures of our stock items as well as some custom work that we have done. **Please take a moment to look at these to see the high quality workmanship that you now have access to.**

Once you know about our huge variety of designs, colors, wood species and more... And once you call us and find out that we are totally committed to **Make-You-Happy**, you'll want to become a lifetime friend and client.

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Just Look at all the Cases You Can Get from Superior Display

Our custom shop is filled with all kinds of domestic and exotic woods, with world class machines and craftsmen that create displays that last for decades on end. You can get your full size displays, counter top cases, wall hang cases, tall classic cases, classic upright stretch displays, register stands, kiosks, étagère, jewelry cases, museum style classic cases, Queen Ann cases, and ANY custom look, shape, or feel you want from **hand selected domestic and exotic woods**. And we can match just about any color you want. We can match any display you currently have, work off sketch designs, or our in house design team can create a custom look for you. And that's all right here at Superior Display. **Display and freight quotes are always free of charge.**

Not only can you get any of the above cases with one builder, you can customize and design any of the features. All of our cases are solid wood, and we use grain matching veneer plywood. You'll get tempered and annelid glass, tempered glass shelving, high quality lighting, and sliding door track systems for our full vision line, swinging doors for tower cases, multiple locking systems, crown moulding, black felt pads and full extension drawer slides.

How Often Do You Hear Yourself Saying, 'There's Got To Be a Better Display Case Out There.'

Well, you've finally found that better display case. But what are the exact **benefits for you?** Here is just a short list of the benefits you'll receive when ordering from Superior Display:

1. Exceptional, **Make-You-Happy Customer Service**. We are open 8am to 5pm pacific time. Our customer service reps have great product knowledge, making the buying process **easy for you**.
2. Our quality and durability is tops in the business. You'll get plywood veneers rather than particleboard. Spliced joints for strong cases. The majority of the display is constructed with screws rather than staples for added strength. **This means fewer returns, stronger cases and fewer headaches for you! And happy customers that refer others to you!**
3. Attractive cases. Our cases provide the museum quality look that **your customers desire**.
4. Your customers will like the cases so much that **they'll want to outfit their entire store** in your Superior Display designs. We use a single piece tempered glass door, which adds to the viewing quality of the products inside.
5. You'll also receive some of the fastest lead times in the industry. Standard cases usually ship within 4 weeks. Custom displays usually ship in 4-6 weeks. **You get your products faster and your customers get them faster.**
6. We are a true direct shipper. We can ship to your location or directly to your customer, **making order fulfillment a breeze**.

Our displays are world renowned for their high quality and great looks. You can have the same display that is the home to **George Rogers' Heisman Trophy** at the University of South Carolina, a **Moon Rover** for Lockheed Martin, as well as work done for the **U.S. Senate!** These are not the same old glass and metal display cases you're use to seeing!

Petaluma Historical Library & Museum – Petaluma, CA – The cases are beautiful. I ordered our stock items and I also ordered a custom size. They are now in our museum and hold such

artifacts as 1900-1920's kitchen items, Indian stones, arrowheads, pharmacy items from 1880-1900, and children's play toys 1880-1920.

**If You Prefer Low End, Poorly Constructed Cases,
Then Superior Display is NOT for YOU!**

If you're looking for a cheap, low cost display case, then stop reading right now. If bottom line pricing and 2 day turnarounds with cheaply made woods and materials are what you're after, then Superior Display is not for you. But, if you want a high end, competitively priced case, with excellent customer service, a **Make-You-Happy Guarantee** with very good lead times, then Superior Display is exactly what you're looking for.

**So How Does Superior Display Create a
High Quality Case and Still Pass Savings to You?**

Superior Display creates displays of distinction and value. In the past, display cases of this quality were only available from custom cabinet makers. Superior Display creates custom displays using standards that allow for increased productivity and **lower costs for you.**

Jenni's – Helena, MT – The oak and glass are beautiful. I receive many compliments on them.

Here is just one example of how our production capabilities allow us to create displays of distinction and value. A custom cabinet shop would take six passes, with each pass requiring another setup, to create the posts used in our displays. We make the posts with two passes on a saw set up just for posts. Each post is consistently perfect. And since the same post, cut to different lengths is used in all upright cases; we'll cut thousands of feet at a time. We leave some in long lengths for totally custom cases. We then cut the rest to the sizes used in our standard size cases. **This type of efficiency creates custom looking displays of distinction and value and we're able to pass that savings onto you without sacrificing the quality.**

Hood River Memorial Hospital – Hood River, OR – The Gift Shop really is lovely and we have had so many compliments how elegant it is. If you ever get a chance to come this way, please stop in and have a look. The display units really are great and it all fits together very well.



Our cases are so strong and durable, I asked my boss, Keith, to stand on top of one for you. Would you ask someone you know to stand on the top of your current cases?

Kathleen Vausbinder – Northridge, CA – I recently purchased a display case and I couldn't be happier with the case or your office workers!

Superior Display Cases Will Not Work For All of Your Customers

Again, these are not your typical glass and metal display cases you've been selling. And because of this, Superior Display cases will not work for all of your

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customers. But they will work for some. Those that want a high-end case, with the ability to customize the look and feel they way your customers want them to; the ones that want top quality but without breaking the bank. And, after all, would you rather have the gross margin on a \$1,000.00 case or a \$250.00 case?

Shady Lane – Palo Alto, CA – Thank you. We love the displays! They are more beautiful than we imagined.

Only Happy Clients Come Back!

Everyone here at Superior Display knows that **Only Happy Clients Come Back... And our job is to be sure you are happy - EVERY TIME!**

Durango Traditions - Durango, CO - Because of your people's outstanding performance we were able to move fully three weeks early. Additionally, we made an error in our initial order that required you produce additional panels and moldings for the casework on very short notice. Your factory produced the materials and we had them in less than 10 days; simply outstanding.

"What can I do to Make You Happy?"

Your satisfaction is assured each and every time you deal with us at Superior Display with our **Make-You-Happy Guarantee**. If we ever let you down, we'll ask, "What can I do to make you happy?" We have never refused a clients request to make it right!

Sheldon Museum – Haines, AK – Thanks for the extra effort getting the key to the jewelry case sent so fast! It is appreciated.

About now, you're wondering, "What does this guy want from me?" Well, that's easy. I want you to **call 800-237-8770 right now** and you'll **receive your choice of 3 different Classic Oak Displays that you can use for your showroom or resale right away**. If you chose to display our cases on your website, when you make your first sale of a Superior Display case, we'll drop ship the case for you. You can pass the freight fees to your customer if you chose. It's a totally free, 100% profit sale for you!

So now is the time to turn to the last page of this letter and decide which of the FREE Oak Displays you want sent to you absolutely FREE. You just cover shipping costs. This is a \$704.27 value. Also, feel free to look through the CD to see what kind of options you know have for wood and glass displays.

Dedicated to improving your business through high quality products,

Zack Nutter
Superior Display

P.S. <<FIRST>>, call 800-237-8770 today to get your free catalog, and choose from one of 3 different classic oak displays for you, FREE - Up to a \$704.27 Value.

P.P.S. You may be wondering what the catch is. Well there really is no catch. We simply think that once you know us, you'll love our **Make-You-Happy Service**, huge selection of all your hardwood display needs and fast lead times and you'll want to continue doing business with us year after year. This is our way of introducing ourselves to you with the hope that you will try us and become a lifetime friend and client. Best wishes to you and your business. Now, turn this letter over and see the **FREE Cases** you can get, and then call 800-237-8770 right now!