

ARTMOLDS

SPECIAL POINTS OF INTEREST:

- **Plan-o-grams** boost sales. **ArtMolds** offers 4 exciting choices.
- **Your invited to the Las Vegas CHA Show. Visit with Art-Molds in booth 7018 (see back cover).**
- **Merchandising Kit** available to help you sell.

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Sales Builder News

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Over 50 Product Applications and Counting

The ArtMolds' line has a product for most molding and casting applications . . . From prototyping to fine art to many applications you probably have not even thought about. In fact there are over 50 seemingly unrelated applications that this dynamic line could appeal to. Here is a list of uses by some of our customers across the U.S.:

- Action figures
- Architectural corbels, decorative moldings, etc.
- Architectural restoration
- Automobile restoration
- Food reproductions

- Candle making
- Candy making
- Collectible toy soldiers
- Concrete casting
- Concrete stamps
- Crafts – e.g. decorations, refrigerator magnets, paper weights, etc.
- Decor
- Doll making

- Encapsulating documents and collectibles
- Fishing lures
- Figurines
- Foundry casting
- Life casting
- Medical reproductions
- Mask making
- Model cars
- Model rail roading
- Plaster casting
- Picture frames
- Prosthetics
- Rapid prototyping
- Sculptural reproduction
- Statuary
- Soap making
- Special effects
- Taxidermy
- Wall Hanging art



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Award Winning Chemist Joins ArtMolds

October 25, 2005 - ArtMolds, a leading provider for high quality mold making and casting materials and kits, today announced the retention of Dr. Donald W. Renn, an award winning international consulting chemist and his firm Creative Solutions LLC to head its research and development efforts to add to its innova-

tive line of molding and casting products.

Dr. Renn specializes in state-of-the-art product and process discovery as well as development, life sciences and creative problem solving, particularly using biopolymers and other hydrocolloids. He received both the Willig Pentathlon Award for

Excellence in Chemistry as well as a Fulbright Post-Doctoral Fellowship.

He was the founder of FMC BioProducts (now Cambrex BioSciences Rockland, Inc.) as well as the Inventor/co-inventor GelBond® film, RepliPlate® microbial transfer plates, rehydratable agarose products for bio

Award Winning Chemist—cont'd.

Dr Renn working on a new molding material application in the ArtMolds' R&D lab.



Dr. Donald W. Renn

medical uses, reagent-in film application systems including diagnostic applications, hydro-sponges for plant. In addition to those patents, as a leading life scientist, he holds over fifty others including that of a Styrofoam® food and beverage container substitute made from renewable resources.

Born in East Rutherford, New Jersey, Dr. Renn now makes his home with his wife in Rockport, Maine. He has three grown children and four grandchildren.

According to Ed McCormick, Managing Director of

ArtMolds, "Dr. Renn is a welcome addition to our growing company. ArtMolds already holds several patents for advanced molding materials and under the guidance of Dr. Renn we believe we can bring to market more quickly, new problem solving materials which offers our industry better solutions for mold making, artistry, taxidermy, prosthetics and special effects."

ArtMolds has patents for several proprietary mold making materials and will continue to introduce innovative materials in the years ahead. □

"We offer 'Make & Take' project sheets to demonstrate the use and applications of many of our products.'

50+ Product Applications—cont'd.

To assist our dealers in educating their customers on the myriad applications of our line we have published 'Make & Take' project sheets demonstrating in words and pictures one application of an ArtMolds product. The company will release a new Make & Take project sheet about every 6-weeks. Make certain you

have the entire collection as they make great POS hand outs.

The picture on the left typifies a make and take project sheet. This project is for latex mask making. They are usually two pages with step-by-step instructions to create an exciting art piece. □



Meet the Staff

Jack O'Neil—Inventory Control



That is the profile of our Jack O'Neil on the left. Jack is responsible for our new inventory control system that we have been implementing these last few months. It is anticipated that it will be up and running the later part of January. We can't wait.

Danielle Rinaldi—Inside Sales



The voice on the telephone you have been hearing lately is none other than our Danielle Rinaldi. Danielle has assumed the role as marketing administrator and inside sales representative. Not only is she responsible for assuring that you get superior service, but she is a great mold maker.

Plan-o-grams Boost Sales



The 4-foot Plan-o-gram is shown on the left.

ArtMolds' Plan-o-grams have been designed by professional third-party national merchandisers to display and present the ArtMolds' product line in such a way as to maximize sales for the dealer. Many factors are taken into consideration in locating products on certain shelves, (horizontal, vertical, color blocks, size distribution) including sales history, the ability of one product to sell another, the natural fall of the consumer's gaze, the left to right reach, and the placement of

a product next to another in such a way as to promote impulse purchasing.

ArtMolds presently offers four sizes 2', 3', 4' and 8'. The more space that is allocated, of course the greater the sales volume will be as one product leverages the sale of another e.g. kits and videos are designed to sell the open stock. The difference between the four sizes is that there are lesser quantities in the smaller Plan-o-grams and some open stock items that help sell other stock are not included.

You can boost sales by using one of these carefully designed plan-o-grams.□

"New Molding and Casting Poster available. Free for the asking."

Merchandising Kit Available

ArtMolds offers dealers a merchandising kit chock full of tested sales aids including:

- Using plan-o-grams
- Event planning
- News Releases
- Radio PSAs
- Ad Slicks

- Make and Take Projects
- CD—With product photos

With almost 100-pages of information, there is bound to be a great sales idea for most situations.

In addition, ArtMolds offers the colorful Molding & Casting Center poster free for the asking. See the example on the right.□



Looks Perfect : Tastes Lousy

"Looks Perfect: Tastes Lousy," is the headline of our latest full page CNA Magazine advertisement. Every item of food depicted in the photo on the left was created with an ArtMolds product. This includes the Hershey bar, graham cracker, marshmallow, Big Mac, Duncan donuts, Krispy Creame donuts, bunt cakes, a glass of milk, a cup of coffee and so as

not to over do the carbs—a pepper and avocado.

The display is a demonstration of the versatility of the ArtMolds line. The mold and casting materials used MoldRite, KastEZ Resin, SilFome, AquaClear, 407 Latex and ArtMolds line of paints and dyes for coloring.

The process was easy. Anyone can accomplish this the first time.□



ARTMOLDS

THE ART OF IMITATING LIFE

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ArtMolds' Sales Builder News is published for the benefit of its dealers and sale representatives to assist them in product understanding and to provide information to help in their selling efforts. We solicit your suggestions on how to improve our publication for you benefit.

For more information please contact Ed McCormick, toll free at: 1-866-278-6653

MAIL TO:



Promotion Corner: Visit Us At the CHA Show

You are invited to visit us at the 2006 Craft and Hobby Association Convention and Trade Show at the Las Vegas Convention Center in Las Vegas.

The show promises to provide plenty of buying and selling action on the floor, thousands of new craft and hobby products, the hottest trends, more than 10,000 buyers, 1100+ (we are in booth 7081) exhibitors and 300,000 square feet of excitement.

ArtMolds will offer demonstrations throughout the show to include mold making to life casting. Renown monumental sculptor Roy Butler who's work was recently featured in *Millionaire's Magazine*, will be on hand to answer questions on his techniques. We hope to see you there.

Show Dates
Mon. Jan. 30 -
Thu. Feb. 2, 2006
Booth No. 7081

ArtMolds makes the tools that let you make anything you want. Seriously, anything! From the highest quality artificial limbs to stage and film facial appliances to model railroad to fine sculpture to the hot new craft of lifecasting, even - yes, vegetables that look like they came right off the grocery's shelf. Nobody but ArtMolds can offer the same selection of materials that feature unmatched strength, hairbreadth detail and a range of setting times to meet your exact needs. And nobody but ArtMolds has our combination of museum quality finish with ease of use that will make any hobbyist into a fine craft artist. Sure, our vegetables don't taste so great, but when they look this good, they don't have to.

LOOKS PERFECT, TASTES LOUSY.

ARTMOLDS
The art of imitating life.[®]

See how you can recast your profits at the CHA Trade Show, Las Vegas Booth 7081

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ALGROUES • LITENES • RESINS • URETHANES • SILICONE • GYPSUM • KITS • PARTS • VEGIES

ArtMolds' new ad campaign includes this full page ad in the January 2006 CNA Magazine.