

TEAM NEWS

Volume 5 Issue 4 September 1, 2008

NEW STOCK PRICE LIST READY

As many of you are aware, we had an increase in raw material during the month of July. DLS built inventory on stock items to delay the increase; unfortunately, our grace period has expired, and so effective September 8th all stock label orders received on or after that date will be going up in price. You likely have seen our competitors also releasing new price lists so hopefully none of this will come as a shock to you. Please contact our estimating department for copies of our new stock price list.

I would also like to point out the number of new stock items (15) that we added in May. If you have a customer who is using a label size that you think may be something DLS needs to stock, please contact Bob Hakman with your recommendation. We are always looking to expand our service to you.

SAY IT'S NOT SO! ANOTHER MATERIAL INCREASE IS COMING.

I don't know about you, but I am tired of seeing this headline on our newsletter. While the mills have not formally announced an increase, I have been told informally that it is on the way so expect to see some sort of increase to be announced in late September and early October.

These raw material increases are independent of the continual spikes in fuel surcharges we are receiving on all our inbound freight and increases in other production supplies such as cores, shrink film, bags, etc. We are fully committed to providing the distributor marketplace a quality competitive product and feel we are well positioned to survive through these tough economic times.

HOLD ON IT'S GOING TO BE A ROUGH YEAR OR TWO!!!

LEMONS OR LEMONADE

Tough economic times present great opportunities not only for you to grow your business, but also to make yourself a stronger partner with your customer.

- 1) **Talk to your customer about the increase and the threat of additional ones down the road. Offer suggestions such as blanket orders or additional purchases prior to the increase date which will defer the increase and show that the customer's concerns are also yours.**
- 2) **Price increases make for opportunities. That account that you have been trying to quote may now be willing to give you that chance on the business you have been waiting for. Stay in front of your prospects as they will put their business into play at some point.**

You will hear from us from time to time as we have new offerings. Please contact us for a full catalog and price list of our labels and ribbons, 800-397-3013 x2 or e-mail Lori Day at lday@teamdlsolutions.com.

Please call us if you do not wish to be contacted in the future, 800-397-3013 x2.

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