



## Speed to Concept

Andy Dorothy, Graphic Design, has enriched our sales program by joining Ray in Structural Design. Andy's ability to render an idea in picture form will reduce the load on our sample table, keeping resources free and ideas fluid until final approval.

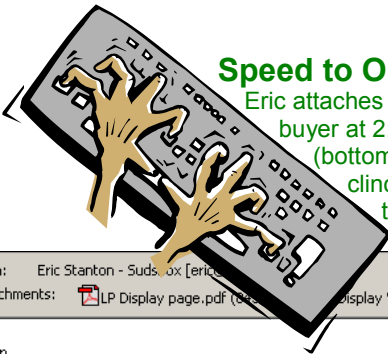
A typical job for Andy may start with photo images of the product and a corrugated tray. Formatting tools allow him to skillfully replicate, modify and orient the product, "stocking" the tray before building tiers and layering rows in 3D. Color, logos and other features are crayoned onto the display with mighty software far surpassing our preschool Crayolas.

Unfortunately, packaging is usually the last and most urgent step in the birth of a new product. Applaud Andy as he cuts out clumps of wasted steps today to stack cards in our favor for meeting deadlines tomorrow.



## Speed to Order

Eric attaches an image of a full stocked display (shown above) to his email to buyer at 2:34pm (below). He has 'green light' from buyer by 3:05pm (bottom) with comment that she wants to place an order. This deal-clincher dialogue about a display that exists only in digital form took less than thirty-five minutes and no one has left their seats!



From: Eric Stanton - Suds Box [eric@danone.com] Sent: Mon 4/12/2004 2:34 PM  
 Attachments: LP Display page.pdf (843 KB); LP Display W product page.pdf (957 KB)

Jen,

We have recently brought on an additional designer who has graphic experience. We are very excited about the opportunity to merge our award winning structural design team with a graphics capable designer.

In light of this recent addition, I have asked him to do a rendering of the pallet program we have recently discussed. I am including these two files ( one empty and one with product ) as attachments in this e-mail. Please let me know what you think. We have taken liberties with the graphics, but it may be something you want to go with. I look forward to your thoughts.

From: Jennifer JEMAS [jennifer.jemas@danone.com] Sent: Mon 4/12/2004 3:05 PM  
 Attachments: LP Display page.pdf (843 KB); LP Display W product page.pdf (957 KB)

Hi Eric,

A simple image like this would probably work great. In the meantime, can you please get me the revised pricing ASAP. I would like to place the order this week - so long as the pricing isn't too different from the original.