



www.designs-on-display.com

Using Creativity and Innovation to provide Exhibits, Marketing Support and Design

Direct Mail



After designing a new Website, we created a Direct Mail campaign with 6 slightly different options to go out every other week for several "touches" in a 3 month cycle.

Got Race Cars On Your Mind?
Must be them Racing Stripes!
 CSI now offers identification striping for Gaskets, O-Rings, Seals, and Lathe Cuts.
 Send us your requirements and we'll RACE a quote back to you!
 Call for details at 800-367-4193
 or send an e-mail to sales@coatingsystems.com
We do more than Coat your Parts... **CSI**
 www.coatingsystems.com

4x6 "Got Race Cars on Your Mind?"

First mailing: week 1

The most significant service they had to offer: creating custom marks on existing O-Rings to let their customers brand their own products!

4x6 "Custom Colors to Meet Your Needs"
 Follow up mailing: week 3

Custom Colors to Meet Your Needs
 CSI can custom match our colored *Teflon* coatings to your customer's requirement helping to maintain product identity.
 Custom matched reflective coatings that work *perfectly* with your customers existing red-eye inspection equipment.
 Contact a representative at CSI: 800-367-4193
We do more than Coat your Parts... **CSI**
 www.coatingsystems.com

4x6 "How Fast is Fast?"
 Follow up mailing: week 5

How Fast is Fast?
 CSI takes every second to a new level with Same Day Processing and Shipping!
 As *Teflon* coating services on rubber product can be processed, inspected, and shipped out the **SAME DAY** as received.
JUST IN TIME. just got easier.
 Contact a representative at CSI: 800-367-4193
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4x6 "Running out of Space?"
 Follow up mailing: week 8

Running out of Space?
 Let CSI *Expand* help you!
 CSI can rework your product, helping to save space and cut unit cost.
 CSI can inspect your product.
 CSI can apply functional coatings to your product.
 CSI will repackage and distribute your product from our Distribution Center in Harrison, OH to a point of destination.
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4x6 "Do You Like ANY Color?"
 Follow up mailing: week 10

Do You Like ANY Color?
CSI Does!
Any Color - Any Compound - Any Time!
 CSI applies functional dry film lubricant coatings to rubber seals, gaskets, and O-Rings.
 Applications on:
 GASOLINE PUMPS, Injectors, Valves, Springs, Straps, etc.
 10000 Cleveland 212 and 319
 Call for details at 800-367-4193
 or send an email to sales@coatingsystems.com
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4x6 "Did You Know?"
 Follow up mailing: week 12

Did You Know?
 CSI makes more than 600,000,000 O-Rings, seals, and gaskets every year.
 CSI has the largest coating industry with a global presence.
 CSI offers extensive on-site technical support.
 CSI has the largest inventory of O-Rings, seals, and gaskets.
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AAO 2003
Anaheim
 November 15-18

ASCRS 2004
San Diego
 May 1 - May 4



AAO 2004
New Orleans
 October 23-26

ASCRS 2005
Washington, DC
 April 16-20

After designing a new Trade Show Display, we created a Direct Mail campaign with 4 slightly different options to go out to potential customers within specific distance from the event they would be attending.