



DUST PARTICLES



CREATED BY LAMBSKIN SPECIALTIES: MANUFACTURERS OF QUALITY PRODUCTS FOR THE JAN SAN INDUSTRY

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DustWand Dusting Station....All aboard!

Keeping with our long-standing tradition of innovation and showroom ingenuity, Lambskin Specialties is proud to introduce the DustWand Dusting Station. The New Dusting Station displays 24 Wool Dusters, 18 Feather dusters, 3 Cornerboy Dusting poms and 3 Feather Duster heads with Utility Extension Handles all in an easy to set-up, professional stand that takes up only 3.0 sq. ft. of showroom space.

Our latest display unit follows in the footsteps of the Conerboy Display Center and Dustwand Cleaning Center, which continue to be top sellers. The DustWand Dusting Station is another pioneering idea from Lambskin Specialties to increase the profitability and efficiency of the showroom.

The DustWand Dusting Station's design is simple, and that's what makes it work so well. The design makes the installation process quick and effortless, the attractive product display is a definitely an eye opener. Stocking couldn't be easier, just re-order when the spaces are empty.

How to avoid a trade show disaster.

Even in this age of web sites and e-commerce, participating in trade shows remains one of the most effective methods for creating product awareness and generating sales leads.

Whether you are a trade show veteran or a rookie, paying attention to a few basics can spell the difference between results that are fantastic and flat. Start by being prepared; know who your audience will be, bring the proper information and marketing materials, including samples, literature and display images.

Always acknowledge the presence of visitors to your booth. Greet them, and get down to business. You have a limited amount of time to extract information from them, and to give them your pitch. Ask pertinent questions specific to their company; understand their needs and wants; learn their past experience and future expectations; know who makes the decisions. Provide in-depth information tailored to each prospect's situation, while at the same time ensuring a consistent sales pitch.

Appearance does matter; it's important to look your best, so dress appropriately. Some shows are 'business casual' while others are 'business dress'. Know which is which, before you pack!

If a picture is worth a thousand words, a good demonstration is worth a million! So save your breath and show your visitors how your products work...the features and benefits. It will keep visitors interested; it will keep them at your booth, and will help to convey pertinent information to them quickly and effectively.

While some shows are identified as "buying shows", trade show buyers usually do not **impulse buy**. Sure you will close a deal from time to time, but generally attendees are out to gather information and search for a vendor that will meet their needs, for the long term. Having said that, **'show specials'** are usually an effective technique for generating orders from existing customers, getting existing customers to try new products, and for enticing trial orders from new customers. Don't be shy about asking for an order.

When your meeting is over don't let them forget you. Follow-up, follow-up, follow-up....immediately.

Variety and quality Makes the DustWand Dusting Station a perfect match for any showroom!

80 years of marriage... and the flame's still a burning!

Since 1923 when Canada first dealt directly with America without British participation in the signing of the Halibut Treaty the relationship has grown and prospered.

The bilateral relationship between the United States and Canada is perhaps the closest and most extensive in the world. It is reflected in the astonishing volume of trade-performed daily to the tune of \$1.4 billion in goods, services, and investment. In fields ranging from law enforcement cooperation to environmental cooperation to free trade, the two countries have set the standard by which many other countries measure their own progress.



According to *The Office of The United States Trade Representative* the total two-way trade in goods between the United States and Canada is larger than total U.S. goods trade with the entire 15-country European Union.

With companies such as Lambskin Specialties continuing to expand throughout the United States the relationship between our nations can only continue to grow.

CLEANING TIPS OF THE MONTH

Cleaning Windows: Vinegar and water with a Lambskin Window Pro will clean windows without streaking.