



DUST PARTICLES

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

VOLUME3 ISSUE3

PUBLISHED BY LAMBSKIN SPECIALTIES

SEPTEMBER2003

CLEAR PRESENCE

It's a jungle out there in cyberspace. There are an estimated 20 million Websites presenting a staggering amount of products, services, and information. Competing in this arena can present a difficult challenge.

As your company grows more competitive and sophisticated, your business must pay closer attention to Internet strategies. Gone are the days when posting a Website was deemed to be "cool," or low-cost. Today, developing a site is a serious strategic move that requires considerable investment and planning.

If you're thinking about launching a new Website or making any significant revision to an existing site, stop and ask yourself, whether or not the site you are delivering right here and right now is best for your customer. Until you can say 'yes', keep working.

While a Website must hold promotional value, customers visit your Website to find out what you can do for them. Your Website cannot simply be an electronic brochure; it has to produce a tangible service, such as providing 24/7 customer support. It has to provide clear, concise, and correct explanations of your products and services.

Remember, the mind hates confusion. If you try to get your visitors to do too many things, they will do nothing. And most important, keep your message clear and focused to avoid overwhelming the reader.

When you provide your customers with helpful information and deliver what you promise, they will continue to look to you and your Website for answers.

****Lambskin.com was first launched in 1998 and was last revised in 2001.***

CLEANING TIPS OF THE MONTH: Floors

Whether it's marble, wood, or terrazzo, the lambswool Floor Polishing Bonnet is an essential tool in maintaining floors. Use as a final buff on refinishing jobs, or to bring up the shine between refinishing. Recommended with low speed machines.

To maximize the shine, dust mop using our Microfiber 386-FM Floor Master before and after you start.

GO-GO GADGET EXTENSION POLE!



Lambskin Specialties is pleased to announce the latest upgrade to our Extension Handle line. Our new 117-13 and 117-16 will be replacing the 117-10 and 117-15 respectively. These new extension poles give the Utility Handles Premium line additional height capacity and versatility.

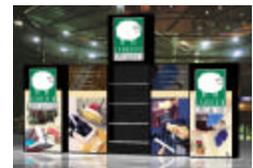
The Universal pole tip accepts all attachment tools including window squeegees, T-bars, paint rollers and brushes. The new 117-13 and 117-16 are easy to use, and their versatility makes them an invaluable tool for the building maintenance professional. Every pole is made with a stopping mechanism to prevent the adjustable slider tubes from separating. This provides added rigidity when the pole is fully extended. The handle grips are ergonomically designed for comfort and these sturdy extension poles are constructed of strong, yet lightweight anodized aluminum tubing, locking collars and with threaded tapered adaptor. A must have item!

ISSA INTERCLEAN SHOW

The 2003 Chicago ISSA/INTERCLEAN® exhibition will be the largest event featuring the newest technology, equipment, products, and services available in the cleaning and maintenance industry this year. Over 17,000 participants, from 65 countries are expected to attend this year's show. An estimated 20% of the attendees will be from outside the United States.

The Lambskin Specialties Booth (#2039) is a must stop on the show agenda. Among the highlights showcased at the show will be our **New** DustWand Dusting Station. In the tradition of last year's smash success, The Corner Boy Display Center, the **New** Dusting Station is designed to maximize profitability using a minimal amount of space.

The Dusting Station will effectively exhibit a full range of dusting products, holding 48 units, using only 2.5 Square feet of valuable showroom space.



For further information on the DustWand Dusting Station and other remarkable products from Lambskin Specialties, remember to stop by and see us at **booth 2039!**

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