



Sierra Hygiene Products is announcing a major upgrade to our dispenser line. Our formerly grey translucent dispenser line has been upgraded to gloss black. The hand towel dispensers will have a gloss black front and base. The tissue dispensers will have a gloss black base, with a dark translucent front. We are making this upgrade to a richer, more striking look, based on feedback from our customers.

The Hygenics SmoothCut and Sierra Centerfeed Towel Dispenser will also have a clear window that will allow for easy end-customer personalization. Our "Bullseye Targeted Marketing System" will allow you to easily customize the dispenser with customer logos and any other information to emphasize your customer's brand or in-house promotions. The window can also be used to color coordinate the dispenser window with the customer's interior color scheme.

The Bullseye Program is an incredibly powerful cold-call tool. You can customize the dispenser with the target's logo *before* you present the system to a prospective customer. This immediately separates you from your competition and plays on the "vanity effect".

The best thing about the "Bullseye Program" is that it costs you nothing, and you can customize the dispenser in minutes, using a laptop or desktop computer. The window templates are on PowerPoint files, so there is no need for special software or training. The window files will be available at no charge on our website www.sierrahygiene.com.

The new dispensers will be available as old stock is depleted. If you have any questions, please contact us at (866) 449-4436

Sincerely,

Doug Johnson

President

Sierra Hygiene Products