

HOW INTERCRAFT STANDS UP TO THE COMPETITION.

Franksly, we stand alone. In picture frames, Intercraft is the undisputed leader.

The reason is simple. We offer you the merchandising, support and service to drive your frame business. Our competitors simply sell you frames.

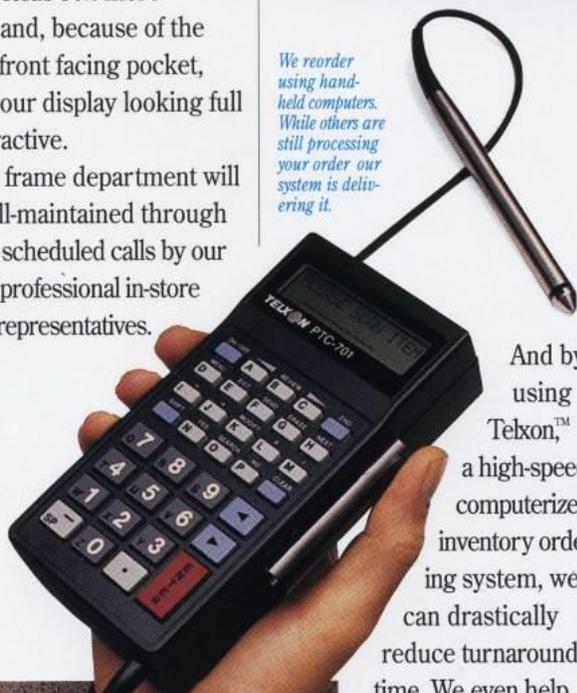
For example, our High-Impact Merchandising (HIM) system has revolutionized the display of frames. It features our exclusive *Ultimizer*[®] bracket, an Intercraft innovation that eliminates wasted space, yields 30% more facings and, because of the unique front facing pocket, keeps your display looking full and attractive.

Your frame department will stay well-maintained through regular, scheduled calls by our trained, professional in-store service representatives.

Our exclusive Ultimizer[®] bracket creates an uncluttered department that always looks full and attractive.



We reorder using hand-held computers. While others are still processing your order our system is delivering it.



And by using Telxon[™], a high-speed, computerized inventory ordering system, we can drastically reduce turnaround time. We even help you track and measure your sales to generate the maximum return on every dollar.

Intercraft frames have been found to produce an average 48% profit margin, outperforming stationery, hardware and housewares.

Even more impressive, Intercraft frames beat the other categories hands-down in dollars per square foot.



Combine HIM, the Ultimizer[®] and our unmatched service for an attractive, effective "power department."

INTERCRAFT FRAMES	48%
STATIONERY	42.2% *
HARDWARE	32.4% *
HOUSEWARES	24.9% *

In both margins and dollars per square foot, Intercraft frames provide one of the most profitable categories in the store.

INTERCRAFT FRAMES	\$335
STATIONERY	\$173 *
HARDWARE	\$187 *
HOUSEWARES	\$184 *

We're the one frame manufacturer who truly sees the big picture. For you, that picture could be very profitable.

When it comes to your success, we'd like you to know where we stand.

Intercraft[®]
THE FRAME PEOPLE[™]

Everything looks better in an Intercraft frame.

* Source: Discount Store News research published DSN July 18, 1988.