



NEWS RELEASE

CONTACT INFORMATION:
GEORGE PRIVATEER
SALES MANAGER
419.425.8974
gprivateer@rowmark.com
www.rowmark.com

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ROWMARK INTRODUCES NEW & IMPROVED SWATCH BINDER

FINDLAY, OHIO – Rowmark is pleased to introduce a new Swatch Binder, based on end-user and distributor feedback. The new binder and pages will provide greater flexibility for both distributors and end-users. Features of the new binder include:

- Physical product swatch pages as well as color printed pages, giving customers the option of offering a cost-effective alternative to your customers.
- New, smaller page design that can be used in the binder, or folded to fit into a standard #10 envelope for product-specific promotion.
- Easel feature for ease of display and use.
- A compact layout combined with standard chip sizes for accurate product representation giving you the best of both worlds.

“This binder was in development for more than an year, and we involved customers and Authorized Rowmark Distributors in every step of the decision-making process,” said Jen Schoenberger, Rowmark Marketing Manager. “Our customers will see the benefit of the added flexibility for displaying, sharing and promoting Rowmark products.”

The new Swatch Binder’s are available through any Authorized Rowmark Distributor or on Rowmark’s website at www.rowmark.com.

Note: The attached photo is of Rowmark’s new Swatch Binder.

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