

E-NEWS

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A Few Words from Duane

"There is hardly anything in the world that some man cannot make a little worse and sell a little cheaper, and the people who consider price only are this man's lawful prey."

-John Ruskin

You've likely seen or heard this quotation before. Fact is, in our competitive markets, there is always someone claiming they can do something better for less. As consumers, we've all chosen this path at one point or another, only to find that there really is far more to a buying decision than just price. In the end, the law of averages simply doesn't always support these claims, and the buyer is left with a less than satisfactory experience.

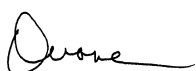
Rowmark has been in the industry a long time, and like you, we have in-depth experience that helps us serve you better. Our objective is to make sure you get the superior line of products that consistently give you a highly satisfactory buying experience, so you can supply your clients with a high quality finished product quickly to build your business.

We often see competitor claims for a "me-too" low-priced product, but they can't touch Rowmark's depth of selection or the great delivery our dedicated Rowmark Distributors give the market. Rowmark has built its business in the awards, engraving and signage markets for nearly 30 years. We have tailored our product line to serve the needs of the marketplace, offering superior quality, the broadest range of products and top-notch distribution- all backed by the best tech support the industry has to offer. Does the low-price competitor offer all that? Probably not.

Due to the continued growth of the industry and our business, Rowmark is in the process of building a brand new state-of-the-art manufacturing plant dedicated to our engraving sheet business. What does this mean for you as a valued Rowmark customer? This facility will include an enhanced quality and research lab to bring you even more new products, innovative designs and enhanced technical services. We will also have dedicated and improved extrusion, press, lamination, design, fabrication and GoVivid UV-LED printing capabilities to help us provide you with more and improved products to grow your business.

In any business, it's about partnering with reliable, consistent suppliers that deliver great product value and service so you can operate your businesses without fail for your customers. Rowmark employees strive every day to do things better, innovate more and to deliver strong value to you for your hard earned dollars. Nothing more, nothing less!

We sincerely appreciate the years of support that make our new facility possible. Watch for an announcement for our grand opening... because you're all invited!



Duane Jebbett, President & CEO