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collateral material

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# the BUSINESS of SLEEP™

BETTER PRODUCT. BETTER SERVICE. BETTER MARGINS.



campaign concept.

## better rest by jobri®

business to business piece

### project goal

Launch the new Better Rest Adjustable Bed by Jobri to introduce the product to the home furnishing market, adjustable bed retailers and consumers.

### opportunities

- Create unique brand position and marketing message tailored to Jobri
- Develop strategic marketing pieces to educate and excite retailers about the product and the company
- Work with Marketing and Sales team to combine all elements for a successful product launch

### results

- 9.5" x 11" folder concept with 5 interchangeable inserts
- 6" x 9" mini-folder mailer concept with 5 interchangeable inserts



the BUSINESS of SLEEP™  
 BETTER PRODUCT. BETTER SERVICE. BETTER MARGINS.

BETTER SERVICE  
 BETTER SERVICE



The leading manufacturer of ergonomic and orthopedic products, Jobri offers more than 1,000 options for consumer comfort. With its heritage in medical manufacturing, Jobri is an international company providing outstanding quality, competitive prices and friendly customer service. The leading manufacturer of ergonomic and orthopedic products, Jobri offers more than 1,000 options for consumer comfort. With its heritage in medical manufacturing, Jobri is an international company providing outstanding quality, competitive prices and friendly customer service.

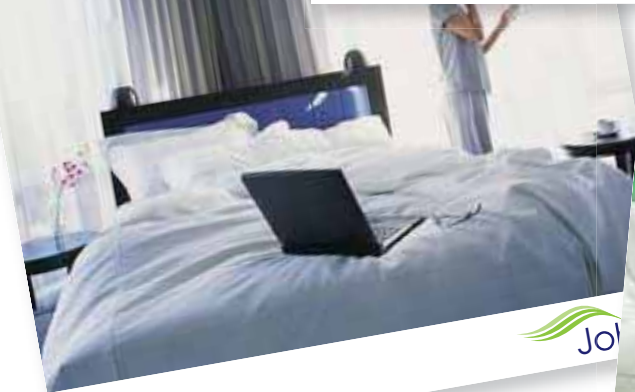
**A WARRANTY YOU CAN TRUST**  
 Compare our warranties to other brands and you'll find we stand behind the high quality construction. We provide 3-year FULL warranty, 8-year FULL parts and NO labor, and 30-year limited parts.

**THE COMPANY BEHIND THE BRAND**  
 The leading manufacturer of ergonomic and orthopedic products, Jobri offers more than 1,000 options for consumer comfort. With its heritage in medical manufacturing, Jobri is an international company providing outstanding quality, competitive prices and friendly customer service.

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BETTER PRODUCT  
 BETTER PRODUCT



Jobri

BETTER MARGIN  
 BETTER MARGIN



Jobri

BETTER REST™  
 by Jobri®

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business to business concepts.



the BUSINESS of SLEEP™  
 BETTER PRODUCT. BETTER SERVICE. BETTER MARGINS.

**BETTER PRODUCT.**

Choosing the ideal business partner can launch your store into a new level of success. And what could make that partnership idea? A top quality product, satisfied customers and more profit margins...all things we pledge so your store sales can increase with your shoppers' contentment.

Sometimes, trying to find the best people to do business with is a disappointing journey. That's why Jobri is completely committed to doing things right – so you can stop searching for the products and people you can trust.

Rest easy with Jobri® as your business partner

The leading manufacturer of ergonomic and orthopedic products, Jobri offers more than 1,000 options for consumer comfort. With its heritage of outstanding quality, competitive prices and friendly customer service. The leading manufacturer of ergonomic and orthopedic products, Jobri offers more than 1,000 options for consumer comfort. With its heritage of outstanding quality, competitive prices and friendly customer service.

**BETTER REST™**  
 by Jobri®

the BUSINESS of SLEEP™  
 BETTER PRODUCT. BETTER SERVICE. BETTER MARGINS.

f SLEEP™  
 BETTER MARGINS.

MARGINS  
 SERVICE

business to business concepts.



# pegasus<sup>®</sup> bath catalog

## project goal

Redesign the Pegasus Furniture, Fixture, and Faucet Catlog for the spring 2007 product line. Manage over five vendor's product information including sku, model number, pricing, product photography and general product information. Create master spreadsheet for easy reference and future catalog updates.

## opportunities

- Create unique brand position and marketing message tailored to Jobri
- Develop strategic marketing pieces to educate and excite retailers about the product and the company
- Work with Marketing and Sales team to combine all elements for a successful product launch

## deliverables

- 9.5" x 11" folder concept with 5 interchangeable inserts
- 6" x 9" mini-folder mailer concept with 5 interchangeable inserts





DISTINCTIVE LINES AND FINE DETAILING MAKE PEGASUS A STRIKING CHOICE FOR YOUR KITCHEN AND BATH. INSPIRED BY THE BEST IN CLASSIC, CONTEMPORARY, TRANSITIONAL AND ECLECTIC STYLING, PEGASUS LENDS POLISH TO ANY DÉCOR. INDULGE IN THE REMARKABLE STYLE, HIGH PERFORMANCE AND UNPRETENTIOUS PRICES THAT ARE PEGASUS.

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PEGASUS  
LUXURY AT HAND™

CLASSIC COLLECTION	_____	
COTTAGE		5
NAPLES		6-9
ESTATES		10-13
CONTEMPORARY COLLECTION	_____	
CITY LOFT		14-15
TRANSITIONAL COLLECTION	_____	
EXHIBIT		17
HAVEN		18-19
NEW FARMHOUSE		21
ECLECTIC COLLECTION	_____	
PACIFICA		22-23
ODIENNE		24-25
_____		26-27
SPECIALTY PIECES	_____	29
_____		30-31
_____		31-21
VESSEL BOWLS AND VANITY TOPS	_____	33-34
GRANITE COUNTERTOPS	_____	35-37
FAUCETS	_____	39-45
CHINA		39-45
WHIRLPOOLS		39-45

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HOME DEPOT DIRECT

