Engraved Metal Nameplate Release Program

Document **1259** (12/15)

http://www.torstamp.com/Documents/Doc-1259.pdf

What is the true cost of a nameplate? We tend to shop around trying to save a few pennies on plate itself ... then expect Joe in the Tool Room to add the variable data ... AT WHAT COST? Our estimates show that the cost of marking (including tool/machine, wages AND scrap) can easily exceed the actual plate cost by a factor of FOUR! (refer to Document 1257 for a complete detail cost analysis). There must be a more economical way?

There is! It's called the "Nameplate Release Program". It's Toronto Stamp's solution to reducing your costs on customized nameplates. Here's how it works:

Toronto Stamp will hold your engraved aluminum nameplates for future customizing. On receipt of a copy of the FAX Release Form* with the custom information, Toronto Stamp will ship at no charge the customized nameplate(s) within 24 hours.

* Supplied with initial order of Nameplates.
NOTE: Toll-free WATS facsimile available for Canada and the U. S.

Nameplates held for future customizing … + $ 1.00 each

example: You order 100 Engraved Aluminum Nameplates (3"x1$^5/_8$"), two pads customized, 25 of which are to be customized now, 75 to be held for future customizing. Your cost would be:

100	Aluminum Nameplates	@	$ 8.08 each	=	$808.00
100	One Line Custom Copy	@	2.35 each	=	235.00
75	Release Charges	@	1.00 each	=	75.00
			TOTAL	=	$1118.00

Average Cost per Nameplate
$11.18 each

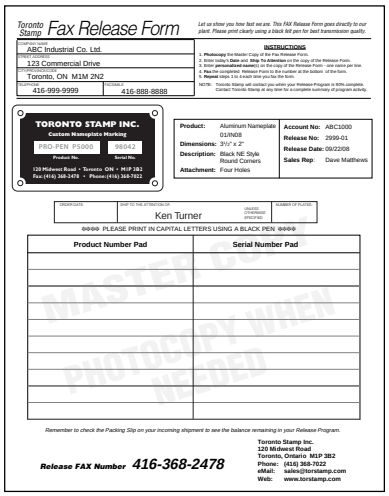
In the example above you **pay** for all 100 customized nameplates **up-front.** Then you add $1.00 each for those nameplates NOT customized with the initial order (75 from our example).

Toronto Stamp holds these nameplates for future customizing. When you need more nameplates ... even just one, all you do is fax us the new nameplates **TOLL-FREE**, using a copy of the **Fax Release Form** supplied with your initial order. Toronto Stamp will customize the nameplate(s) and ship them, **no charge**, directly to you ... **within 24 hours!** It's that simple! No paperwork for you, no delays, no wasted time.

The Benefits of Toronto Stamp's Release Program

- ✔ **Lower Cost Nameplates ....** no tooling or machinery necessary, no hidden labour costs, no scrap
- ✔ **Even Lower Costs .....** combine your current and future needs for a higher order quantity/lower unit price.
- ✔ **Zero-Cost Ordering .....** simply FAX your copy TOLL-FREE ... no shipping charges, no invoices to approve, no cheques to issue.
- ✔ **One-Day Service .....** FAX your copy today, your customized nameplates will be shipped tomorrow.
- ✔ **Guaranteed Unit Price .....** for 1, 2 or 5 years - it all depends on the quantity you order and the number of nameplates you use per year.

*


Toronto Stamp Fax Release Form

Let us show you how fast we are. This FAX Release Form goes directly to our plant. Please print clearly using a black felt pen for best transmission quality.

COMPANY NAME: ABC Industrial Co. Ltd.
ADDRESS: 123 Commercial Drive
CITY: Toronto, ON M1M 2N2
PHONE: 416-999-9999 FAX: 416-888-8888

INSTRUCTIONS
1. **Photocopy** the Master Copy of the Fax Release Form.
2. Fill in the **Product, Dimensions, Description, Attachment** of the Release Form.
3. Enter **personalized copy** on the copy of the Release Form - one name per line.
4. **Fax** the completed Release Form to the number at the bottom of the form.
5. **Repeat** steps 1 to 4 each time you fax the form.

NOTE: Toronto Stamp will contact you when your Release Program is 80% complete. Contact Toronto Stamp at any time for a complete summary of program activity.

TORONTO STAMP INC.
Custom Nameplate Marking
PRO-PEN P5000 | 98042
Product No. | Serial No.
120 Midwest Road • Toronto ON • M1P 3B2
Fax (416) 368-2478 • Phone (416) 368-7022

Product: Aluminum Nameplate DUNDEE	**Account No:** ABC1000
Dimensions: 3½" x 2"	**Release No:** 2999-01
Description: Black NE Style Round Corners	**Release Date:** 09/22/08
Attachment: Four Holes	**Sales Rep:** Dave Matthews

ORDER DATE | SHIP TO THE ATTENTION OF: Ken Turner | CALLER PHONE NUMBER (REQUIRED) | NUMBER OF PLATES

PLEASE PRINT IN CAPITAL LETTERS USING A BLACK PEN

Product Number Pad	Serial Number Pad

MASTER COPY PHOTOCOPY WHEN NEEDED

Remember to check the Packing Slip on your incoming shipment to see the balance remaining in your Release Program.

Release FAX Number *416-368-2478*

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