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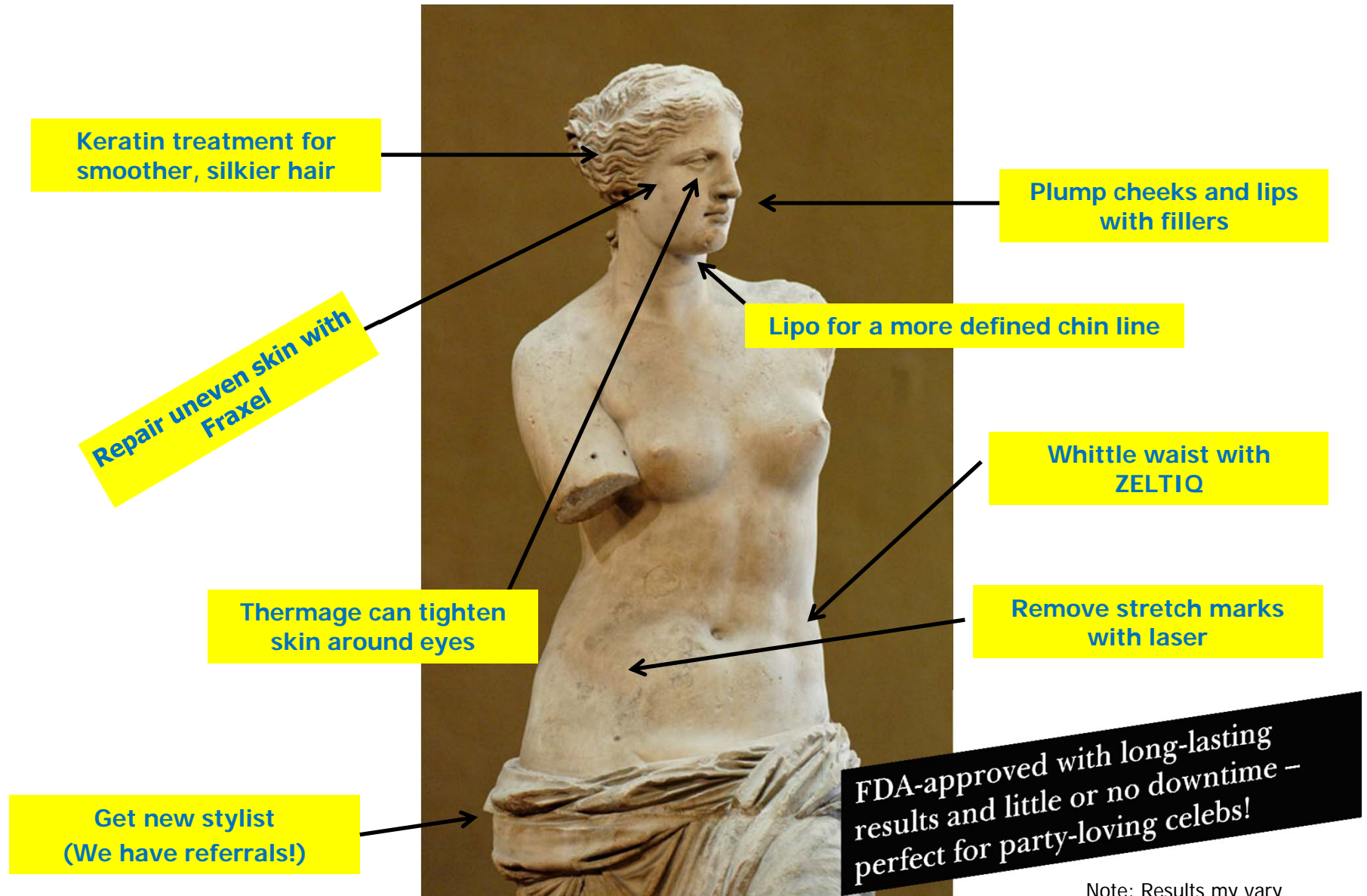
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MINDGAMES



What Today's Cosmetic Procedures Can Do Today



Note: Results may vary

MAIN ISSUES AFFECTING SMALL BUSINESSES TODAY

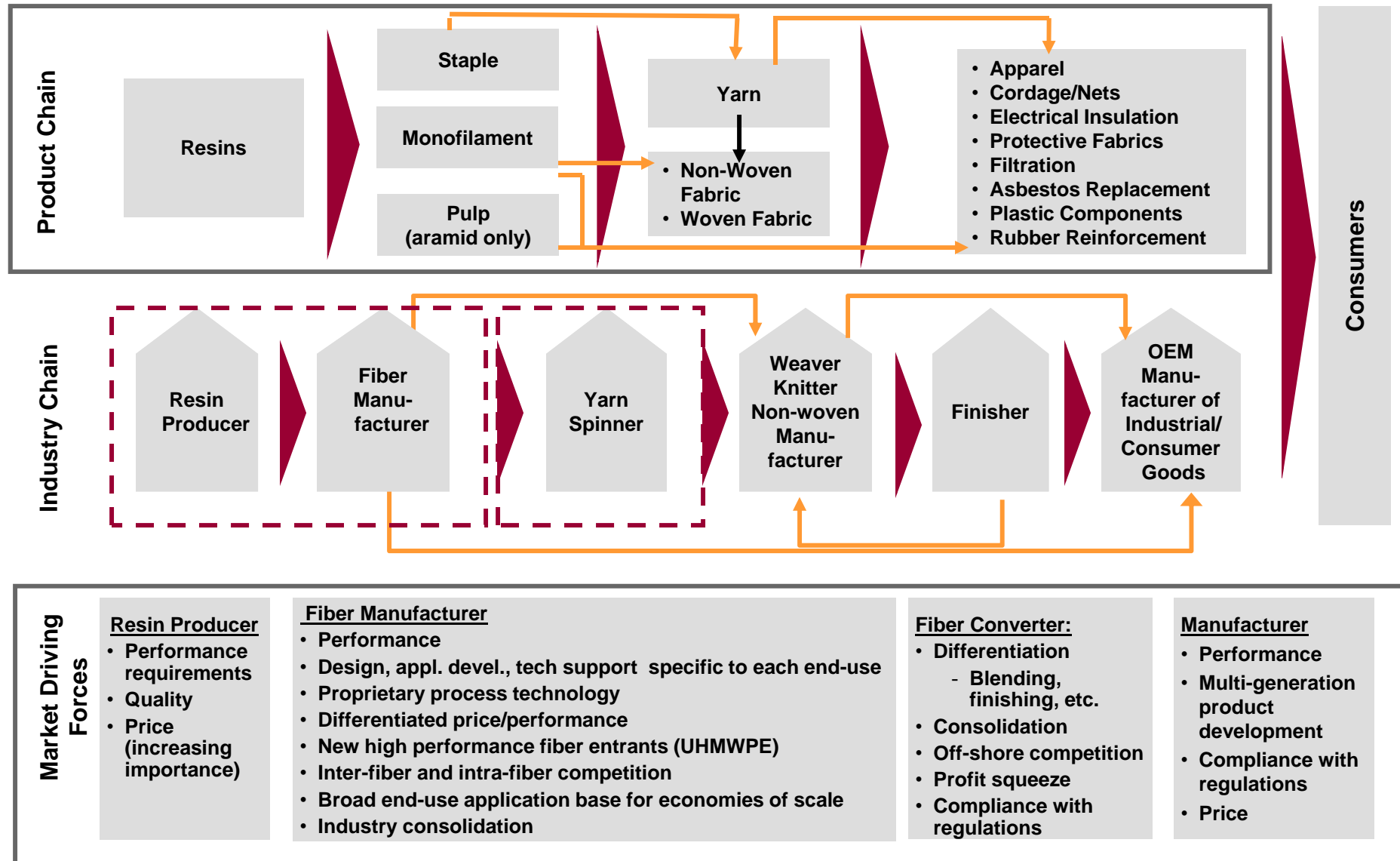
TIGHT CREDIT

**POLITICAL
UNCERTAINTY**

**HIGH HEALTH
INSURANCE**

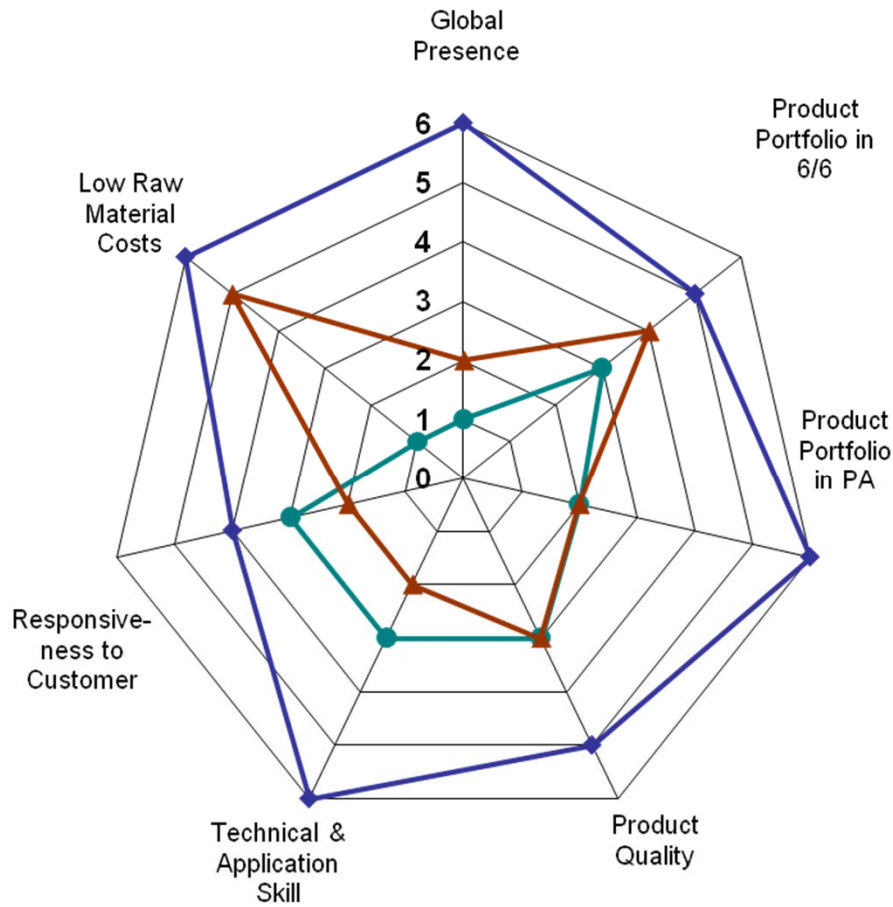
**SHRINKING
HOUSEHOLD
BUDGETS**

High Performance Fiber Platform Industry and Product Chain

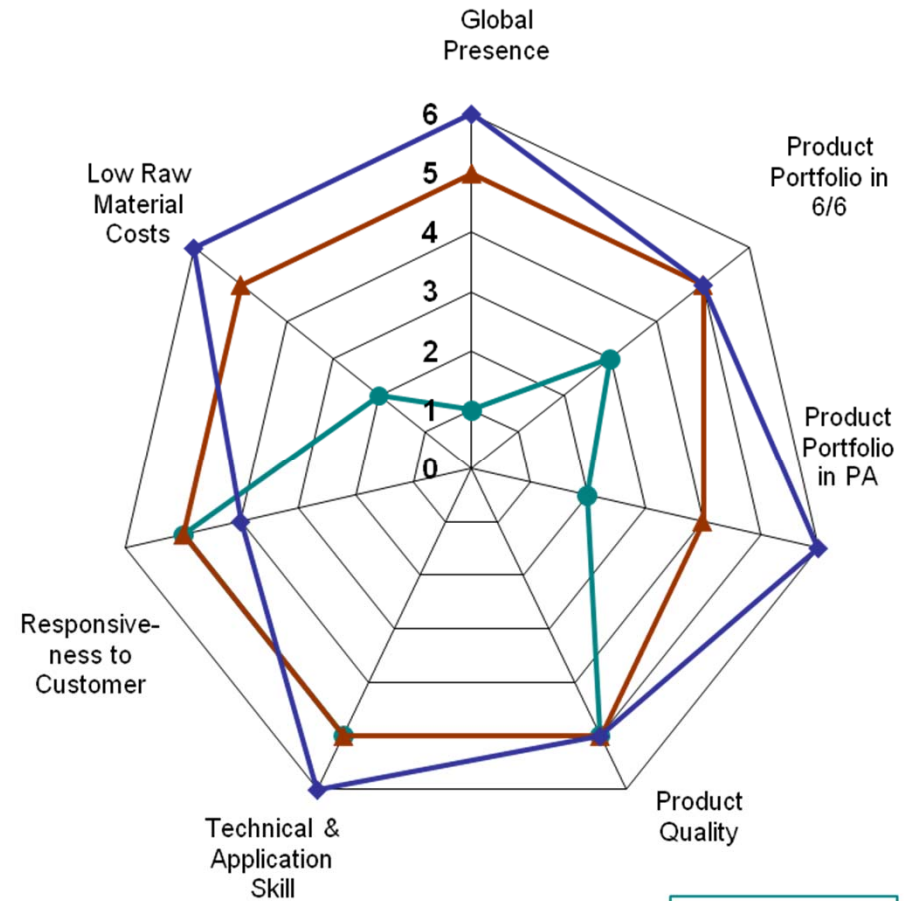


Competitive Positioning

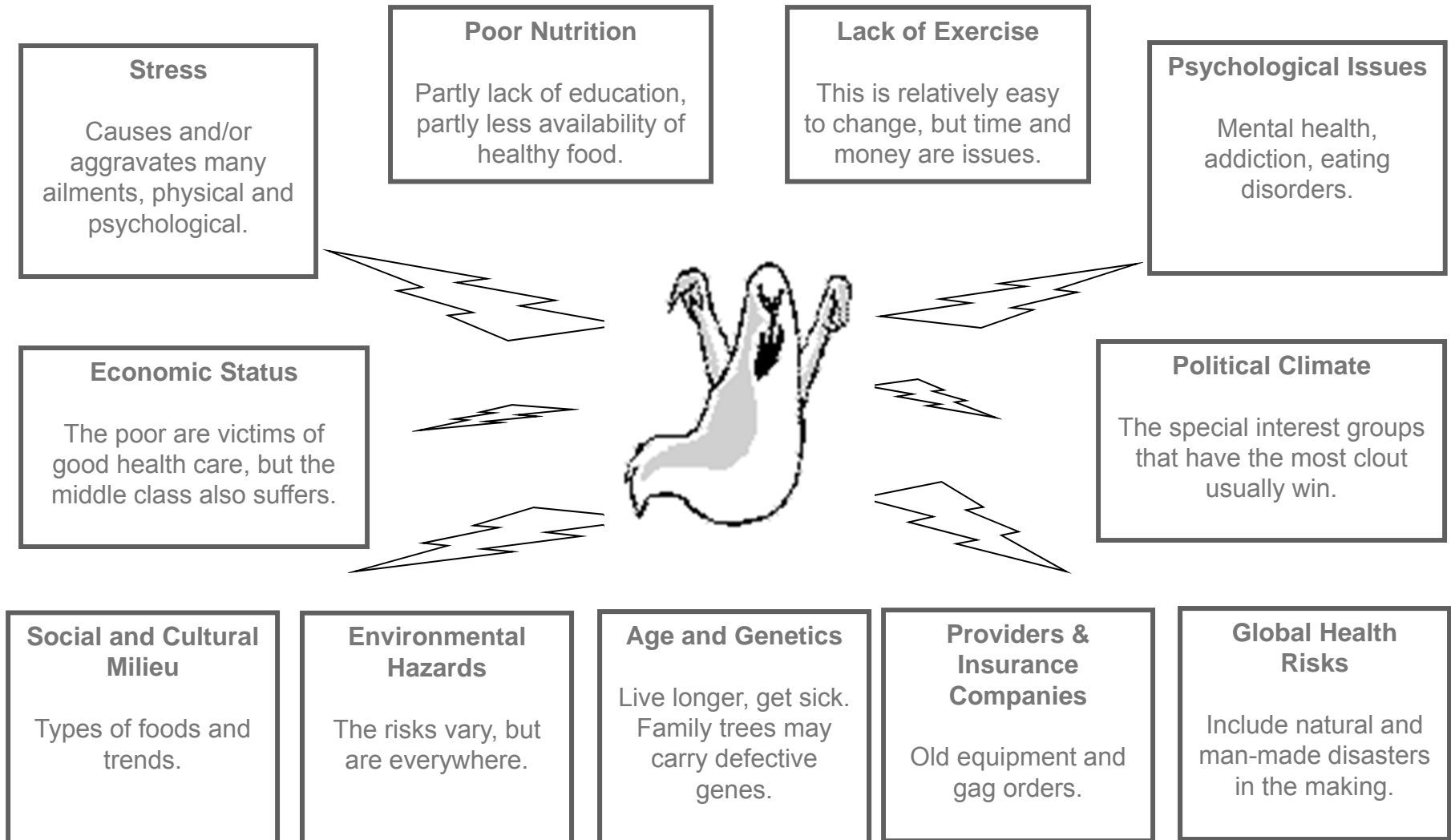
2005



2010

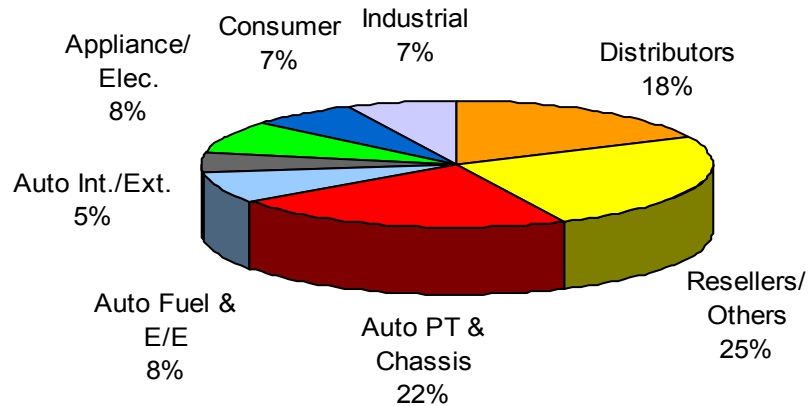


Risk Factors that Spook Health Care

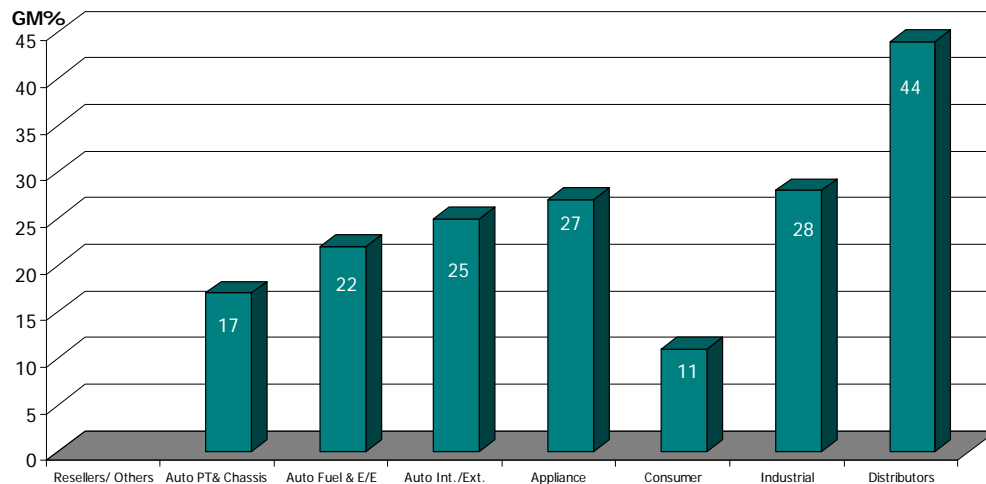
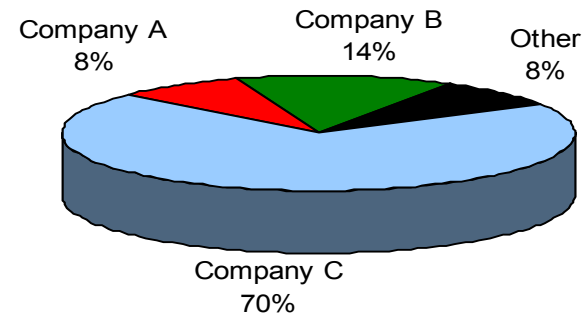


Sales Analysis, by End-Use Segment

End Use by Volume, 2005 EAV
58.3MM lbs.



Market Share 2005, 615 MM lbs.



Definitions

- Distributor accounts, after rebates
- Others= wire tie companies, re-sellers, S.A., etc.
- Polymer sales XYZ at a salt price of \$.58/lb (2000 standard) vs today's price of \$.69/lb

- **Company A must focus on molders (distributor accounts) and portfolio accounts**
- **Company A must manage gross margin**

Comparison of Metallic Decorating Techniques

Method	Ease	Added Wt.	Permanence	100% cover.	Part Size	Complex Shapes	Vis. Aesthetics	Precis./Registr.	Multi color	Graphic Res.	Substrate Vers.	Pre/Post Coat	Prod. Speed	Mass. Custom	Soft Touch Cap.	Suede Feel	Metallic Cap.	Relative cost		
																		Hi Vol Op	Lo Vol Op	Cap
Fabric	P	P	E	E	P	M	E	P	E	M	M	P	P	F	E	E	E	M	M	P
Coating	M	E	E	E	E	E	E	E	M	P	E	M	P	P	E	E	E	E	M	M
Hot Stamping	E	E	P	P	P	P	M	M	P	P	E	P	M	M	P	P	E	E	E	E
Hot Stamp Reels	E	E	P	P	P	P	M	M	P	P	E	P	E	P	P	P	E	M	M	M
Other Film/Foil	M	M	M	P	E	M	E	P	M	M	M	P	P	P	P	P	E	P	P	M
IMD/IML	P	M	E	P	E	P	E	M	E	E	M	M	M	E	F	F	M	M	P	E
Metal Deposition	P	E	E	E	E	E	E	E	P	P	M	M	P	P	P	P	E	P	P	P