

Frostline

VOL. 1, No. 1
DECEMBER

New Digital-Dye Badges



We have good news! Using a revolutionary new process, Frost can now produce full color name badges in virtually any design and PM color. Intricate multicolor

logos and designs can be reproduced on a standard 2 3/4" badge or a custom shape. Each badge is laminated in a tough, clear finish, making it impossible to scratch off the color—a great improvement over screened or hot-stamped logos. With our new process, we can also create badges with color photos, bar codes, magnetic and signature strips.

Don't settle for just a one-color identification badge any longer. Make a lasting impression in full color with Frost's new custom Digital-Dye badges! For a brochure showing all of our badge options and a free sample, please call our customer service department at (508) 756-4685. ▲

What's Up

Area Trade Shows & Expositions

Data courtesy of EXPOguide. For more information about these and other trade shows, contact EXPOguide at www.expo guide.com

January Wedding Expos Jan 9, W. Springfield; Jan 10, Boston; Jan 17, Andover; Jan 24, Burlington; Jan 30, Taunton; Feb 7, Framingham; Feb 14, Braintree; Feb 20, Peabody; Mar 6, Marlboro

Jan 15-17, Sportsmen's Show, Boston

Jan 21, Boating USA, W. Springfield

Jan 21-24, Yankee Dental Congress, Boston

Jan 23-24, Boston Wine Expo, Boston

Jan 28-30, N.E. Growers Trade Show, Boston

Feb 4-8, Northeastern Retail Lumber Association America East Convention, Boston

Apr 25-27, Northeast Foodservice & Lodging Exposition & Conference, Boston

Apr 27-29, N.E. Environmental Expo, Boston

Jun 8-10, North American Heating & AC Wholesalers Association Annual Meeting, Boston

Mar 23-28, West Mass. Home Show, Springfield

Sep 27-Oct 1, National Newspaper Association Annual Convention & Trade Show, Boston

Nov 13-16, American Society of Landscape Architects Annual Meeting & Exhibit, Boston

What's Hot

We're so convinced that you will love our new full color Digital-Dye badges, we'll take **20% off your first order.**

To take advantage of this offer, fax your badge requirements to Frost at (508) 757-5604, or call our customer service department at (508) 756-4685.

20% OFF

FIRST-TIME ORDERS OF FROST'S NEW DIGITAL-DYE BADGES.

Fax your badge specifications to Frost at (508) 757-5604, or call our customer service department at (508) 756-4685.

Offer good through January 3, 1999.

FROST MANUFACTURING CORP.
173 GROVE STREET, WORCESTER MA 01605 ▲ P.O. Box 1004, WORCESTER MA 01613-1004
PHONE (508) 756-4685 ▲ TOLL FREE 1-800-462-0216 ▲ FAX (508) 757-5604

Trade shows are an excellent way to promote your business. Here are some tips on creating lasting impressions at your next trade show:

- ▶ Make sure your displayed products are attractive, clean, in good working order, and clearly identified
- ▶ Give out something memorable, preferably with your business's name on it. Food is always a big hit.
- ▶ Collect business cards from the folks who visit your booth. These are your sales leads for follow-up after the show.
- ▶ Identify your booth with professional signs or banners. This is the first impression visitors will have of your business, make it a good one.
- ▶ Attend one or more trade shows first to get ideas, see what makes a successful exhibit, and to observe what your competitors are doing.

Once you have a plan, call on Frost to help. We'll create exactly what you need to promote your business and increase sales: custom banners with multicolor logos, engraved equipment name plates, vinyl lettered exhibit signs, easy-to-read name badges, and full color magnetic give-aways. ▲

What About...

Pre-Inked vs Self-Inking Stamps

QA Aren't all stamps the same?

There are three types of hand-held stamps: traditional rubber stamps with separate ink pads, pre-inked stamps, and self-inking stamps. Both pre-inked and self-inking stamps are cleaner and make faster, more consistent impressions than rubber stamps.

QA What is the difference?

A pre-inked stamp has the ink reservoir behind stamp. A self-inking stamp uses a tiny built-in ink pad to re-ink itself for each impression.

QA Which stamp is best?

This depends on how you plan to use it. **Pre-inked stamps** are compact, attractive, and clean. Best for intermittent use, they require a rest for re-inking after several impressions, and work on porous surfaces only. **Self-inking stamps** are best for stamping large quantities quickly and for heavy, rough use. They can be used with a variety of inks, including quick-drying inks for glossy surfaces. Less expensive, they do require periodic re-inking.

QA Does Frost sell both types?

Yes. Frost carries the **pre-inked X-stamper**, the

finest on the market today. Precision-crafted from high impact polymers X-stampers are quiet and long-lasting. They must be used with special ink. Frost's **self-inking stamps** are available in many styles and sizes.

QA What about delivery?

Custom **pre-inked X-stampers** are factory made and delivered in two weeks. Most of Frost's **self-inkers** are ready in 24 hours. Two-hour rush service is also available for most self-inkers. ▲



Frost began delivering our quality business tools over a century ago. We're proud that in this self-service era, Frost still delivers full service and expertise to make sure you get exactly the right signs and stamps for your needs. That's why we created this new sletter: to keep you informed about the latest marketing and identification products and to give you helpful hints on making lasting impressions.

We'd like to take this opportunity to thank you for your business — we value your patronage and appreciate the trust you've placed in us. Our warmest wishes to you and your family for a happy holiday season and prosperous new year.

Reminder: Frost will be closed for renovations from December 24, to January 4. ▲

- ▲ BUILDING SIGNS ▲ ADA SIGNS
- ▲ DIRECTORIES ▲ SAFETY SIGNS
- ▲ MAGNETIC SIGNS ▲ BANNERS ▲
- DATE, NUMBERING & CUSTOM
- STAMPS ▲ INSPECTION STAMPS ▲
- SPECIALTY INKS ▲ LEXAN &
- MAGNETIC STENCILS ▲ LEGEND
- PLATES ▲ CAST BRONZE PLAQUES
- ▲ DESK & DOOR NAMEPLATES ▲
- CONTROL PANELS ▲ BADGES ▲
- LABELS ▲ DECALS ▲ MENU
- BOARDS ▲ NOTARY & CORPORATE
- SEALS ▲ NUMBERING MACHINES
- ▲ PUNCHES ▲ TIME CLOCKS ▲
- CAST METAL, PLASTIC & VINYL
- LETTERING ▲ SILK SCREENING ▲
- ENGRAVING ▲ METAL ETCHING ▲



FROST MANUFACTURING CORP.
SINCE 1891

STILL CREATING LASTING IMPRESSIONS
P.O. Box 1004 / 173 GROVE ST.
WORCESTER MA 01613-1004

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