

WHAT IS  
CUSTOMER-ORIENTED  
MANUFACTURING?

Mail or fax to 818/222-8073

**Yes!** We're interested in customer-oriented manufacturing and we'd like to take you up on your offer. Please contact me in your office. Please contact me in my home office for the marketing review of our manufacturing and process solutions as described in your letter.

We're currently reviewing manufacturing software for the HP 3000. Please contact me to review the software that we installed.



Linking You To Your Customers



Mr. John Sample  
President  
ABC Company  
123 Main Street  
Any City, US 99999

Dear Mr. Sample:  
Let's face facts. The manufacturing environment is changing rapidly. To stay competitive, you need to be able to respond to your customers' needs. That's why we've developed a new manufacturing solution for you. It's called Customer-Oriented Manufacturing (COM). It's a powerful tool that can help you improve your manufacturing process, reduce costs, and increase customer satisfaction. For more information, please contact us at 818/222-8073.



WHAT IS CUSTOMER-ORIENTED MANUFACTURING?

According to a recent survey of 100 manufacturing executives, 75% believe that customer-oriented manufacturing (COM) is a key to success in today's competitive market. COM is a powerful tool that can help you improve your manufacturing process, reduce costs, and increase customer satisfaction. For more information, please contact us at 818/222-8073.

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ANNOUNCES  
CUSTOMER-ORIENTED  
MANUFACTURING  
SOLUTIONS  
FOR THE HP 3000



June 23, 1993

Mr. John Sample  
President  
ABC Company  
123 Main Street  
Any City, US 99999

Dear Mr. Sample:

Let's face facts. The manufacturing environment isn't likely to change anytime soon.

So, what are successful companies doing to improve efficiency? And, probably more important, how are they linking up with their customers?

The answer: Customer-oriented manufacturing.

Every day, more and more HP 3000 customers are realizing that a solid link between themselves and their customers is a key to success. It's a link that can help you increase business, improve customer service, and reduce costs.

Customer-oriented manufacturing solutions can help you improve your manufacturing process, reduce costs, and increase customer satisfaction. For more information, please contact us at 818/222-8073.

- A better order processing system that's faster and more accurate.
- A better customer service system that can help you respond to your customers' needs more quickly.
- A better information system that can help you manage your manufacturing process more effectively.

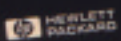
Although the subject of customer-oriented manufacturing is a complex one, it can be hard to quantify the benefits of a customer-oriented manufacturing solution.

At no charge to you, we'll send you a copy of our Customer-Oriented Manufacturing Solutions for the HP 3000. This report will show you how to improve your manufacturing process, reduce costs, and increase customer satisfaction. For more information, please contact us at 818/222-8073.

If you're interested in learning more about our Customer-Oriented Manufacturing Solutions for the HP 3000, please contact us at 818/222-8073.

We look forward to hearing from you.

Sincerely,  
*Oliver Heinen*  
Oliver Heinen  
General Manager, Commercial Systems Division



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COM: A Manufacturing Model  
The Customer-Oriented Manufacturing (COM) solution is a powerful tool that can help you improve your manufacturing process, reduce costs, and increase customer satisfaction. For more information, please contact us at 818/222-8073.

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Name \_\_\_\_\_  
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City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

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Telephone Number (\_\_\_\_) \_\_\_\_\_  
Current Manufacturing System(s) \_\_\_\_\_