

Duct SALES

Issue No. 1, 2007

Innovation Begins With IBOCO

IBOCO CORP. • 26 Northfield Avenue • Edison, NJ • 08837
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IBOCO's I-Flex a Hit With...

...L.A. Woolley Electric

Recently, Dave Woolley of L. A. Woolley Electric was the recipient of an R7 Taylor-made driver from IBOCO. Dave won the driver in this springs' sales contest for the company's I-Flex flexible, liquid-tight tubing.

Dave pursued (with great success!) several manufacturers of heat transfer equipment, where a strong, flexible tubing with adjustable collars is needed to affix the tubing from the control panel to the heat transfer connection.

Said Mr. Woolley, "the application was sold on the features of the superior flexibility, oil resistance, and operating temperature range of I-Flex."

Mr. Woolley also stated that his counter sales of I-FLEX have increased, with local HVAC contractors preferring the product because of its suitability for indoor and outdoor applications.

According to IBOCO President Andrew Kwarciak, IBOCO has had increasing success in 2007 at the OEM level for this product in a number of markets. With its liquid-tight, IP-65 rating, the company has also seen success in the packaging, marine, and amusement park environments.

...And With Panamtech

Bob Katz of Panamtech, IBOCO's new representative in Florida, recently pursued Entech Systems in Orlando. Bob presented IBOCO's I-Flex line to Jerry Stoltenberg, systems engineer, and instantly provided the solution they needed.

Jerry was sourcing a wire management product capable of housing both power and control cable, while providing flexibility and harness protection. Entech is an Automation Leader in the theme park, show and entertainment industry. Jerry will continue to specify I-Flex in future projects.

Attention All Distributors:
Purchase all of your Wire Duct, Din Rail and Liquid Tight products from the Industry's pioneer.

ASK FOR An IBOCO I.P.O.D.

IBOCO Products are the *Original Design* of:

- High-density finger slotted Wiring Duct
- Recessed holes for component mounting
- Double score lines for ease of breakouts
- Flush, non-slip covers that are included with our duct
- CL retainers for complete cable management
- Additional accessories uniquely designed for ease of installation and separation of cables

And Receive a New 1GB iPod shuffle.

The Rules are simple:

1. Promote, obtain and process A **NEW** customer purchase order totaling a minimum of \$750.00 distributor net (\$750.00 is ppd., \$1,000 ppd for duct and rail)
Send to IBOCO Corporation complete with the customers information and IBOCO will **drop ship directly to your customer within 24 hours. No Drop Ship Surcharges.**



Then...

2. Once your customer reorders, (minimum \$250.00) Repeat step 1 and your new 1GB iPod Shuffle will be sent directly to your successful sales person.

Please Note: After second reorder, distributor will be asked to inventory for future shipments.

3. Just obtain 2ND new customer (with same above parameters) **and a new 8GB iPod Nano will be on its way.**

2 New Customers, 2 New ipods.

The **I.P.O.D.** Promotion will run from **December 3, 2007 thru April 1, 2008.**

PS They make great gifts for the Holidays and Valentines Day.

Good Luck, Happy Selling, and Happy Listening.

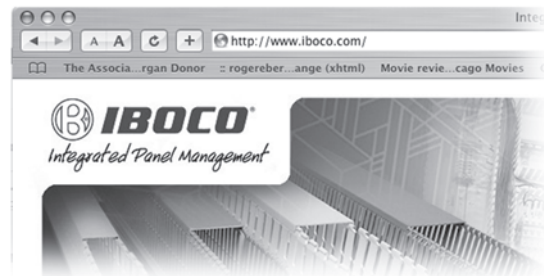
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Be on the lookout for IBOCO's NEW website

According to IBOCO Marketing Manager Mark Keitel, the company will re-launch its website in early 2008. Among the many enhancements, the newly-designed site will feature private password accessibility for distributor centers. Through their private portal, distributors will be able to access price quotes, approvals, advanced-issued press releases, newsletters, product specifications, training modules, and much more.



IBOCO rolls out new advertising materials

2007 saw the rollout of two new IBOCO ads, each highlighting the extras that have helped lead the company to another successful year.

The “No Cover Charge” ad explains that the company's policy of giving customers free cover with each 2-meter length of duct they order. It also points out that their standard 2-meter length is invoiced and shipped as 6 feet—thus providing even more value.

The “Think Inside the Box” ad shows how IBOCO customers can earn more money on every panel they build thanks to the company's policy of providing 9% of free duct per 2-meter length, coupled with its advanced technology that delivers reduced labor, installation, and inventory costs.

The company plans on featuring more of its innovative products with its upcoming 2008 campaign.

No Cover Charge... and Free Duct!

Only from IBOCO®, your integrated wire management specialists

That's right. IBOCO gives you free cover with each 2-meter length of duct you order. Which means that when you buy 6 feet of duct, you actually get 9% free.

You never pay extra for IBOCO's 2-meter duct, and we include our cover on all styles, including:

- T1 standard finger
- T1E high density
- Blue
- Black
- ...and our latest addition, solid wall duct.

What's more, our standard 2-meter length is invoiced and shipped as 6 feet.

To order, or to receive more information, contact the factory or your local IBOCO sales representative.

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Let IBOCO "Think Inside the Box" for You.

Earn more money on every panel you build—without charging more

Increase your profitability

We think "inside the box" in order to bring you panel management technologies that let you build control systems faster, more neatly, and more efficiently.

No cover charge

- We give you 9% free duct per 2-meter length
- We offer sidewall retainers for better wire retention and sidewall strain relief
- We offer ZP mounting inserts for base mounting wires, internal duct, and other labor-management components

Money-earning reductions for you

"Our panel management technology offers reduced labor, installation, and inventory costs, while fully supporting all of your wire duct, DIN rail, and wire management requirements with our "just-in-time" service and delivery system.

So, let IBOCO think "inside the box" for you to meet your wire management needs. For more information, contact the factory or your local IBOCO sales representative.

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IBOCO's "Think Inside the Box" ad explains how customers can earn more money on every panel they build

IBOCO's "No Cover Charge" ad features the company's "free cover per 2-meter duct" policy



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