



Dear Medical Executive,

We understand that you are under severe pressure to reduce costs to maintain your margins. The public is relentless in its pursuit of cheaper healthcare. Congress is now targeting and blaming “big pharma” and medical companies in general for many of the woes. And, shareholders want growth and earnings.

We can help. JH Bertrand is sincerely committed to helping you reduce costs. This is all done without comprising quality or service.

## **We can reduce your costs because we have reduced ours...**

- **Wide variety of constructions.** Our focus on copy expansion labels allows us to offer a wide variety of constructions...from very simple to more complex. You have the opportunity to choose a lower cost construction. We don't have a “one size fits all” solution so we can meet your price points.
- **Reduced setup costs.** Converters charge an hourly rate for their press time. Our press rates are 35% cheaper than industry average.

- **No debt.** We pay cash for our new equipment which means we have to wait longer to buy it. However, it also means we don't have a lot of interest expense which reduces our costs. We pass the savings on to you. Since we take good care of our current equipment and modify where appropriate, we aren't as pressured to buy the latest and greatest.
- **Lower overhead.** JH Bertrand has qualified partners that supply components cheaper than we could make them. We have eliminated some "traditional" departments in a printing company that are costly such as pre-press. Our streamlined business is less expensive to run. We pass the savings on to you.
- **Stocked materials.** We use components from our paper and adhesive material suppliers that are stocked items. They are produced in mass quantities so even smaller runs benefit from a volume discount.
- **Faster delivery.** If we ship faster, you can use cheaper freight carriers. Our lead time on laminated foldouts is 11-14 working days from approved proofs.
- **Make and hold.** We are happy to give you volume discounts and then do releases when appropriate. **We offer 6 months of storage for free.**

- **Reduced plate and graphics costs.** Many manufacturers charge a lot for plates and prep. If your volume is large enough, we can charge 50% less than what is typically seen in the market.
- **Average pricing for very large customers.** If your company qualifies, we'll give you an average price. For example, we may give you a price for XYZ construction that is good for 10,000-100,000. That will make it simpler to order and most cost effective. This smoothes out per thousand costs.

**With all that said...we will still give you the quality and service you absolutely need...**

**What we still give you in quality...**

- Serious commitment to cGMP
- Rigorous inspection of incoming and outgoing materials that includes scanning the leaflets against the approved roof
- Partitioned manufacturing in an ultra clean and organized facility
- Slower manufacturing speeds to maintain quality; we don't run faster than we should to save costs
- Advanced vision inspection

- Cages and video surveillance
- Active pest control
- Manufacturing staff in medical scrubs
- Responsible communication. We stop and call when something doesn't look right.

### **What we still give you in service....**

- Friendly, easy to work with staff
- Faster delivery than industry standard
- Attention to detail
- Good communication throughout process
- Making free samples and mock-ups for your review

As you can see, we came up with a responsible list of ways to reduce our costs which in turn reduces your costs. We didn't cut corners or reduce our margins significantly which would impact our service. We pay our people well so you get the service you need. Please call me today so we can talk more about how to reduce your copy expansion label costs. There is no charge or obligation. I look forward to your call.

Sincerely,

Jeff Bertrand  
CEO  
716-631-9201