

The Innovator

Packaging Solutions for Today's Global Marketplace

Summer 2007

What's in a Word?

A true measure of who we are comes from how our customers view us. So, we talked with a few customers to find out how they define Inmark. We noticed a recurring pattern among their comments: a group of words that, according to our customers, define us very well: **INNOVATIVE, RELIABLE, QUALITY, DEPENDABLE, SERVICE, CONSISTENT, EXPERIENCED, KNOWLEDGEABLE, DYNAMIC, and FOCUSED.**

INNOVATIVE:

"A couple of years ago we had a shaker jug and [Frank Alexander] came in and showed us this container that had a top that pops open and it had big openings that would shake out the material. And it did work for us. He seems to be always thinking about what might fit our needs."

Stan Norris, Regal Chemical

"Anytime we have a concept, we ask Tracy, 'We're looking for a package that can speak to this concept, that can make this become a reality as far as consumers.' She goes beyond the call of duty and gives us a wide array of packaging that might work with that particular product."

Cyrus Jackson, Professional Products

SERVICE:

"I've been working with Donna three or four years, after Tammy got a promotion, and Gerri Gatlin is our sales rep. If I have an issue, I will talk with whichever one I can reach first. Gerri sometimes will jump in her car and bring us something if we need it."

Pam Bohannon, WF Taylor

"We are never out of stock on our items because we get good customer service. That's all that matters to us. I don't care if it costs more or less, if we can't get it, if we can't communicate with someone, if we can't talk to our sales rep, they can't follow up for us. It doesn't mean anything."

Cyrus Jackson, Professional Products

"Our Sales Rep is Randy Cottle; our CSR is Donna Meyers. She is the best – knows the product inside and out; She's always there. You guys are luck to have her."

Gail Levy, Fuji Hunt Photographic Chemicals

QUALITY:

"Lower prices does not always mean better quality – it usually means lower quality. So, I'm sticking with Inmark."

Teri Durham, S&N Products

RELIABLE:

"When they say they're going to ship, they ship. When they're out of stock, they let us know. So the communication is there, we can make adjustments. We're always informed of our shipping situation and what the status is."

Cyrus Jackson, Professional Products

"They are very reliable. One time I didn't get my bottles on time, but that was because the bottle company had something break. It had nothing to do with Inmark. I've always received my shipment on time – they're great!"

Beth Chappell, George's Barbeque Sauce

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OUR OFFICES ARE LOCATED IN:

- > Atlanta, GA
- > Birmingham, AL
- > Greensboro, NC
- > Nashville, TN
- > Jacksonville, FL
- > Long Crendon, UK

President's Corner



Here at Inmark, we have grown our business by embracing the latest technologies and developing effective business

practices that enable us to better serve our customers. However, one thing that we will never lose sight of is the fact that relationships are key to any business. Personal relationships.

We really want to stay in contact with our customers throughout our whole company. We feel that everyone at Inmark plays a vital role in building and maintaining relationships with our customers.

Our sales people are in front of our customers on a regular basis to understand their business, to understand their needs, and to develop and strengthen those relationships. We find with our sales people, they are not only vendors to our clients, but in many cases they are also friends. While we certainly don't let these friendships get in the way of doing business, we value them because these close relationships enable us to better understand our customers' needs and therefore provide the best service possible.

Inmark's outside sales people have geographical territories, which enables them to focus on an area in which they establish relationships with the customers and prospects. They work closely with them. They learn to anticipate their needs. In addition, our inside sales people work directly with our outside sales people in each geographical territory. So now, not only do our customers have the opportunity to develop relationships with their specific outside sales

person, they also have someone "on the inside" who also understands their needs and can provide immediate service. Our customers can talk to the same representative every time they call, knowing that "their" customer service person understands their unique needs and requirements.

We feel this personalized service is very important to our business and sets Inmark apart in the industry.

We realize that every customer is a person -- they are not just an account number here. They are a part of Inmark. They are a part of our team and we certainly treat them that way.

So, why do this? Well, while most employees work at a company an average of 3 years, our outside sales force averages over 10 years with Inmark. This is important in that we have customers today who have had relationships with those same outside sales people for up to 25 years. This is how we can anticipate our customers' needs, and find solutions to their problems. It is the foundation upon which Inmark succeeds into the future.

If there is a problem that needs to be solved, whether it's in packaging, fulfillment or decorating, the answer is not "no" until we've exhausted all possibilities and say we can't do it. But generally, where there's a will there's a way, and we'll find a way to do it. I think that has driven our growth and developed our niche markets with some of our packaging that has gone from being regional in the Southeast to being global."

David S. Oyler, President

No matter how much we grow, we're never going to lose sight of the fact that it's the relationships with our core customers that has gotten us to this point. And we're going to continue to grow with them into the future. No matter how large the client is, no matter how large Inmark gets, we're always going to go back to the roots of developing the relationships and servicing our customers like we've done for the last 31 years.

David

"I don't know if we want to go anywhere else besides Inmark mainly on account of the partnership that we have developed over the years. It's hard to recreate that partnership. It's hard to really get that working relationship that we have and the understanding of each other's business and that's what has been a real ease for us whenever we do have a redesigning project on hand. We know we can come to Inmark and really have that partnership that we need to get that quality product."

Debbie Smetana, Quintiles



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"Reliable. That's a good word to describe Inmark."

Kurt Black, Sample Express

KNOWLEDGEABLE:

"They just have the knowledge. They know what we need. They know how we depend on them. If we have something we need packaged for shipping, they sometimes guide us on how to best do it."

Gail Levy, Fuji Hunt Photographic Chemicals

"Say we're looking for a particular container, or we have an idea. David will research and come up with some ideas to meet our needs. Always has. And, if something new comes out, he lets us know. He's really, really good about that."

Teri Durham, S&N Products

DEPENDABLE:

"You can always depend on Inmark. Whenever there's an issue, they're always there – If we need them to come out, they're always here. Someone always comes."

Gail Levy, Fuji Hunt Photographic Chemicals

"Packaging is key to our company. We've done a lot of work with Frank and his team at Inmark in order to make sure that the validation and the standards of the packaging have upheld all the IATA regulations and all the temperature changes, the humidity changes that the shipment may incur coming to our laboratories. We may ship samples from Latin America to Atlanta. We may ship samples from Atlanta to Singapore, thus the integrity and the validation and maintaining the temperature is so vital and that is what Inmark has

accomplished."

Debbie Smetana,
Quintiles

So, as you can see, we are many things to many people. But, most important, we are focused on our customers. Inmark began as a regional company offering a high-touch level of service to customers in the Southeast. Today, we are a global company, but we still maintain that high-touch service through our customer service and sales representatives placed geographically in our service areas.

"No matter how large we get or how much we grow, we're never going to lose sight of the fact that it is the relationships with our core business that has gotten us to this point," explains Frank Orvino, VP Sales at Inmark. "We have customers that started around the same time Inmark did. These are family owned businesses that



started up in their backyards, garages, and things of that nature. And we are still doing business with them today. We have grown together. And we will never lose sight of the fact that they are how we got here. And that is how we are going to continue to grow from here. No matter how large the client is, no matter how large Inmark gets, we are always going to go back to our roots of developing the relationships and servicing our customers like we have done for the past 31 years."

Frank Orvino, Vice President Sales



FOCUSED on SERVICE

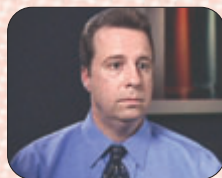


(l-r) Michelle Earwood, Shelly Scott, Connie Sheffield, Brandy Berryhill, Stacey Henderson, Pam Otwell, Donna Meyers, and Tammy Jeffcoat

The key to Inmark's success over the years is providing outstanding service to our customers. And we have delivered this high level of service through an outstanding group of employees.

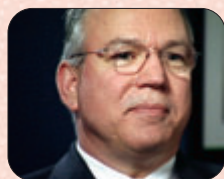
We strive to stay in close contact with our customers throughout our entire company. Because of this 'high-touch' approach to customer service, it is vital that everyone in our company plays an important role in building and maintaining the relationships with our customers.

"Customers can talk to the same representative every time they call in and know that person understands their needs and requirements. We feel that is very important in this



Frank Orvino, Vice President Sales

"I believe the personal touch that customer service adds to Inmark is a tremendous value-added. Customers need human beings talking to one another so they can get their problem resolved. And I



Brandy Berryhill, Customer Service Representative

business. We work very hard at insuring that for each of our clients."

as we sales folks who go out and seek the problems to solve. The bottom line is the personal aspect."

Frank Alexander, Sales Representative

"A lot of customers think they are looking for one thing when there's another package that will suit them better. And that's what we are here for to listen to the customer.

Figure out what their needs are and to search for what will suit them better."

FOCUSED on SERVICE

Cindy Davis in **Jacksonville**



Armen Shirey and Mark Shelton, Branch Manager, in **Greensboro**

"I'll tell you why I've been doing business with Inmark for so long. It is because of their people. They are quality people. They are trustworthy people. I have found that in this business, there are those who will tell you one thing and do something else just to get your business. But I have never found that to be true of Inmark. Whatever they tell me, it always comes to pass. I can call here anytime during business hours and speak to someone in the inside sales department who is sensitive to my needs, ready to take the order and ready to proceed with getting it to us on a timely basis.

So, they are a wonderful company to do business with."

Phil Connell, JoMaps



Birmingham: (Back Row) Susan Brooks, Lynne Alexander. (Middle) Teresa Self Branch Manager

It's All About... Relationships

The way in which we work with each client is a direct result of the relationship built between us. So when a client comes to Inmark with a problem, the strength and comfort established by the strong relationship with our people opens the door to broader solutions.

"We had a client that had a trouble passing UN certification with a pail and a corrugated box," explains Frank Orvino. "It was our pail and another vendor's corrugated box. The numerous drop tests had failed. They were getting close to a deadline where if they didn't have this package certified, their existing certification would run out and they would stop shipping. They

would be essentially out of business at that point. So it was getting kind of desperate."

"That's when I picked up the phone and called Inmark," says Jeff McAslin at PolyOne. "I also called my corrugated box vendor and said, 'Guys, we have a problem. What are you doing next Tuesday?'"

"So we got together," Orvino recalls. "I met with Jeff's corrugated vendor, we put our heads together, and were able to develop a packaging system for PolyOne that passed on the next drop -- the very next drop! The other vendor had Jeff's corrugated, we had his pails in our facility, and PolyOne never

skipped a beat. We feel that developing these relationships is yet another part of the services that we offer."

"The fact that Inmark didn't say, 'Gee, Jeff, I'm sorry. I hope you can fix your problem.' added great value for me," offers McAslin. "Not to mention being available to meet with the other vendor. They put their heads together and said, 'How are we going to take care of this?' It worked. Got me out of a pickle in a hurry."

"Service is a very important part of the way we conduct business. We are in an industry where we have a lot of competitors supplying the exact same products to the customers in these geographical areas. One thing that we have to separate ourselves from our competition is our ability to service our client."

Frank Orvino, VP Sales

Employee Spotlight



Connie Sheffield

VITAL STATS:

Department: Receptionist
Years in the Company: 15
Start Date: August 16, 1991
Hometown: Atlanta, GA
Birthday: December 16, 1946
Hobby: I do not have a specific hobby, however I do enjoy traveling and visiting with family and close friends.

Favorite Food: Southern Cooking

Favorite Song: "How Great Thou Art" by Elvis Presley

Favorite Movie: Grumpy Old Men
Little Known Fact: I took tap dancing lessons at age 31....and danced in a musical

What people are saying about me:

I am not sure, I just hope it is not all bad. Although they could be saying, "is that her hair?"

I realized I wanted to be in this business when: I like the interaction with the people, I get plenty of that being a receptionist. The people I work for and with are very important to me. They are my family.

Who I admire most in the business: Jim Curlee, of Inmark

The person I'd most like to have lunch with (living or dead): My Daddy

If I'm stuck on a desert island, I won't be able to live without:

My children and grandchildren

What I'd like to be doing in 10years: Hopefully retired and traveling



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