



Goes® Lithographing Company

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ROCKETLINE News Release Winter- Spring 2013 PPAI 113484 ASI 57650 SAGE UPICGoes

GOES is proud to maintain continuous PPAI membership since 1909, and continuous ASI membership since 1950 using the line name ROCKETLINE to protect distributors sourcing sites and salespersons accounts.

2014 catalogs for dated calendar 2014 products are available in reasonable quantities and on line as a download @ www.rocketline.com. Calendars dated for current 2013/2014 split year use are available if we still have current year calendar pads to attach. American Heritage 2000 & 3000 series are available always as a split year next current month start at 2014 lower prices than 2013. Please; if this choice is requested to DENOTE calendar as "SPLIT YEAR".

Several Rocketline advertising specialty trade dress names have entered the vernacular of Promotional Product Salespersons to describe specific types of Advertising Calendars and Products because of our consistent long time industry presence. Queen Mary Jumbo, Enterprise Jumbo, Jumbo Indoor Billboards, Semi Jumbo Prestige and Eclipse are all terms to describe sizes & formats of calendar wall hangers with calendar pad & advertising customer copy. Rocketline's art archive offers varied themes & dozens of beautiful subjects. Hangers are always finished with American Made SAFETY-LOOP metal slides for wall display hanging. Flexible plastic safety loop-s affixed to top hanger slide provides a safe year-round lasting and impressive hanging wall display to fit any space. American Heritage, Rusticana, Scenic, Victory, Little Gem, Lil' Sticker, BC-60, Monarch, B4 sized 6 & 12 sheet wall hangers, Petite Pocket are other Rocketline trade dress names describing universally known products available to the trade.

Custom imaged calendars are clearly catalog priced for basic proof & setup and available in small quantities.

NEW FOR 2013 SALES YEAR.

1. Kits of 3 to 6 calendar styles are lot priced including shipping for community coverage at per piece prices of 97 cents to \$16 up to 300 pieces to target a specific consumer sales channel.
2. Small quantities of 8,10,14,24 calendars in many of our lines will encourage entry level business to ADVERTISE with INDOOR BILLBOARDS at such low cost effective rates that the next years repeat order will be expanded to include other items that you sell. Calendars are usually a seasonal buy and now these NEW QUANTITYs will help you start new business or hold other business that tire of the same old mug & hat theme. Local business, their customers and employees appreciate & remember seeing a familiar name publicly displayed.



3. Same or lower prices in 95% of shown items last year apply to current 2013 items. Again the lower quantity categories are to help you sell new business in tough times. The price per view cost returns more value when viewed up to 24/7/365 day/year. Ad in the number of views a day and the cost per impression is less than one cent a day. Always promote and explain this when the buyer considers the total purchase value of services sold.
4. Giclee canvas or paper prints may be purchased from our archival art print library or you may have your treasured image restored and imaged to a desired size & medium by ROCKETLINE. Contact sales Account Executive for more information.
5. Our FTP site is now easier to log on to www.printitforme.com

QUALITY NOT A COMPROMISE - OUR MISSION

When did GOES/Rocketline move, why? We never tire answering this question because we are so glad to be in our new location close to family and recreational activities in which we all participate. Shipment of ROCKETLINE calendars have been made from our new Delavan, Wis. 53115 location since July 2010. We all at GOES Products appreciate our loyal customers over many years for making the move with us. One Hundred and Eight years in our Chicago plant was quite a run. Many customers ask why now after these many years. The answer being, the new electronic print technology would not like vibration from constant and heavy railroad traffic, CTA Elevated rail passenger lines and the heavy intermodal truck street traffic from the rail yard adjacent to the old plant. Our floors shook and maintenance agreement vendors notified us of double to triple rates for their services to maintain digital equipment.

GOES was a family company, is it still? YES there are many Goes' in the building at any one time, my wife Linda Sue and I work each day. Ownership will continue to be GOES, and management is passing to the 5th generation, our 3 sons Charlie, Eric & Nels. When in this area please visit, and when any need or question arises about our products contact us – we are here to serve and help your business with quality products and honest business practices.

SOME PRACTICES & TIPS TO HELP DISTRIBUTORS AND ROCKETLINE TO FUNCTION SEAMLESSLY

- A. Request an email proof to be sure of submitted copy and overall look, it's free.
- B. Expect an Acknowledgement. Acknowledgements of an order; is not an agreement to complete your offer to buy [order] or a statement that we understand its content. Acknowledgements will say we have your order, it is our JOB # -and we will be in contact with you soon. Delivery date, prices instructions are not immediately accepted or confirmed until the order is factory ready.
- C. Expect an email confirmation of FACTORY READY order acceptance- supply email for receipt. Delivery Date requested; is our #2 problem. No Delivery Date can be confirmed by ROCKETLINE unless we have a FACTORY READY ORDER to do our work. This means- All ad copy & pricing approved, all proofs returned, account credit terms in place. AT THIS POINT requested delivery date is determined or agreed to & order is confirmed as FACTORY READY to qualify for EOD & delivery.



- D. Always use this clear term when there is a slight change in AD COPY. “Same as last year except change..... {Joe S to Jim B and 49 to 50 years}”....
- E. Do not duplicate an order first placed with 1 of these 3 methods with additional confirming methods. [email – FAX- USPS]
- F. Examine contents and packaging within 10 days of receipt of goods by customer for damage and notify distributor if a problem is detected. Rocketline will not replace goods after 10 days of customer possession per signature receipt. All damaged cartons and goods must be retained for carrier & insurance examination with instructions to follow.
- G. Late Proofs; are our #1 problem and cause delays for production and create customer frustration. A NEW PROOF POLICY for 2013 is printed with every proof document sent describing the DATE the proof must be returned to us in order to keep your Early Order Discount {EOD} and delivery date intact. Corrections on Proof dates are also stated if needed. Long delays of proof OKs that qualify for EOD cause our production to back up and a penalty may be assessed.
- H. Ship to Address; this is our #3 problem. We have some ability to check the address through our shipping system and do confirm & correct minor errors at no charge. Please be sure a correct numerical address is stated for ship to. Intersections of roads for a yard, incorrect names of streets such as Road vs. Court or lack thereof, none or wrong zip codes are correctable by the shipping Co. at our expense and so we pass on their \$15 cost fee plus our \$25 extra service fee to pay them, notify & bill you. Please be careful with this seemingly easy task after the order is booked it is a profit killer for both.
- I. Canadian Ground Shipments from the USA to Canada require a broker to be stated for ground delivery. Ask your customer for his broker Name, City, Province and phone number Address is not necessary our carrier will contact broker directly and forward freight. Broker will bill customer. In the past Rocketline has billed the Distributor separately for brokerage fees as submitted by carrier after the order is delivered. We will curtail this practice in 2013 as much as we can prior to FACTORY READY Status notice being given. Time spent by us, if excessive will be billed @ \$60/ hour. Air delivery is exempt from this procedure but costs double ground freight.

Thank you for your support of the entire American sourced calendar industry and our Rocketline products. We realize you have many choices of supply and offers of rebates, price points to consider from where ever and additional leads to pursue. Rocketline owned by GOES LITHO Co. has followed strict honest business practices to protect & benefit the Distributor our source of business in the long view of American business. With your purchase of American made and assembled products you support our national well-being & recovery and keep technology here in America with Americans doing this work which impacts all of us over many years and eventually our children and hometown.

Thank you Regards Chris Goes President