

Dealer's Guide

Doing Business With Innovative Office Products

Thanks for doing business with Innovative. This Dealer's Guide provides useful tips for working with the Innovative product line. Our staff of mounting solutions experts is just a call away for further consultations.



Don't see what you need? Just ask! Our extensive product library allows us to mix-and-match Innovative components to create precisely the solution your customer desires. Custom design is also available. Give us a call at 1-800-524-2744 to discuss what Innovative can do for you.

1) *Becoming an Innovative Dealer*

Innovative sells its products through a reseller network. If you are a dealer in the fields of computer technology, office furniture, medical or dental equipment, then Innovative can give you access to the highest-quality monitor mounting solutions on the market. Please phone us to speak with one of our sales representatives about how Innovative can help your business.

As an Innovative dealer, you'll have access to a broad product line of quality mounting solutions and our staff of mounting experts, who will guide you to both off-the-shelf and custom solutions perfect for your clients.

Get things started with a telephone call today! Call us at 1-800-524-2744.

2) *Product Pricing*

Pricing is based on your order quantity and volume. You will find Innovative's pricing to be dealer-friendly, leaving you excellent profit opportunity. Please call to speak with a sales rep for pricing on particular products.

3) *Marketing and promotion*

Innovative would like to discuss ways in which we can assist your marketing and promotional efforts:

- Providing sample product and sales support for trade shows and showroom displays
- Assistance with development of product literature
- Co-op advertising campaigns

Please contact Marketing Manager Joe Tosolt at 610-559-6332 or email jtosolt@LCDarms.com to discuss opportunities.

4) *Payment and shipping terms*

All orders are shipped FOB Easton, PA. Quotes do not include shipping costs, unless specifically indicated.

Innovative is pleased to extend 'net 30' credit terms to qualified organizations. If you wish to establish credit terms with Innovative, please contact your sales representative for a credit application.

Innovative is also able to accept payment by Visa, Mastercard and American Express. Please note minimum order amounts are \$25.00 for Visa and Mastercard and \$50.00 for American Express.

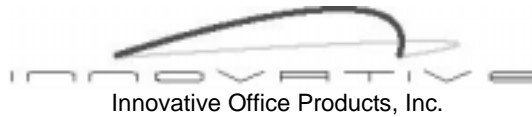
© 2003 Innovative Office Products, Inc. All rights reserved

100 Kuebler Rd.
Easton, PA 18044

Telephone
800.524.2744

Fax
610.253.9521

Web
www.lcdarms.com



Innovative Product Selection Guide

Choosing The Ideal Solution

1) Product line overview

Flat Panel products

- Radial arms: movement on 3 axes, effortless adjustment.
- Pole arms: effortless lateral adjustment.
- Wall-mounts: maximum space efficiency.
Keyboard add-on options are available for flat panel arms.

CRT products

- Radial arms: movement on 3 axes, effortless adjustment
- Swing arms: effortless lateral adjustment, fixed height.
Keyboard add-on options are available for CRT arms.

Other products

- Keyboard arms and trays: easy adjustment of keyboard position and height.
- CPU holders: Free up floor space under the desk.

2) How to determine which arm is right for you

Innovative offers a vast selection of arm models. Each arm has 3 primary elements:

- 1) The arm itself.
- 2) The mount which attaches the arm to a secure surface.
- 3) The adapter plate (for flat panel monitors) or the monitor platform (for CRT's) which will support the monitor.

The following information will be helpful in selecting the 3 components above:

- *What is the weight, size and/or model number of the monitor?*
- *How will the arm be mounted?* (ie. bolted to desk, attached to wall, clamped to desk, etc.)
- *How much reach is required?* (What is the maximum distance the monitor must extend from the mounting point?)
- *What type of maneuverability is desired?* (Horizontal axis only; vertical axis only; both horizontal and vertical axes.)

Questions? Please consult with our staff of mounting experts at 1-800-524-2744.

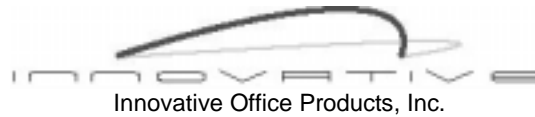
3) Interpreting the Innovative part numbering system

Innovative specifies color with the last 3 digits of the part number.

(model number)	(gas spring strength)	(color code)
XXXX	- XXX	- XXX

For example, 7500-1000-104 would indicate model number 7500 with a 1000 neutron gas cylinder in color 104.

Standard powder-coated colors include 104 (Vista Black), 101 (HP Quartz Grey) and 105 (Pearl White). Other colors are available at additional cost and lead time.



4) Product Facts And Capabilities

The following chart lists facts for the most popular products. *If you don't see what you need here please ask*, as the complete product line includes a wide variety of options and capabilities.

FLAT PANEL products	Products	Horizontal reach	Vertical range	# of Monitors
Radial arms feature 1-touch movement on 3 axes. Maximum flexibility!	7500	27"	18"	1
	7000	24"	14"	1
	7045	23 1/2"	13"	1
	3500	18"	9 1/2"	1
	3045	17 1/2"	8 1/2"	1
	9102	42"	28"	1
Pole arms feature fixed monitor height (adjustable via set screw), and allow horizontal repositioning at will. Ideal for dual-monitor setups.	9109	---	---	1 or 2
	9112	14"	various pole lengths available	1 or 2
	9120	14"	various pole lengths available	2
	9136	---	various pole lengths available	1 or 2
	9130	18"	various pole lengths available	1 or 2
Wall mounts maximize available space - attach monitor directly to the wall.	9110	up to 12" with extensions	---	
	9135	---	---	
CRT products	Products	Horizontal reach	Vertical range	Weight Capacity
CRT arms are available for a variety of monitor sizes.	9010	14"	fixed	up to 55 pounds
	9011	27"	13 1/2"	10-50 pounds
	9035	21"	13 1/2"	30-100 pounds