

Does color make a difference?  
Could the wrong color affect  
the perception of your design?  
**Read below to learn more...**

March 8, 1999

[Click **here** and type recipient's address]

Dear [Click **here** and type recipient's name]:

Remember when a thermos came in two colors... red or blue? Today, you can get a thermos in a variety of colors from teal to chartreuse.

Color *sells*! Take a look at the new Macintosh computers. Color *differentiates*! Have you seen the new Silicon Graphics workstations? But how do you go from concept to market without compromising design aesthetics or sacrificing color?

Here's help. A free guide, entitled *Color Makes the Difference*, provides tips and techniques for managing color. It contains useful information and answers to questions like...

- How can I tell what the product will look like in the retail environment?
- What will the product look like in the home?
- What lighting is best for viewing and evaluating color?
- How can I ensure my product's brand identity color remains consistent?
- What's the best way to specify color throughout a global supply chain?
- How can I learn more about color?

Call the toll-free number now for your free guide (877) 450-6912. Or complete the following brief questionnaire and fax it back to us at (914) 565-0390.

Sincerely,

*The GretagMacbeth Customer Care Team*

- I have an immediate need. Please have a representative call me at (phone number): (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_
- I'm not interested right now. Please send the guide and follow up in (month): \_\_\_\_\_
- Sign me up for your bi-monthly electronic newsletter, *Color Makes the Difference*. My e-mail is: \_\_\_\_\_
- Send information on a color seminar coming to my area.
- Please remove me from your mail list.