

**GRAPHICS THAT
CREATE IMPACT**

**LETTER
RITE[®]**

MARINE GRAPHICS

Why Use Vinyl Graphics?

Costs Less - Don't underestimate your savings using vinyl graphics vs. painting your hulls or not using any graphics at all. Vinyl eliminates ruined hulls and reduces the excessive materials needed to produce fancy designs with multiple color schemes. Using colorful graphics helps sell your boats - the faster they sell the lower your investment. Vinyl graphics install quickly and reduce labor costs. They are environmentally safe, reduce your air pollution emissions, and require no special care or monitoring for environmental laws.

Looks Better - If you can design it, we can most likely produce it. Vinyl has edges that are sharp and clean, and colors that are brilliant, exciting and eye-catching. More importantly, vinyl flexes conforming to the shape of the surface to which it is applied. This creates the illusion of looking like part of the gel coat. Because the colors go completely through the vinyl, scratches or excessive sun exposure won't affect the surface appearance. It gets even better - using vinyl inks, fade patterns and multiple colors can take your designs to the extreme cutting edge. Every piece produced looks the same so your standards of quality come across every time.

Lasts Longer - 2 mil. vinyl is expected to last 5 to 7 years and will often surpass that mark. It is not unusual to have painted surfaces fade in the hot sun, while vinyl holds its brilliant colors over the years. We carry a full line of vinyl and all the products to support that vinyl from every major vinyl manufacturer. When you chose to use a vinyl or set of colors, we back you up with a quality product that has thousands of hours of previous in-use testing. If our suppliers won't guarantee it, we won't sell it.

Goes on Easier - How easy? So easy it takes less than 10 minutes of training and almost no skill. What could take a day to paint might take an hour to apply. Paint is messy, smells, and often full of EPA regulated chemicals. Hours pass as painted molds dry. By the time it takes to mask a boat for painting, an installer can finish a boat using vinyl graphics. Even if the installer somehow makes a mistake, the vinyl can be removed without damaging the surface so the boat is salvageable and shippable within minutes. Ever ship a boat out and have it come back because someone ruined your paint job? Next time try sending a roll of striping tape or decals to the dealer and save yourself a lot of hassle and expense by having the dealer do the repair on site.

Call Toll Free 1-800-323-1706
or Fax 847-678-4624

Why Use Letter-Rite?

Quality - We use only the best premium high quality materials with guaranteed 5 to 7 years outdoor life. Our facilities house state of the art machinery and equipment including large computer cutting Cad Cam systems (for short runs) and 300 ton die cutting press (for runs of 1 to 10,000 pieces). Our quality assurance programs guarantee graphics, decals and striping with a professionally produced appearance that local shops can't achieve.

Service - The more you want, the more we give. No kidding! We know who pays the bills. Tell us what you want, when you want it, and how you want it. We will do the best we can to fill your orders on time - every time.

We also provide a lot of services for our customers besides just producing an order. Our in-house art department and/or source of freelance designers are ready to help you with model and design changes. Of course we also have a fax line and a toll free line to help us communicate more efficiently. If you have trouble keeping your graphics in stock, we can help with scheduled orders by using our specially written computer programs to determine parts usage. If you need someone in plant for technical service, we have in-house service representatives, with at least 10 years experience, and outside representatives that cover the entire United States. How about prototypes? Our computer systems let us turn out low cost parts very quickly before expensive tooling is necessary so we can save you money before it's spent.

Experience - Ours? We have plenty. Yours? You'll be glad you've tried us. Letter-Rite, Inc. has now entered its second 25 years of quality service. There's a reason for that. We never stop striving to produce better-looking graphics, and we've continued to build on those experiences. We also apply that philosophy to customers looking for new ideas and better graphics. During the last 25 years or so, we've helped over seven thousand sign shops build better graphics. They didn't turn to us because we were there; they turned to us because we know what we're doing and we get the job done "RITE".

Price - Our prices are very competitive. We provide high quality at good prices because we control quality and keep it high as we run parts through our factory. Lower reject rates, state of the art production equipment, large material purchases, and top notch employees add up to savings, which we in turn pass on to our customers. When you use Letter-Rite, Inc., you'll find your getting more than a quality decal. You're getting a supplier who cares and respects your needs. Chose your friends "RITE" and you'll never go wrong.

Mail to: Letter-Rite, Inc.
906 Estes Court
Schaumburg, IL 60193

LOGOS

DIE CUTS

With several die cutting presses in operation, no run is too large or small. Precision die cut decals offer the easiest and lowest cost method of producing decals and logos.



For quick and simple logo designs, use one of our 500 type fonts. Add outlines or slants to the letters for fast modifications. Our computer software can change a type font over 60 different ways.

Marauder

BAY CHARGER

CALCUTTA

1400 B

Sea Cat

BENETEAU

Luhrs 

SCREEN PRINTED

LOGOS

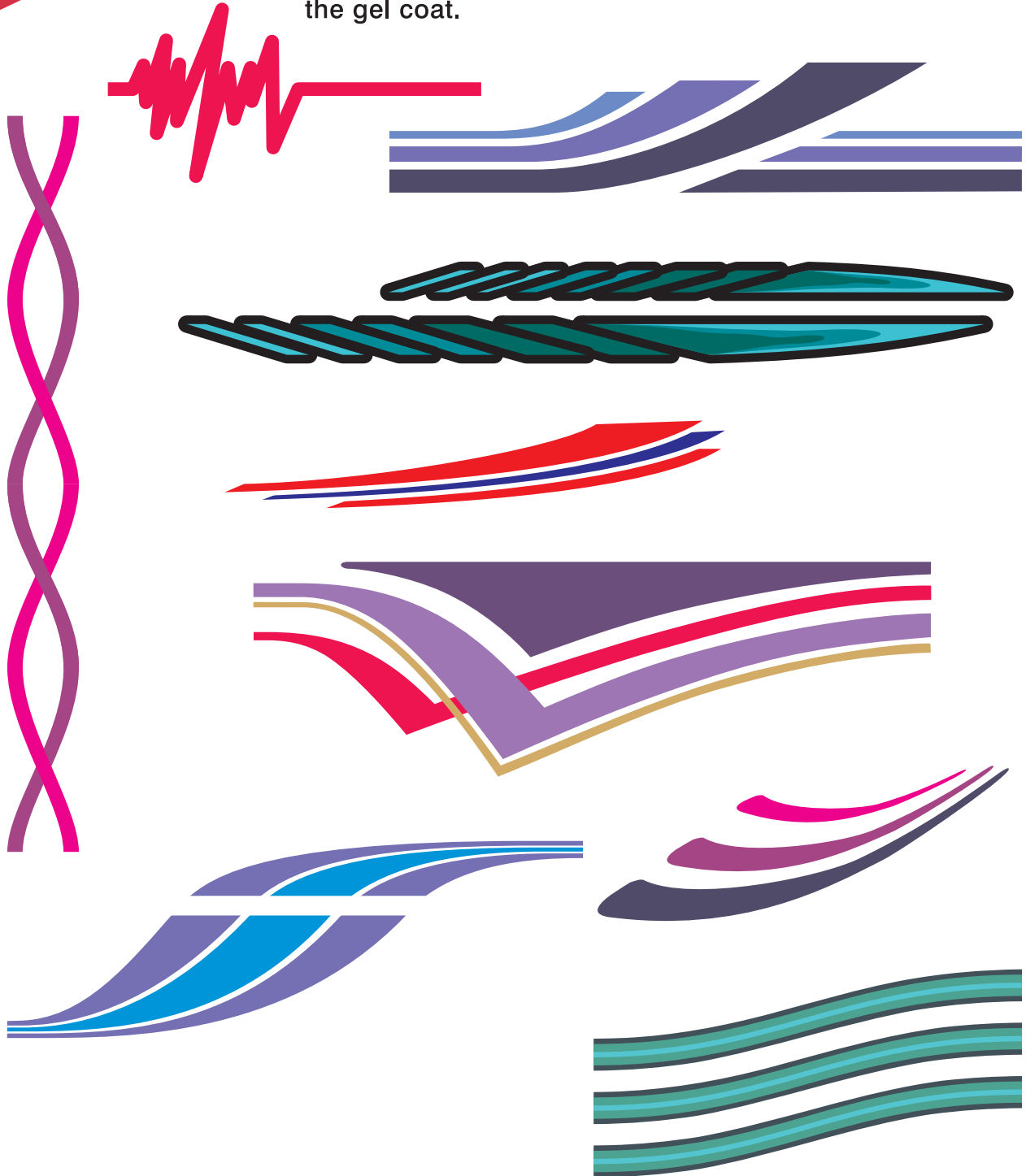
By adding screen printing to the process, your logos can become more and more exotic looking. Make sure that your boat has its name, model number and your company name on each side for easy identification, promotion and advertising.



FLAIRS

TRANSITIONAL PIECES

Traditional boat designs have featured flairs or transitional pieces to accent or connect striping designs. Many times these parts can be used to cover paint lap in the gel coat.



SPLASHES

FLAIRS

Need something splashy or wild looking? Then let yourself go with a crazy, fun and loud splash of excitement. We've got plenty of weird looking blots and squiggles ready to be altered for your personal touch.

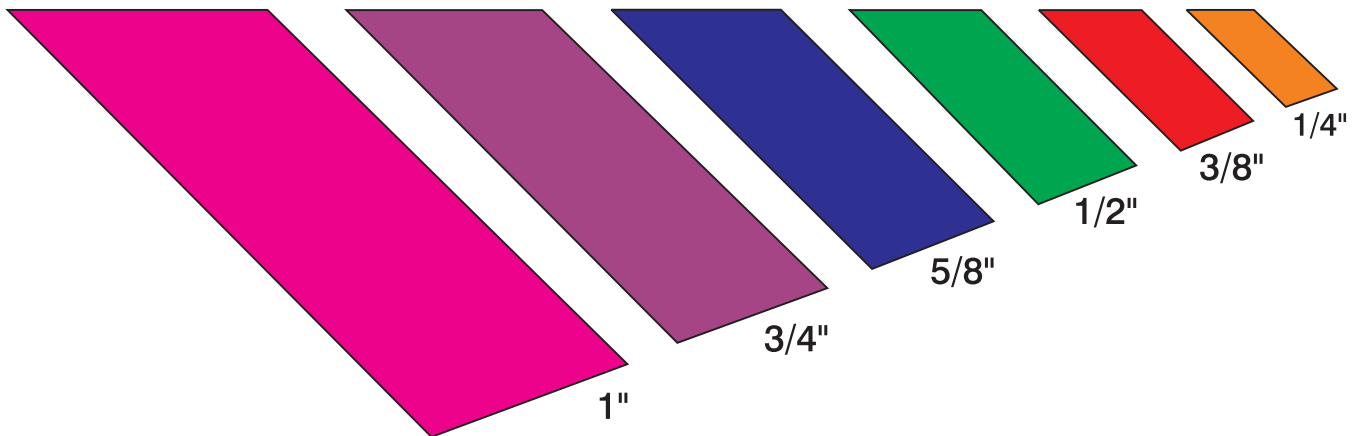


ACCENT STRIPING

Highlight the bodylines of your craft with accent striping. Use one color or multicolor stripes assembled for easy installation. Choose any combination of strands from our supply of 200 standard vinyls and build stripes up to 15 inches wide.

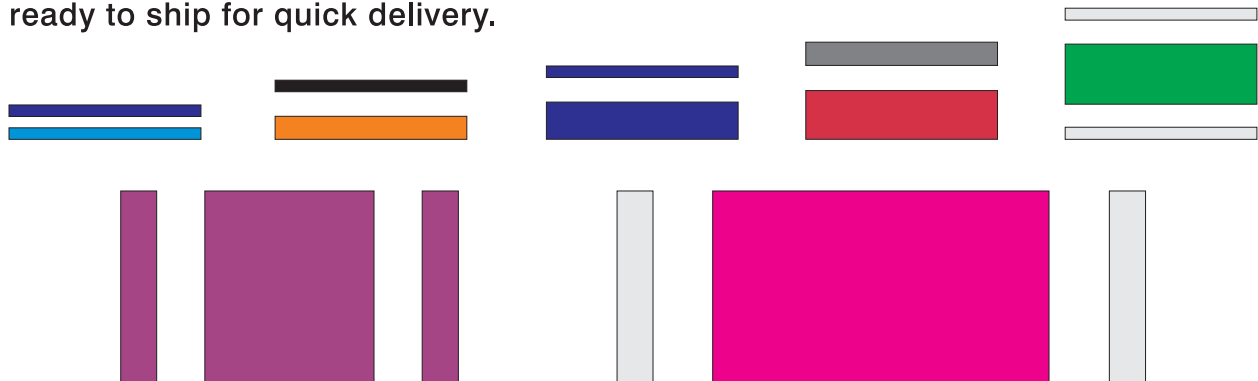
ONE COLOR STRIPING

One of the advantages of using one color, single strand striping is flexibility. An experienced installer can do on the spot custom designs and make and save your company lots of money. We recommend keeping a couple of these of these rolls around in different sizes in your model colors for on the spot customizing.



MULTI-STRAND STRIPING

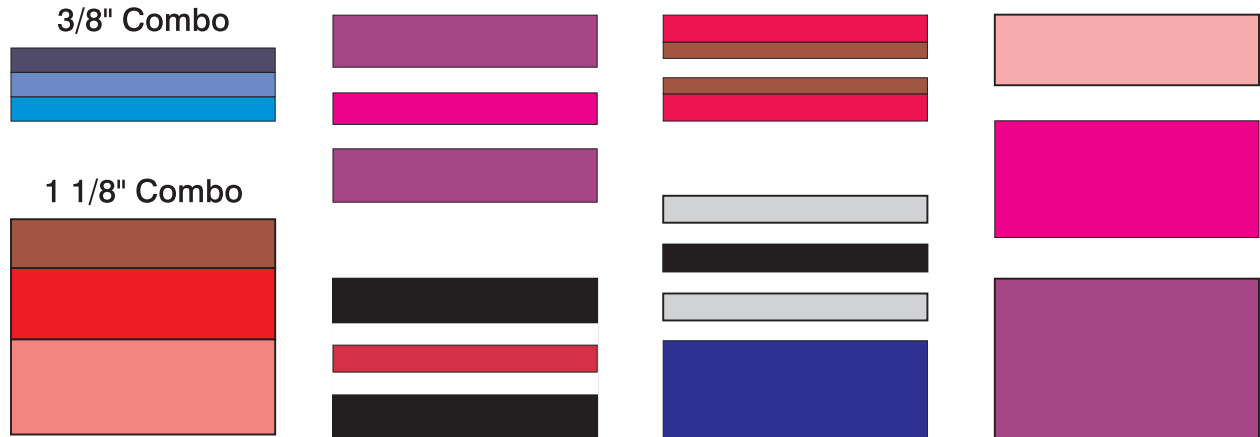
We can build any combination of strands, up to 15 inches wide, to suit your design. Because some of our customers need smaller quantities, we also carry standard striping combinations ready to ship for quick delivery.



ACCENT STRIPING

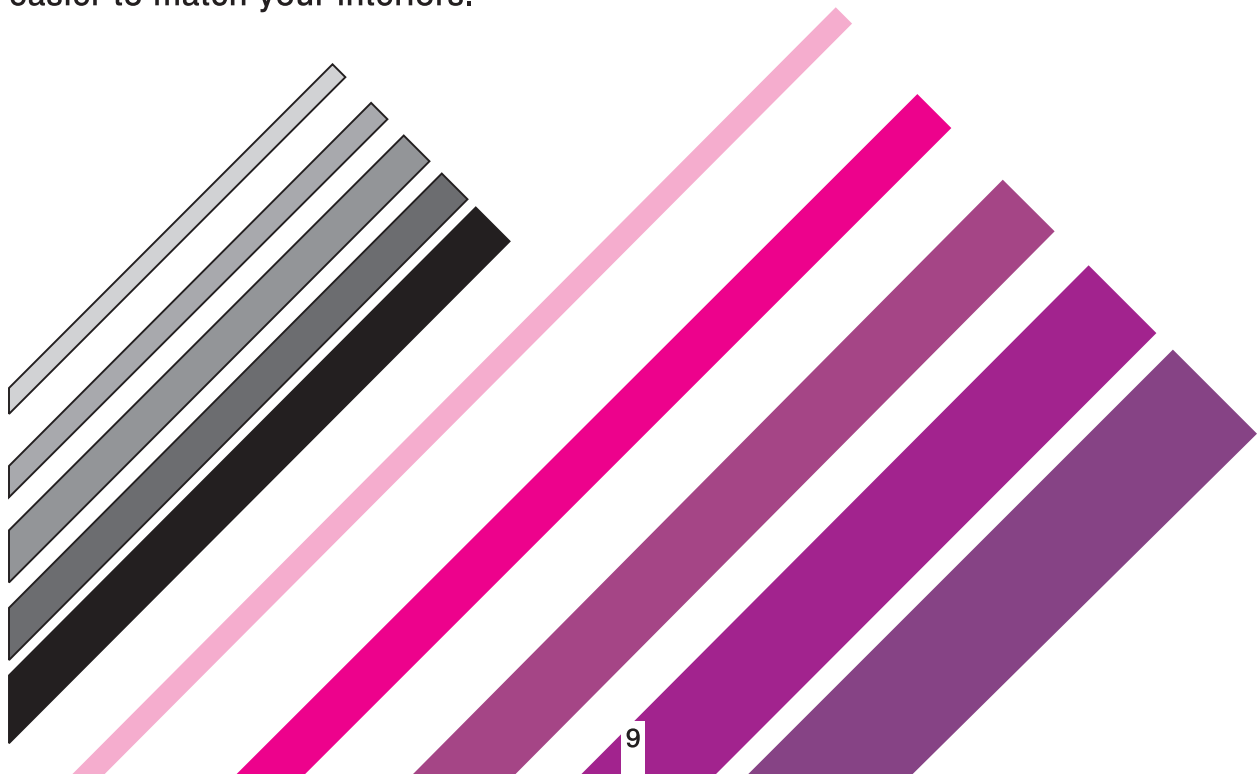
MULTI-COLOR STRIPING

You can select from our 200 standard vinyls any combination of colors to suit your craft. We also carry a stock line of premade striping available in 3-shade color combinations of Red, Blue, Beige, Black, and Charcoal.



LAZER PATTERNS

One of our more popular stock lines is the lazer stripe. This classy looking stripe is available in 3 shades: Red, Blue and Charcoal. Each lazer stripe has five different colored strands in each color combo, making it easier to match your interiors.



DECALS **INFORMATIVE DECALS**

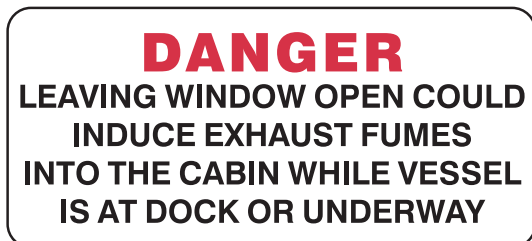


With the way things are today, it's better to be safe than sorry. So don't forget to protect yourself from expensive lawsuits by warning and informing your customers of potential safety hazards. We have standard Caution, Danger and Warning decals ready for your custom instructions to be added and can send out short runs the same day or in one day for emergencies.



Do you ship your boats to foreign countries? Make sure your decals are in the language of that country. We can convert your decals to other languages using our source of freelance translators. We currently have translators from Germany, France, Spain, Italy, Japan, the Middle East and Russia that work with us.

English



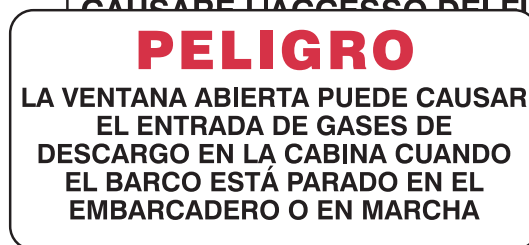
French



Spanish



Italian



CAPACITY DECALS

DECALS

We run several standard designs for capacity decals which lets us make short runs of these decals without expensive set-up costs. Just give us the necessary numbers and we can ship your capacity decals that day or the next.

**U.S. COAST GUARD
MAXIMUM CAPACITIES**

5 PERSONS OR 700 LBS
1300 LBS. PERSONS, MOTOR, GEAR
175 H.P. MOTOR

THIS BOAT COMPLIES WITH U.S. COAST GUARD SAFETY STANDARDS IN EFFECT ON THE DATE OF CERTIFICATION

MFGR: Midland Fiberglass
Model: 180 Pro Vee Tullahoma, TN

**U.S. COAST GUARD
MAXIMUM CAPACITIES**

12 PERSONS OR 2300 LBS
2400 LBS. PERSONS, MOTOR, GEAR
120 H.P. MOTOR

THIS BOAT COMPLIES WITH U.S. COAST GUARD SAFETY STANDARDS IN EFFECT ON THE DATE OF CERTIFICATION

MODEL: 24' STINGER

AMERICAN BOAT MFG., INC.
ALMA, MI 48801

B. R. LEE IND., INC.
LeeBoy
P.O. BOX 668328
Charlotte, N.C. 28266
Patent No. 3,743,432

Model

Ser. No.

Motor No.

Tired of messing with metal plates? Try our suede lexan decals and discover the difference they make for easy installation and durability.

When you use the Letter-Rite system, you get a company that cares about its customers.

- 1) Personal visits with reps and factory personnel
- 2) Blueprints on all parts before production.
- 3) Color swatches for checking quality if needed.
- 4) Technical support backed by Letter-Rite and material suppliers.
- 5) On time deliveries for scheduled orders.
- 6) Quick deliveries on unscheduled orders.
- 7) Parts placed in stock for emergency shipments if requested.
- 8) In-house designers - low cost freelance designers.
- 9) In-house art department.
- 10) Fax, modem and toll-free lines.
- 11) Low cost prototypes.
- 12) Airport to airport deliveries if needed (5 minutes from O'Hare).
- 13) Banners, bumper stickers, signage and booth graphics.
- 14) Personal invitation to visit our factory if ever in town.
- 15) Quality assurance programs.
- 16) Experience.
- 17) Knowledge.
- 18) Low cost RUSH service
- 19) The company over 75 marine accounts chose.

**DO IT
THE
LETTER
RITE[®]
WAY!!**