

Great Sales Tool!

ASSEMBLY INSTRUCTIONS FOR: Your *Kramer Dealers*' "WOW!" Book

The pages shown below are available on the *Kramer's* Web Site (www.kramerize.com), on the [PDF Files](#) page.

To build your "WOW" book, print the pages on a color printer and assemble as shown below using a 3-ring notebook and plastic sheet protectors from your office supply store. Place the book in your display or use it as a presentation piece when you tell prospective customers about the products in your shop or at shows.

If you do not have necessary equipment to print the sheets yourself, most office supply stores and copy/printing shops offer that service. Take them the above Web Site information.



← **FRONT COVER** page.

We have used a notebook that provides a clear plastic to slide the Cover Page behind.

[NOTE: We've discovered that sometimes the insert doesn't stay in place too well, and it helps to put a piece of double-sided sticky tape behind it.]

The **PLASTIC SHEET PROTECTORS** we use for the inside pages are: "**Avery Secure Top #76000**". We like these because they are heavier than most and are very durable.



← This is **PAGE ONE**.

If you **DO NOT** have a notebook with the front plastic insert for the cover, **DO NOT USE** this page — instead, use the **FRONT COVER** page here — otherwise the rest of the pages will not fall on facing pages the way they are intended.



ADD MORE PAGES — There are more pages available on our Web Site that you can add to your book. The "**Letters With Pictures**" pages are customer testimonials, including photos. The **Kramer Newsletters** also have a lot of good information. Plus, we will make more pages available in the future.