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Adco & Laidlaw Products

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April 3, 2009

N S FARRINGTON & COMPANY
Ken Farrington
P O BOX 12279
WINSTON SALEM NC 27117

Dear Ken:

Currently, our industry is facing one of the most severe economic challenges we have seen in recent times. The industry as a whole is down on average 15-20%. As a result, dry cleaners, distributors and manufacturers will be forced to alter the way they do business if they are to survive the current recession.

At Adco we've decided not to wait for the economy to take control of our destiny. We've teamed up with our parent company to develop and implement a series of marketing and sales initiatives designed to help you do more business with Adco.

Some of those initiatives include:

- Market Segmentation - So we can better understand and service our largest accounts.
- Target Marketing – So we can design promotions, discounts and product bundles targeted to help you sell Adco/Laidlaw products.
- SKU Rationing – Reducing the number of SKU's you are forced to manage.
- Automated Distributor Reports - “Real time” information and insight into what products are selling and where they are selling. This will enable Adco/Laidlaw to offer customized promotions, discounts and bundled products.
- Product Profiles – Understand why certain products are selling and why others are not. Gain insight into regional markets and design training and promotions to help you sell into specific markets.
- Orders Size Volume Discount Plan – Customized plan designed to help you receive greater discounts that can be passed onto sales reps and/or customers.

We look forward to working with you to increase our mutual business. Attached please find our new price list for Adco & Laidlaw products. Prices reflect raw material cost increases and SKU rationing price increases.

If you have any questions please don't hesitate to contact me.

Thanks for the support,

Brent McWilliams
Adco Cleaning Products LLC
BM/rs

Quality, Integrity & Dependability Since 1908