

SOUNDLINE SALES LOGIC ON SELLING FIRE SAFETY

This CD can be a life saver. In schools, institutions and businesses all around the nation fire drills create safety awareness. Inspection of facilities are regularly conducted by trained experts and the local fire inspectors.

But, where are most lives lost to fire? Right at home. Fires destroy more homes and cost more lives in our bedroom than anywhere else.

People are simply not motivated to make sure their homes are safe from fires. While smoke detectors are vital, so are other ingredients to make your home safe.

A rope ladder may be needed, fire extinguishers help. These are but a few of the areas covered on this CD. A CD that was created from U.S. Government publications and other information presented by fire safety professionals.

HOME INSPECTION

tial hazards and offers a remedy. It is vital guidance that should be listened to regularly.

HOME FIRE DRILL

their actions and the CD then makes suggestions such as having a family meeting place outside the house in the event of evacuation. It suggests a

careful study for alternate routes of escape. It presents the steps everyone needs to take if they find themselves in a house on fire.

25 MINUTES TO LIFE

The program is roughly twenty five minutes long. During that time every one will make their home safer and themselves safer from a potential fire. This is but a few minutes that one day can make the difference.

SAFETY DIRECTORS

Fire Safety Month is in October but now is the time to order and get this great promotion ready. Good safety practices start at home.

FIRE DEPARTMENTS

No matter how you raise money, this CD is a gift you can give to every home under your watch. Sell them or give them away as a donation gift. Better yet, get a local company to sponsor this gift and their name goes on the package, too. Financial institutions, hardware stores and local radio and TV are sources of support.

SERVICE & REAL ESTATE

CD will build "great will", not just good will.

Timing is everything. Fire Safety Month is October. Fire strikes at any time and anywhere.



Spec Sample

FREE

SOUNDLINE UPIC 1 SOUNDLN ASI 88241

Attach this coupon to your art and we would be happy to make a sample to help you close your sale. Send art or logo to Sm@rt specs art@soundline.com

Key Questions To Qualify Your Client

1. How will the product be distributed?
2. What is the content?
3. Will you require any content work from engineering to content development? If yes, what do you need?
4. What is your quantity and your in hands date?
5. Do you have a budget where we can offer you different packaging options?
6. Do you have clear intellectual rights to the contents?
7. If there is any kind of music in your CD, do you have the rights?

Key Benefits Of Music & CDs

- Music makes people feel good. Happy people are simply more productive and more likely to continue a relationship with you.
- Your target group will be impressed by your generosity thinking you spent more on them. Because the product has a high perceived value.
- The odds are tremendous that your CD is not the same as any other CD the target has. This means your product is going to be used and valued as opposed to "another" hat, mug etc.
- A CD is light and condensed. You can save money on distribution and fulfillment, hence leaving more to budget for the actual product.
- A CD can carry more than music. A CD be offered for enjoyment, but carry a potent yet sublime business message in a CDROM portion.
- CD packaging offers ample surface to present all the salient details of the product, event or service .

Advantages of Using Soundline

- Soundline has complete in house printing, decorating and packaging facilities
- Since 1986, Soundline has built this category of promotional products. Award winning service and creativity continue our leadership.
- Soundline is a family business where every order is "taken home". We see the order through and guarantee satisfaction.
- Soundline is the creative leader bringing you the ideas and samples you need to create a sale



Soundline can duplicate, replicate manufacture and package CD/CDROM/DVD and virtually every medium you need. Contact your service representative for specific samples, prices and details.

GLOSSARY OF TECH TERMS

CD

The Compact Disc was developed by Philips and Sony, and was first implemented commercially for storing digital audio data (CD-Digital Audio). The CD is made up of a polycarbonate substrate, a thin reflective metallic layer (the mirror-like is aluminum), and a lacquer coating.

CD-Digital Audio

Philips and Sony developed the necessary technology for storing digital audio signals on a Compact Disc, and introduced the CD-Digital Audio (1982). CD-Digital Audio was implemented to hold about 72 minutes of audio data

CD-Recordable

CD-Recordable technology allows production of CD-ROMs on the desktop ('one-offs'). It requires a PC, a CD-R recorder or drive, appropriate software, and 'recordable' media. CDRs are pre-grooved, in 63 or 74 minute capacities.

CD-ROM

The Compact Disc-Read Only Memory is the standard 12cm CD formatted according to the ISO 9660. Although the physical characteristics and track structure of a CD-ROM are the same as that of CD-Audio, a CD-ROM is used to store computer data (text, graphics).

DVD

It is used to mean Digital Video Disc, Digital Versatile Disc, or just DVD compatible, and other features. DVDs physical specifications include double-layer and double-sided DVDs. This product must have a DVD reader either stand alone or within a computer. Mastering requires special equipment and handling

Enhanced-CD

A CD-Audio that includes data and/or graphics in Track 1-addressing most of the problems of the Mixed-mode disc. There are variations of the Enhanced CD (CD-Extra or CD-Plus, Hidden Track, etc.), Windows 95 and later editions support enhanced CD reading.

Glass Master

This product of the mastering process involves a large glass disc, duly prepared and coated with a recording layer. After recording, the glass master goes through a special chemical process and is then metallized. It is submitted to electroforming, to produce the metallic master-which is necessary for producing the stampers for the injection molding machines making a CD and related product

Hub

This is the area about the central hole of the optical disc- it is also called clamping area..

Label

CD-ROM, and other optical discs, are usually labeled on the 'back' side. The label is usually silk screen in up to 5 colors but can be a pressure sensitive label if the quantity requirements are less than minimum.

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