

Letter from customer to StrombergBrand

From: Tammy Marko [mailto:Tammy.Marko@leewayne.com]

Sent: Wednesday, October 03, 2007 11:31 AM

To: nancy@strombergbrand.com

Cc: Brenda Smith

Subject: URGENT - PO #WS227227 INDIANA ASSOCIATION OF SCHOOL PRINCIPALS...

Importance: High

HEY NANCY –

Just want to THANK YOU – for going the extra mile with this client. We have ALWAYS USED PEERLESS UMBRELLA for their annual Umbrella orders – however, this year at the LEE WAYNE NATIONAL MEETING / SHOW in Denver, Co – spoke to your rep and ordered a sample of your products to show to my client. THEY LOVED THEM.

Therefore, we switched to you – placed our order on 09/24/07 --- for the umbrellas both Golf and Automatic Open umbrellas – total of 100 pcs. (again they order yearly) –

Just to recap – 09/26/07 - rec'd call from you stating you were out of the black umbrellas. Client then authorized you to replace the BLACK ONLY with additional as follows:

NAVY + 5 = 15 Navy total HUNTER + 5 = 10 Hunter total -- and order was proceeding.

CLIENT DOES NOT WANT THE WHITE STRIPED UMBRELLAS AS THEY SHOW TOO MUCH DIRT...and I quote. So we stuck with the SOLID COLORS.

THEN – 09/28/07 – rec'd another call from you Stating they were out of the RED AND BURGUNDY. ?? Why was this not mentioned when we placed orig order?? I did not receive this message as I was out of the office and ret'd the call on 10/02/07. You ret'd my call on 10/03/07 around 11:00 am. Confirming the above – it was the GOLF umbrellas out of stock – also in the RED AND BURGUNDY in addition to the black – we already knew were out of stock.

NANCY – I am so thankful for your quick response to this and willingness to make sure the client is happy! That is what it is about for the return business! I appreciate your going the extra mile here as we are in a pinch at this point. CLIENT WANTS YOUR PRODUCT – and I want to keep them with you!

Honestly, I have pulled them from PEERLESS UMBRELLA... business they had done every year – for many years... to use your product – however, wasn't sure what to do when you had the stock issues. I appreciate your substitution to a better umbrella just to get the stock they NEED in hands – and will make sure my client is aware of your service in this area as well!

I understand our order will NOW be as follows:

ITEM #	COLOR	ALL GOLF UMBRELLAS
54GV	10 NAVY	AS ORIGINALLY ORDERED
54GV	10 HUNTER	AS ORIGINALLY ORDERED
54GV	10 ROYAL	AS ORIGINALLY ORDERED

SUBSTITUTION 1 STEP UP TO BETTER UMBRELLA TO GET COLORS CLIENT NEEDS:

62AFG	10 BLACK	SUBSTITUTE UMBRELLA THIS ORDER
62AFG	10 BURGUNDY	SUBSTITUTE UMBRELLA THIS ORDER

PLEASE NOTE ---- THIS IS FOR AN IMPORTANT EVENT AND WE WILL NEED ALL PRODUCT IN HANDS NO LATER THAN 10/12/07. Please allow proper shipping time as client will not want to upgrade ship method at their expense.

Thanks so much. Please confirm you have rec'd this email – and advise of ship date and time.

If you have any questions – please call me asap!

TAMMY MARKO, ACCT. EXEC.

LEE WAYNE CORP. / FISHERS, IN

317-776-1972 Phone 317-776-1982 Fax

MAKING YOUR PROMOTIONS COUNT!
