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Communications

OUR FAVORITE ADS & DIRECT MAIL

Why is advertising important?

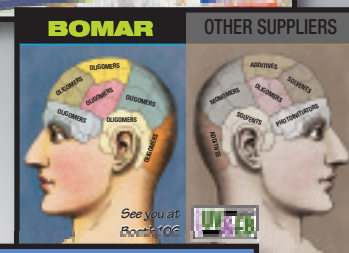
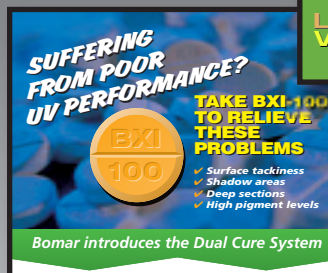
Advertisements

Most industrial advertising is of the work-horse type designed to let the reader know that this company or that company is producing which chemicals or additives.

Workhorse or not, good advertising sells and MDP Communications strives to make our advertising memorable for our client. Full-page and half-page advertisements, on the other hand, are usually the realm of the largest companies and are used to remind the reader of the mission or spirit at the heart of the company, that is, they are image building ads that attest to the size of the company and its leadership role within its markets. While MDP Communications works mostly with small to medium sized companies, we have enjoyed each and every opportunity to produce image building advertisements. We have also utilized cost-effective direct mail campaigns to create the image building for clients.

Targeted Direct Mail

We have all received direct mailer cards at home. They are targeted in the sense of, "all households east of the Mississippi" or "all USA households owning a computer." Industrial mailer cards are usually more selective and involve a specific industry or market and may be subdivided by regions. The mailing campaigns that MDP Communications has done tend to be even more target specific, for example, the clients own mailing list. These mailings range from 200 to 10,000. We view the mailer card to be equivalent to a magazine or trade journal ad in quality, but at a significantly lower cost. The mailer card offers a benefit that magazines cannot. It is delivered directly to the recipients' desk and without an envelope. The impact of the strong graphics and concise message on the viewer is instantaneous.



OUR FAVORITE ADS & DIRECT MAIL

Year: 2007-2009

Client: Bomar Specialties Company, Winsted CT

Advertisement: Half-page Ad, RadTech Report

Title: One Focus

By 2007, Bomar Specialties Company had become a recognizable name among the suppliers of UV cure products. They were looking for an advertisement that would sell the company as a great sup-



plier rather than to promote its products. The company had grown significantly in a few years, but was still small compared to the UV industry leaders. To bridge the size gap, we adopted a marketing concept of Bomar as a niche company. It sold only one type of UV cure product while its bigger competitors sold everything. Within its niche of UV cure oligomers, it could claim to an industry leader. This advertisement kicked off the marketing campaign and the ad appeared multiple times per year from 2007 until 2009.

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**ONE
FOCUS**
*new & unique
oligomers*

Learn about new oligomers at...
www.bomarspecialties.com

Bomar is the only UV/EB supplier that specializes in oligomers and only oligomers. We have built our reputation as the source for new and unique oligomers. Pick up the phone and talk to a chemist about your UV/EB formulation problems. After all, solving your problems is what drives our innovations. Stay up to date on our latest oligomer developments by visiting our web site.

Bomar Specialties Co.
210 Holabird Ave.
Winsted, CT 06098
Phone 860 379-7748
Fax 860 379-1528

OUR FAVORITE ADS & DIRECT MAIL

Year: 2009

Client: Bio-Research Products, North Liberty IA

Advertisement: Mailer Card

Title: Cool Man

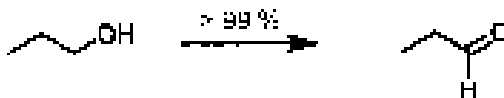
The year 2009 was significant for Bio-Research Products. It introduced its new biocatalyst products at the Fall National Meeting of the American Chemical Society in Washington DC. The exhibit created some good interest and a list of visitors who wanted samples. To maintain contact with the show visitors and to build interest among synthesis chemists, a mailer card was developed around the benefits of using the chloroperoxidase biocatalyst. This first mailer card promoted its ability to oxidize alcohols to aldehydes in high yields at room temperature while being easy to recover and reuse multiple times. The “Cool Man” graphic provided just the right touch to draw attention to the chemical reactions.



Dear Organic Synthesis Chemist,

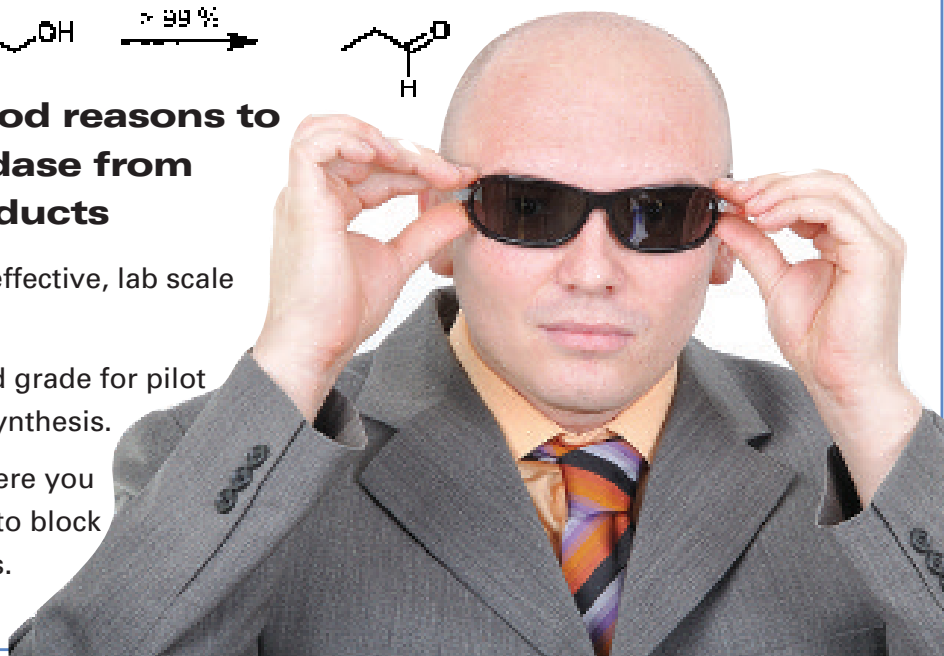
Here is the COOLEST way..

to get from alcohols to aldehydes. Run the reaction at room temperature, no heat required. Magic? Yes, the magic of chloroperoxidase enzyme, a powerful oxidizing and halogenating agent.



Here are three good reasons to use chloroperoxidase from Bio-Research Products

- 1 CPO Cat #501 for cost effective, lab scale synthesis.
- 2 Recyclable immobilized grade for pilot and production scale synthesis.
- 3 The reaction works where you would otherwise need to block other functional groups.



OUR FAVORITE ADS & DIRECT MAIL

Year: 2008

Client: **Bomar Specialties Company, Torrington CT**

Advertisement: **Post-Show Mailer Card**

Title: **Thanks for visiting us**

Because exhibiting in trade shows is expensive, the use of a pre-show mailer card to customers and pre-registered show attendees is a vital communication that builds booth traffic and therefore orders and sales. These shows generate those all important sales leads for the salesmen.

In 2008, MDP Communications suggested to the client that we also send out a post-show mailer. We wanted to take advantage of new technology to surprise our booth visitors with a mailer card on their desk within 10 days of the show. The list of booth visitors was uploaded to our digital printer on the last day of the trade show. The cards were printed, personalized and mailed out within a 3 day window. Based on the recipients' zip code, we also print the name and phone number of their Bomar salesman. We like to think that we made the Bomar salesmen happy by helping to bring them and their potential customers closer together.

This mailer card is a favorite because it is so different from our usual products that promote technical products. It gave us a chance to work with a different type of imagery. The young scientists in this graphic are very appealing and no one would mind having their name appear as part of this picture. There is a friendly and witty character to this card which also extends to the address side of the card.



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Dear VFName,

Thanks for visiting the Bomar booth at the UV&EB Show in Chicago. We hope you were excited about the new oligomers and how they might impact your future work. Let us know if you need samples and product data sheets. Or maybe we can help with formulation guidance. Call David Zopf, Applications Manager, at 860-626-7006 x 17. For information on availability and pricing of Bomar oligomers, contact MRFLName of MRCOName at MRPhone.





OUR FAVORITE ADS & DIRECT MAIL

Year: 2005

Client: Bomar Specialties Company, Torrington CT

Advertisement: Mailer Card

Title: Dual Cure Additive

In 2004, Bomar had purchase technology that promised to solve some of the difficulties with UV cure coatings. Introduced at the UV & EB Trade Show that year, it did not get the expected attention and interest from coatings formulators. Bomar believed in this product and asked about a mailer card to generate interest and sample requests. We knew from the start that we would have to explain the benefits in detail and demonstrate how the additive worked. This was our first opportunity to create a classic step by step proof of a product with lots of diagrams and we made the best of it. The client was more than surprised by the good response of this mailer.

SUFFERING FROM POOR UV PERFORMANCE?

TAKE BXI-100 TO RELIEVE THESE PROBLEMS

- Surface tackiness
- Shadow areas
- Deep sections
- High pigment levels

Bomar introduces the Dual Cure System

FIGURE 1 Standard UV curing of thin, clear liquid film.
UV radiation completely penetrates the liquid film of monomers, oligomers, and photoinitiators. Curing is uniform throughout. However, surface tackiness can result from inhibition of the photopolymerization by dissolved oxygen in the liquid substrate.

FIGURE 2 Standard UV curing of thick, clear liquid film.
In thick films, or heavily pigmented films, UV radiation does not penetrate the film completely resulting in particle curing and undesirable properties.

FIGURE 3 Dual curing of thick, clear liquid films, UV + BXI-100.
The temperature range of thick films, used BXI-100 into formulation containing photoinitiators. BXI-100 releases free radical caps of film when UV light does not penetrate. BXI-100 also chemically reacts at the film-substrate interface which promotes photopolymerization and adheres surface tack.

FIGURE 4 Standard UV curing of substrates with shadow area.
These dimensional details on the part being cured cast internal shadows, or other shadow areas where the intensity of the UV radiation is greatly reduced. Under these circumstances a full cure may not be achieved in these problem areas.

FIGURE 5 Dual curing of substrates with shadow area, UV + BXI-100.
When BXI-100 is added to the UV cure formulation, it reacts with oxygen to create free radicals that will cure the monomer-oligomer system in shadow areas where UV radiation is not effective.

Bomar Specialties Co. DUAL CURE SYSTEM BXI 100



**SUFFERING
FROM POOR
UV PERFORMANCE?**



**TAKE BXI-100
TO RELIEVE
THESE
PROBLEMS**

- ✓ Surface tackiness
- ✓ Shadow areas
- ✓ Deep sections
- ✓ High pigment levels

Bomar introduces the Dual Cure System

FIGURE 1 Standard UV curing of thin, clear liquid film.

UV radiation completely penetrates the liquid film of monomers, oligomers and photoinitiators. Curing is almost instantaneous. However, surface tackiness can result from inhibition of the photopolymerization by dissolved oxygen at the air-liquid interface.

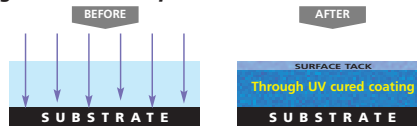


FIGURE 2 Standard UV curing of thick, clear liquid film.

In thick films, or heavily pigmented films, UV radiation does not penetrate the film completely resulting in partial curing and unsatisfactory properties.

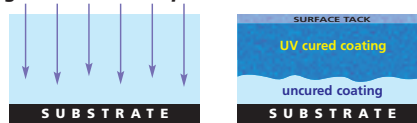


FIGURE 3 Dual curing of thick, clear liquid films, UV + BXI-100.

For complete curing of thick films, blend BXI-100 into formulation containing photoinitiators. BXI-100 initiates free radical cure of film where UV light does not penetrate. BXI-100 also scavenges oxygen at the film/air interface which promotes photopolymerization and eliminates surface tack.

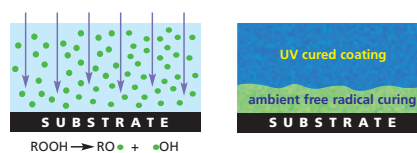


FIGURE 4 Standard UV curing of substrates with shadow area.

Three dimensional details on the part being cured can create recesses and/or shadow areas where the intensity of the UV radiation is greatly reduced. Under these circumstances a full cure may not be achieved in these problem areas.

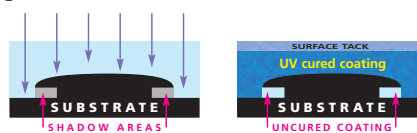
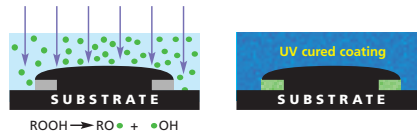


FIGURE 5 Dual curing of substrates with shadow area, UV + BXI-100.

When BXI-100 is added to the UV cure formulation, it reacts with oxygen to create free radicals that will cure the monomer-oligomer system in shadow areas where UV radiation is not effective.



DUAL CURE SYSTEM



OUR FAVORITE ADS & DIRECT MAIL

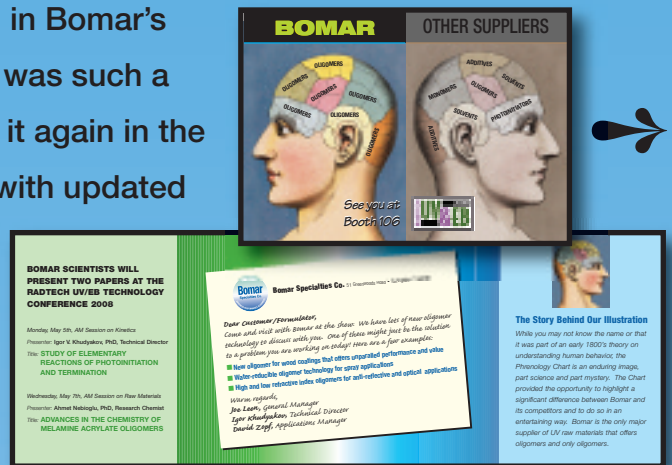
Year: 2008

Client: Bomar Specialties Company, Torrington CT

Advertisement: Pre-show Mailer Card

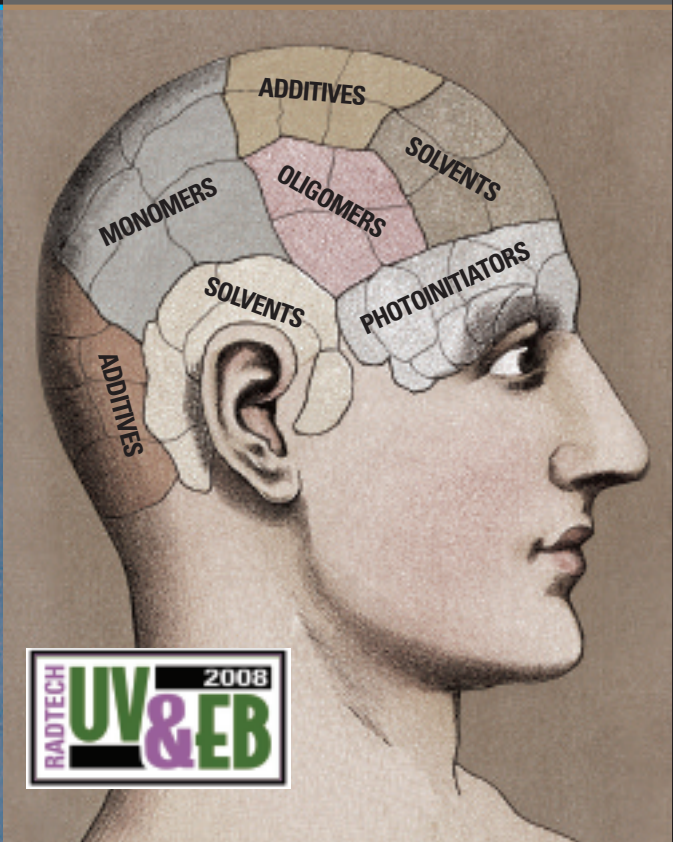
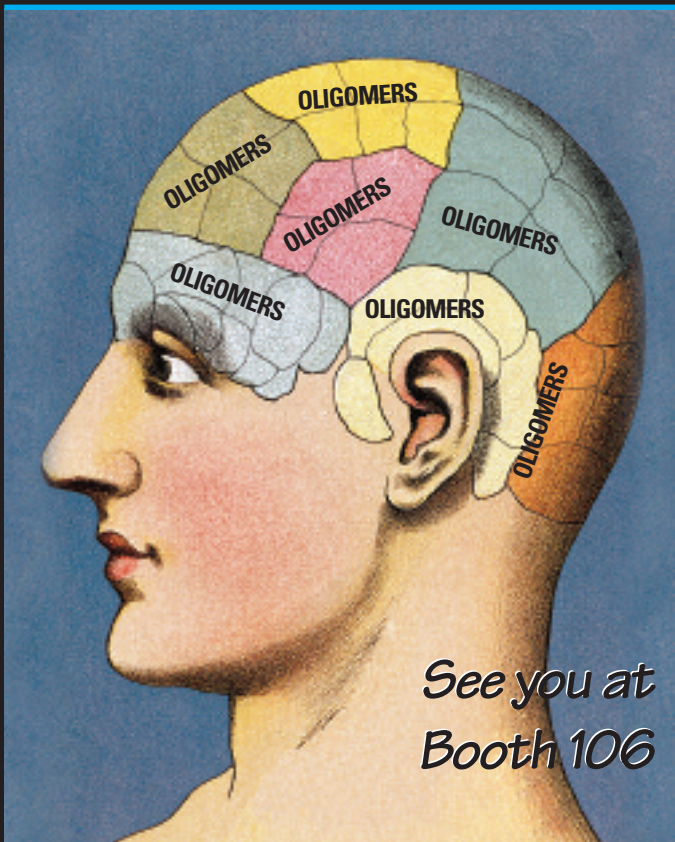
Title: Bomar vs. Other Suppliers

The Phrenology Heads used in Bomar's exhibit at the RadTech 2006 was such a success that the client used it again in the subsequent RadTech show with updated product messages. It was only natural that we would want to use this design for the Pre-Show Mailer. This high gloss cover with a unique fold open design, was a strong advertisement for Bomar as the one focus supplier of UV cure oligomers. When opened, the mailer delivered information about Bomar's new product offerings and its technical presentations at the show.



BOMAR

OTHER SUPPLIERS



BOMAR SCIENTISTS WILL PRESENT TWO PAPERS AT THE RADTECH UV/EB TECHNOLOGY CONFERENCE 2008

Monday, May 5th, AM Session on Kinetics
 Presenter: Igor V. Khudyakov, PhD, Technical Director
 Title: **STUDY OF ELEMENTARY REACTIONS OF PHOTOINITIATION AND TERMINATION**

Wednesday, May 7th, AM Session on Raw Materials
 Presenter: Ahmet Nebioglu, PhD, Research Chemist
 Title: **ADVANCES IN THE CHEMISTRY OF MELAMINE ACRYLATE OLIGOMERS**



Bomar Specialties Co. 51 Greenwoods Road • Torrington, CT 06790

Dear Customer/Formulator,
 Come and visit with Bomar at the Show. We have lots of new oligomer technology to discuss with you. One of these might just be the solution to a problem you are working on today! Here are a few examples:

- New oligomer for wood coatings that offers unparalleled performance and value
- Water-reducible oligomer technology for spray applications
- High and low refractive index oligomers for anti-reflective and optical applications

Warm regards,
 Joe Leon, General Manager
 Igor Khudyakov, Technical Director
 David Zopf, Applications Manager



The Story Behind Our Illustration

While you may not know the name or that it was part of an early 1800's theory on understanding human behavior, the Phrenology Chart is an enduring image, part science and part mystery. The Chart provided the opportunity to highlight a significant difference between Bomar and its competitors and to do so in an entertaining way. Bomar is the only major supplier of UV raw materials that offers oligomers and only oligomers.