

July 20, 2012

Re: Change in Blade Packaging

Dear Valued Customer:

Alpha Professional Tools® would like to thank you for your continued support of our products and services. We continually strive to assist your efforts in the sale of our products, and think the change of our blade packaging will be beneficial for both of us.

Alpha® has redesigned the packaging of blades to be in a sleeve with a picture of the blade on the front cover. The blade itself has a new white and gray color scheme along with a reflective 3D coating. The sleeves have an envelope-type closure and a sturdy metal grommet top to hang securely. In addition, we have included a QR (Quick Response) Code where customers can simply scan with their smartphone and instantly get detailed information as well as product videos.

As this is a large project and we have many blades, we are rolling out the change over time in several phases. The first phase will include the Katana, Numero Uno, Porcellana, Sonic, Typhoon and Vetro product lines.

We are in the process of generating new artwork to have available for your advertising needs. These files will be placed on our Members' site for you to download at your convenience.

Effective of July 23, 2012 blades will begin shipping with the new packaging. (Please note: Due to our existing inventory, blades with old packaging will ship first until inventory is depleted).

Pictures of the new sleeves are featured below.



*Hang on Display Board*

[Click here to see additional details.](#)

If you have any questions or need additional information, please call your sales or customer service representative. As always, we appreciate your business and look forward to working with you to ensure our mutual success.

Sincerely,

Alpha Professional Tools®