

30 January, 2012

Mr. WP Green  
Manager, Marketing & Promotions  
Grabbit, Pocketit and Runn  
121 Pauncey Lane  
Wirriby, NSW 2899

Dear Paul,

This letter returns **control** of marketing communications to Grabbit, Pocketit and Runn, and includes a special offer which will enable you to see how simple it is and how little it will cost Grabbit, Pocketit and Runn, and how you can resume rightfull control over the intellectual property of your communications with your market.

Right now your mail house has your organisation by the throat, you own no intellectual property, have no technical say in how it is done, reap no rewards from using other forms of communication (such as Email or even Fax), and may even be in the shaky position of no longer having access to ANY of YOUR materials or programs. Mail houses are under huge financial pressure, some are being wound up as you read this, others are laying off the long-term staff who understand your business are who are actually partners in your communication.

Let me introduce FormTrap - it's an Australian product that's been sold for two decades and has released a version designed to automate word processing document, in this instance, for marketing communication. The product produces mail-house ready files that require no input from the mail house other than printing, enveloping and transport to the nearest Post Office. You both OWN and **CONTROL** ALL of the intellectual property of your communications. FormTrap is normally installed in your company and can be used for all of your other business documents as well.

I said there'd be an offer, here it is:

We will format for mailing up to a quarter of a million letters for you at 5¢ each and at the same time format and send unlimited emails of the same piece at NO CHARGE to Grabbit, Pocketit and Runn, other than the use of your email system (you'll need to check it will cope or plan to run one weekend). You will receive a file ready to despatch to your preferred mail house (we can help you with this) the cost of printing and despatch is yours. We'll even set this up in your premises and/or allow your staff to review via the Web - that will show you how simple it is, how easily Grabbit, Pocketit and Runn can control it's own destiny and how low cost the system is. This assigns mailing houses as service providers of printing and enveloping only, FormTrap provides the entire intellectual property.

To take advantage of this offer, please contact the undersigned before 30 June, 2012 and arrange your run. We'll need a word version of your communication, with the data inserts marked. This time we'll do the letter for nothing, your total costs are \$125.00 plus GST.

Next time, imagine doing this yourselves. We can supply the formatting program that allows design of your marketing colaterals, provide examples and training and in fact provide the entire system for you to operate yourselves. We've done this for numerous organisations and can assure Grabbit, Pocketit and Runn of our full support as we have provided to many, many other organisations. Finally, the software is Australian origin, has an history back to 1994 and performs faultlessly.

Yours sincerely,

A handwritten signature in blue ink that reads "W Paul Gre".

W. Paul Green  
Managing Director  
Form Trap

PS If you'd like a look at the capabilities of Form Trap in many situations, please look at the manual via F1 from the FTForm 8 Designer, or look here and download sample .zip files:

[http://www.formtrap.com/ftform/v8/manuals/en/sample\\_documents.html](http://www.formtrap.com/ftform/v8/manuals/en/sample_documents.html)

TCG Information Systems Pty. Ltd.  
Level 3, 53 Balfour Street  
CHIPPENDALE, NSW 2008  
Tel: 02 8303 2400 Fax: 02 9310 5172  
Email: Sales@FormTrap.com



30 January, 2012

Mr. WP Green  
Director  
Gag P/L  
1/32 Short Street  
Gold Fields, Vic. 3599

Dear William Paul,

This letter returns **control** of marketing communications to Gag P/L, and includes a special offer which will enable you to see how simple it is and how little it will cost Gag P/L, and how you can resume rightfull control over the intellectual property of your communications with your market.

Right now your mail house has your organisation by the throat, you own no intellectual property, have no technical say in how it is done, reap no rewards from using other forms of communication (such as Email or even Fax), and may even be in the shaky position of no longer having access to ANY of YOUR materials or programs. Mail houses are under huge financial pressure, some are being wound up as you read this, others are laying off the long-term staff who understand your business are who are actually partners in your communication.

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I said there'd be an offer, here it is:

We will format for mailing up to a quarter of a million letters for you at 5¢ each and at the same time format and send unlimited emails of the same piece at NO CHARGE to Gag P/L, other than the use of your email system (you'll need to check it will cope or plan to run one weekend). You will receive a file ready to despatch to your preferred mail house (we can help you with this) the cost of printing and despatch is yours. We'll even set this up in your premises and/or allow your staff to review via the Web - that will show you how simple it is, how easily Gag P/L can control it's own destiny and how low cost the system is. This assigns mailing houses as service providers of printing and enveloping only, FormTrap provides the entire intellectual property.

To take advantage of this offer, please contact the undersigned before 30 June, 2012 and arrange your run. We'll need a word version of your communication, with the data inserts marked. This time we'll do the letter for nothing, your total costs are \$125.00 plus GST.

Next time, imagine doing this yourselves. We can supply the formatting program that allows design of your marketing colaterals, provide examples and training and in fact provide the entire system for you to operate yourselves. We've done this for numerous organisations and can assure Gag P/L of our full support as we have provided to many, many other organisations. Finally, the software is Australian origin, has an history back to 1994 and performs faultlessly.

Yours sincerely,

A handwritten signature in blue ink that reads "W Paul Green".

W. Paul Green  
Managing Director  
Form Trap

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30 January, 2012

Mr. WP Green  
Senior Engineer  
Runnison, Uncles and Family Business  
Fulsome House  
332 Northlands Drive  
Southport, Qld 3998

Dear Mr. Green,

This letter returns **control** of marketing communications to Runnison, Uncles and Family Business, and includes a special offer which will enable you to see how simple it is and how little it will cost Runnison, Uncles and Family Business, and how you can resume rightfull control over the intellectual property of your communications with your market.

Right now your mail house has your organisation by the throat, you own no intellectual property, have no technical say in how it is done, reap no rewards from using other forms of communication (such as Email or even Fax), and may even be in the shaky position of no longer having access to ANY of YOUR materials or programs. Mail houses are under huge financial pressure, some are being wound up as you read this, others are laying off the long-term staff who understand your business are who are actually partners in your communication.

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We will format for mailing up to a quarter of a million letters for you at 5¢ each and at the same time format and send unlimited emails of the same piece at NO CHARGE to Runnison, Uncles and Family Business, other than the use of your email system (you'll need to check it will cope or plan to run one weekend). You will receive a file ready to despatch to your preferred mail house (we can help you with this) the cost of printing and despatch is yours. We'll even set this up in your premises and/or allow your staff to review via the Web - that will show you how simple it is, how easily Runnison, Uncles and Family Business can control it's own destiny and how low cost the system is. This assigns mailing houses as service providers of printing and enveloping only, FormTrap provides the entire intellectual property.

To take advantage of this offer, please contact the undersigned before 30 September, 2012 and arrange your run. We'll need a word version of your communication, with the data inserts marked. This time we'll do the letter for nothing, your total costs are \$125.00 plus GST.

Next time, imagine doing this yourselves. We can supply the formatting program that allows design of your marketing colaterals, provide examples and training and in fact provide the entire system for you to operate yourselves. We've done this for numerous organisations and can assure Runnison, Uncles and Family Business of our full support as we have provided to many, many other organisations. Finally, the software is Australian origin, has an history back to 1994 and performs faultlessly.

Yours sincerely,

A handwritten signature in blue ink that reads "W Paul Gre".

W. Paul Green  
Managing Director  
Form Trap

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30 January, 2012

WP Green  
Director  
Goldfields Charities  
Home without Walls  
25 Gritty Road  
Poortown, Tas 1121

Dear WP Green,

This letter returns **control** of marketing communications to Goldfields Charities, and includes a special offer which will enable you to see how simple it is and how little it will cost Goldfields Charities, and how you can resume rightful control over the intellectual property of your communications with your market.

Right now your mail house has your organisation by the throat, you own no intellectual property, have no technical say in how it is done, reap no rewards from using other forms of communication (such as Email or even Fax), and may even be in the shaky position of no longer having access to ANY of YOUR materials or programs. Mail houses are under huge financial pressure, some are being wound up as you read this, others are laying off the long-term staff who understand your business are who are actually partners in your communication.

Let me introduce FormTrap - it's an Australian product that's been sold for two decades and has released a version designed to automate word processing document, in this instance, for marketing communication. The product produces mail-house ready files that require no input from the mail house other than printing, enveloping and transport to the nearest Post Office. You both **OWN** and **CONTROL** ALL of the intellectual property of your communications. FormTrap is normally installed in your company and can be used for all of your other business documents as well.

I said there'd be an offer, here it is:

We will format for mailing up to a quarter of a million letters for you at 5¢ each and at the same time format and send unlimited emails of the same piece at **NO CHARGE** to Goldfields Charities, other than the use of your email system (you'll need to check it will cope or plan to run one weekend). You will receive a file ready to despatch to your preferred mail house (we can help you with this) the cost of printing and despatch is yours. We'll even set this up in your premises and/or allow your staff to review via the Web - that will show you how simple it is, how easily Goldfields Charities can control its own destiny and how low cost the system is. This assigns mailing houses as service providers of printing and enveloping only, FormTrap provides the entire intellectual property.

As Goldfields Charities is not a business, we know your resources are limited and your decision times may be longer, hence we'll extend the decision period to 30 June 2012 and reduce this offer from the "business" price of \$125.00 to a special "Not for profit" rate of \$99.00.

This offer allows Goldfields Charities to evaluate the FormTrap facilities thoroughly and to determine how much your organisation can save on future marketing. Remember, done in house, formatting costs you just 5¢ per piece and the price for formatting a Postal Pre-Sorted mailing file, requiring just Print, Insert and Mailing is 50% more at 7.5¢ per piece with FormTrap software purchased and installed within your organisation. If you'd like us to be your "formatting" organisation, we can do that at a flat rate of 10¢ per piece, regardless of the method of despatch. We ALWAYS supply the software files that allow Goldfields Charities to do this yourselves.

Yours sincerely,

A handwritten signature in blue ink that reads "W Paul Green". The signature is fluid and cursive.

W. Paul Green  
Managing Director  
Form Trap

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30 January, 2012

Mr./Ms. Green  
Subscriptions Manager  
Featherdale Old Boys Assn.  
P.O. Box 1123  
Melbourne, Vic 3001

Dear Mr./Mrs. Green,

This letter returns **control** of marketing communications to Featherdale Old Boys Assn., and includes a special offer which will enable you to see how simple it is and how little it will cost Featherdale Old Boys Assn., and how you can resume rightful control over the intellectual property of your communications with your market.

Right now your mail house has your organisation by the throat, you own no intellectual property, have no technical say in how it is done, reap no rewards from using other forms of communication (such as Email or even Fax), and may even be in the shaky position of no longer having access to ANY of YOUR materials or programs. Mail houses are under huge financial pressure, some are being wound up as you read this, others are laying off the long-term staff who understand your business are who are actually partners in your communication.

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I said there'd be an offer, here it is:

We will format for mailing up to a quarter of a million letters for you at 5¢ each and at the same time format and send unlimited emails of the same piece at NO CHARGE to Featherdale Old Boys Assn., other than the use of your email system (you'll need to check it will cope or plan to run one weekend). You will receive a file ready to despatch to your preferred mail house (we can help you with this) the cost of printing and despatch is yours. We'll even set this up in your premises and/or allow your staff to review via the Web - that will show you how simple it is, how easily Featherdale Old Boys Assn. can control its own destiny and how low cost the system is. This assigns mailing houses as service providers of printing and enveloping only, FormTrap provides the entire intellectual property.

As Featherdale Old Boys Assn. is not a business, we know your resources are limited and your decision times may be longer, hence we'll extend the decision period to 30 September 2012 and reduce this offer from the "business" price of \$125.00 to a special "Not for profit" rate of \$99.00.

This offer allows Featherdale Old Boys Assn. to evaluate the FormTrap facilities thoroughly and to determine how much your organisation can save on future marketing. Remember, done in house, formatting costs you just 5¢ per piece and the price for formatting a Postal Pre-Sorted mailing file, requiring just Print, Insert and Mailing is 50% more at 7.5¢ per piece with FormTrap software purchased and installed within your organisation. If you'd like us to be your "formatting" organisation, we can do that at a flat rate of 10¢ per piece, regardless of the method of despatch. We ALWAYS supply the software files that allow Featherdale Old Boys Assn. to do this yourselves.

Yours sincerely,

A handwritten signature in blue ink that reads "W Paul Gre".

W. Paul Green  
Managing Director  
Form Trap

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