

To whom it may concern:

We started working with Graphic Matter in the summer of 2002. We had received a formal Request for Quote (RFQ) for a rather large Prepress Facilities Management contract. Although we have been in the prepress business for over 45 years, this was the first time that we were asked to participate in this type of formal bid evaluation process. Colleagues of ours recommended the business consulting and writing services of Bev Rossi.

Initially we requested help with writing the Proposal. During the first month, we were asked to reply to a second RFQ. While preparing both of these large Proposals our relationship grew and we requested a broader set of services. Graphic Matter was able to aid us with writing the proposal, researching alternative solutions, recommending pricing structures, referring technical specialists, accompanied RPR on a site survey evaluation and helped us assess the information and questions we needed answered in order to effectively prepare our RFQ, and by simply providing a listening ear and some sound business advice.

When we finished our first proposal, I re-read the proposal three times -- I couldn't believe how good we sounded. All the information was accurate, truthful and meaningful, yet somehow RPR Graphics had never viewed ourselves in that light before. The Graphic Matter team was able to help us find the words to illustrate to our prospective customers, what makes us so good at what we do.

In our industry of non-stop schedules, it is easy to loose site of the forest for the trees. By using an outside consultant, we were able to get a fresh perspective on our value proposition. We are still waiting for the results of the RFQ, but we feel confident that we presented ourselves in the best light possible.

Furthermore, the team at Graphic Matter is so responsive and practical in their approach to problem solving. Sometimes we needed work done overnight, other times we didn't speak for a week – but whenever we needed them, they were there, ready and willing to serve our needs.

We at RPR Graphics, Inc. are the best in our industry. We know our business, we are confident in our ability, but we were unable to professionally translate this information in a formal RFP or RFQ that would be evaluated by the financial executives in the large corporate environment. Initially we considered doing this work ourselves, we now know that would never had produced the same caliber of results without the assistance of Bev Rossi and Graphic Matter.

Graphic Matter and Bev Rossi proved to us that they are the best in what they do. Using the expertise of Graphics Matter and Bev Rossi was and will always be one of the best business decisions in the history of our company.

Sincerely,

Laura Ruocco
President, RPR Graphics, Inc.