

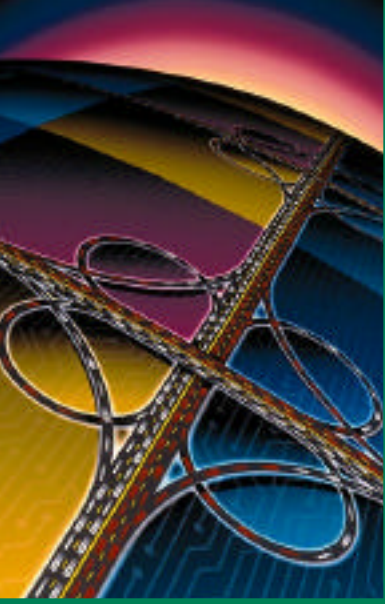
On August 24  
Converting Customers  
From Phone and Fax  
To Web Site Ordering  
Officially Becomes

*Easy*



**GRAND & TOY**  
MAKING OFFICES WORK.

*www.grandandtoy.com*



# Welcome To Life in The Fast Lane @ The New Improved [www.grandandtoy.com](http://www.grandandtoy.com)

E-Commerce business is good. What makes it better is improving our E-Commerce delivery system. And that's just what we've done with our new grandandtoy.com internet site.

Our new site provides our customers with improved ease and efficiency to help them manage their growing business needs.

Even customers who are doing business with us by phone and fax will find it much quicker and more convenient to order from the new grandandtoy.com.

And that's the challenge...to convert as many of these customers to doing business with us at web speed.

## IF YOU BUILD IT THEY WILL COME.

We've done a lot of good things to order to make the job of converting customers to E-Commerce and to make our existing E-Commerce customers even happier. These things include:

- **A much more user friendly design:** with more emphasis on ordering than information.
- **Improved ease of navigation:** With just a few mouse clicks, customers can access and order from our entire catalogue of high quality office supplies.
- **A higher overall user comfort level:** which will help to increase the customer's comfort level every time they visit our site.



# Easy To Use. Safe & Secure. With More Functionality And Versatility Than Ever

## FORM FOLLOWS FUNCTION AND LEADS CUSTOMERS

Once the customer begins to shop, the enhanced functionality we have built into our new site will be immediately obvious and genuinely appreciated.

**New Browse Catalogue Search Feature:** Structured in a format similar to the offline catalogue, and designed to make all customers feel like they are in familiar territory.

**Thumbnail images of all products:** to help make selection quick and easy. Optional viewing of line items only is also available.

**Live inventory availability checks:** Allows customers to see if their selected item is in stock, before they place their orders.

**Order Summary Display:** Allows customers to view and have access to all their ordered items at all times.

## FEARLESS ORDERING

**SSL protocol for on-line transactions**  
Needless to say, customers can always be assured of the optimum in safety and security for all their transactions. Our SSL protocol for on-line transactions is one of the most secure on the internet, offering complete confidentiality of all personnel and corporate information. And thoughtful safety with features like a non-changeable delivery address add an extra measure of protection.

## UNPARALLELED SUPPORT

**Comprehensive Support Documentation**  
The new grandandtoy.com has a host of information services in place and on the way. This will help to make learning to order on line simple and painless for new and existing customers alike.

### Support Items Already In Place Include:

- Online Help & FAQ
- A printable how to order from grandandtoy.com manual
- Complete "How To Search" Instructions

### Support Items Coming Soon Include:

- Full online ordering demo
- Hard copy print brochure

*[www.grandandtoy.com](http://www.grandandtoy.com)*

We've created a  
state-of-the-art  
E-commerce shopping  
experience that every  
Grand & Toy business  
customer will love...

*Go Get'em!!*



*www.grandandtoy.com*