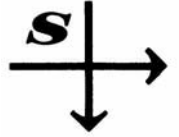


# The e Installer

An e-newsletter for the valued customers of Southeastern Aluminum Products, Inc.



August 2004 | Vol. 1 No.1

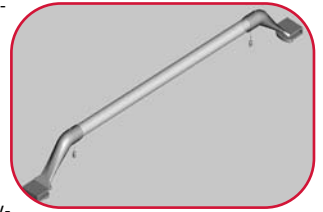
Welcome to the 1st edition of SEALPRO's e-newsletter. It has been developed to keep our most valued customer up to date with the latest news and advancements at Southeastern Aluminum Products, Inc.

You will receive it on a bi-monthly basis and it will contain the most recent product news & developments, employee news plus other points of interest all aimed at making sure you are the first to know what's going on.

If you're experiencing any problems downloading the newsletter or you would like other members of your organization to receive it please contact Kate Moyster at ext.132 or [katem@southeasternaluminum.com](mailto:katem@southeasternaluminum.com)

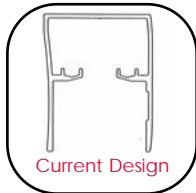


**Contemporary CrystalLine By-pass Towel Bar to Hit the Bath Enclosure Market !**  
The new towel bar offers a more contemporary shape than the old version. It boasts an elegant cylinder profile replacing a previously static look. Its cast brackets are made from solid brass and promote a seamless shape into the acrylic bar. Not only does the towel bar accentuate the open look desired from a frameless enclosure but reduces installation time by simply knocking onto the glass.

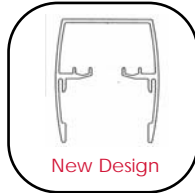


The new towel bar will be phased into CrystalLine By-Pass production during September, initially this new feature will only be available on Silver tubs.

## PRODUCT DEVELOPMENT



Current Design



New Design

### CrystalLine By-pass Header Re-design

We have redesigned the CrystalLine by-pass enclosure header to present two identical curved faces. The new design will give the by-pass unit a more contemporary, modern look. (Please see above)

The header will be phased into production at the beginning of October, on Silver units only. Gold & White will be phased in at a later date.

On May 10<sup>th</sup> Mike Caldwell joined SEALPRO

NAME : Mike Caldwell  
JOB TITLE : Western Sales Rep.  
EXT: 142

as the Regional Sales Representative, responsible for sales territories Louisiana and west. For a period of time Mike worked for Harding Glass, a major glass retailer and wholesaler. More directly he has been employed at Coral Industries. Mike can be reached via voice mail at ext. 142

NAME : Jason Overholts  
JOB TITLE : CSR

On June 9<sup>th</sup> Jason joined our Customer Team as the 7<sup>th</sup> Customer Service Representative. He has been employed in a customer service environment for the past three years; more specifically in tech support for AOL.

[PERSONNEL NEWS]

## Taller Stock Heights for the ParkLane and Signature By-pass

Higher ceilings and curb-less shower enclosures have become prevalent in modern bathroom design. Both these trends require the use of taller height shower enclosures to maintain correct room proportions.

We have responded to this trend by stocking two more tall height bypass doors; the Signature SSX600 at 74 7/8 and the ParkLane By-pass PSX580 at 75 1/2 height. Call your Customer Service Representative at ext.150 to order.

.....the new look price book has been in circulation since the beginning of July 2004. It has been re-designed using an easy read format and contains all our products and parts, their colors & glass options. Due to the rising cost of Aluminum it will also contain a 5% price increase; the first in five years! This increase will be effective as of July 6<sup>th</sup> 2004.....



.....Sealpro will be extending the range of product brochures to include an all-inclusive CrystalLine Hinge tri-fold brochure. It will not only highlight the benefits of the framed and frameless enclosures but have a page dedicated to how this unique hinge system functions. It is an ideal marketing tool for any showroom, detailing both glass and metal options as well as containing many examples of how our customers have utilized this system..... Available soon

## Inside this Issue:

-  New CrystalLine Towel Bar
-  Personnel News
-  Release of the new Price Book
-  Changing the CrystalLine header
-  New Taller By-Pass Heights

NEXT ISSUE : October