



P.O.S.

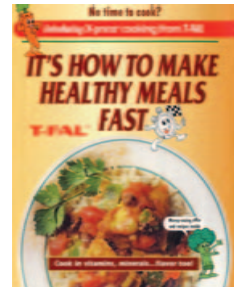
T-FAL



16 pg New Product Brochure



New Product Brochure with Inserts



Woman's Magazine Insert



New Product Trade Catalog

T-fal was interested in generating greater sales and increasing their market share in the US. We helped them do both. From creating and developing four new product introductions, which included new trade show materials ads and brochures, to helping create and develop their product brochures and full line catalogue. We assisted at every juncture. From copywriting and creative to photography and print production. We also designed and produced various consumer and retail packaging.



Introductory Ad



8 pg New Product Brochure



Trade Show Promotion with Insert



4 pg New Product Brochure



Ads



Cecilware: Appeal to and attract a consumer and restaurant or chain owner/manager all at once. Cecilware is a company that sells odd shaped, hard metal equipment that makes and uniquely dispenses liquid refreshment. We developed four space ads and a trade booth that presented Cecilware's equipment in a colorful, attractive consumer friendly environment while accenting the name and equipment.

The result – a definite push and pull effect – stimulated the human senses and generating attention, excitement and inquiries.



Displays



Wonton Foods: The next time you are given a fortune cookie look at the wrapper. And, if you're in Chinatown, NY, look up at Mott Street and you'll see the billboard we created and the brand we built. We also developed Wonton Food Inc.'s new line of consumer, noodle and wrapper products. From positioning to concepts to photography and art production it was all done, chop chop.

Package Design





Kosher
Salmon Franks



Introducing
Kosher Salmon Franks

If you love salmon you'll love these frankies!
Better than hot dogs...and better for you!

Delicious and Nutritious
Product of U.S.A.

Made with premium quality salmon filets
High in Omega-3 Fatty Acids

Contains: 0g Trans Fat • No MSG • No Nitrite • Low Cholesterol • Low Carb • Low Sugar
Only 90 Calories per frank

Let's Be Frank About New Sales And Profit Potential!

12/8 OZ.	Salmon Franks with Dill - All Natural	
12/8 OZ.	Salmon Franks - All Natural	
12/8 OZ.	Salmon Trout Franks with Dill	

Salmon Frank Sushi

Salmon Frank Wrap

Mfg. by: A&B Famous Gutfeld Foods, Inc., Paterson, NJ 07654
www.gutfeld.com
Tel: 973.253.4101 • email: info@gutfeld.com

A&B Famous: What's new?
Salmon Franks, a new spin, and healthy alternative to the classic hand held treat. SDNY was instrumental in assisting with the product development, organized product testing and tasting, designed the packaging, sell sheets, and signage.

SDNY is currently introducing the products to the media, supermarkets, distributors and brokers throughout the US. SDNY is developing a private label program for A&B Famous as well as working with Wal mart, Target, and other large retailers to build a successful brand.





Spray your way to the perfect shave

PalmBay SHAVE OIL
The Better Way to Shave™

No more messy, wasteful, old-fashioned shaving foams and gels. No more soapy, dry-skin feeling after shaving.

100% natural, non-greasy, penetrating and softening formula replenishes and lubricates, leaving skin soft and supple. Razor glides along so effortlessly, your hair is gone, but your skin is smooth, lubricated. Looks and feels great.

For men or women of all skin types.
Shave better than ever before as the razor becomes secondary. Our shave oil softens follicles and mows down hair. Face, legs, underarms, bikini area, and head shaves are an effortless experience. Use in shower or bath. Hairlines & borders remain visible while shaving; for precise control around curves & contours.

PalmBay-Smoother
100% natural...With PalmBay Shave Oil combined with water softens and lubricates your skin to give you the smoothest of shaves. Unlike foams or gels that may dry your skin, the Palm Bay Shaving Oil formula penetrates skin and hair follicles making shaving a breeze. Our shave oil enables smooth, clean shaves even on heavy, multi-day beards. A light, thin film of PalmBay Shave Oil is all you need to get a smooth, effortless shaving experience.

PalmBay-Cooler & Faster
Skin feels cooler, more refreshed, softer and more supple... See where you're shaving as your razor or electric razor glides through its mission, replenishing your natural body oil leaving your skin feeling smooth and cool. Perfect for the most delicate skin types--non-irritating, non-drying.

PalmBay-Costs less
Palm Bay Shave Oil costs less per shave than foams and gels...Our 1 OZ. spray bottle when used as directed on your face, will last over 3 months or up to 133 shaves. It is the better way to shave!

Features & Benefits
For Men and Women:
All skin types
• Stimulates erector
• Eliminates razor burns, bumps and cuts
• Use on face, legs, head, underarms and bikini area
• No clean-up, no mess
• Contains moisturizers and conditioners
• No apply, rinse and wait
• Use with electric razor, foil
• Over 133 face shaves and 75 leg shaves per bottle

Our Ingredients
PalmBay Shave Oil is a unique compound of 100% natural oils, including Glycerated Oil, natural most effective antioxidant, amino acids, and Vitamin E. It contains no alcohol, soap, emulsifiers, or lanolin to either dry your skin or clog your pores. It naturally lubricates your skin, without being greasy, and softens hair follicles for a friction free shaving experience.

Shaving with PalmBay is as close to a perfect shave as you can come. New patented built-in spray will never spill, leak or clog. Goes anywhere. Enjoy the smoothest and closest shave you ever had.

It's the better way to shave.
The difference is startling.
The results are amazing.
The price is right!

Buy 1 \$ 9.75
Buy 2 \$15.95
*Unlimited introductory offer

FREE Delivery, No S&H Charges
Please allow 7-10 days for delivery

PURVEYORS OF NATURAL SOLUTIONS

PayPal
VISA MasterCard Discover

PalmBay Health & Beauty, LLC
7765 Lake Worth Rd., Suite 312
Lake Worth, FL 33467
Contact us:
palmbayh@best.com
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Website



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PACK SIZE	UPC CODED
1.01 OZ.	070881-1007-02
1.01 OZ.	070881-1007-02

PalmBay Health & Beauty, LLC
7765 Lake Worth Rd., Suite 312
Lake Worth, FL 33467
Phone: 561-625-8346
www.palmbayhealthandbeauty.com

Sellsheet

PalmBay Shave Oil: A 5000 year old product with a convenient, hassle free twist. SDNY has been working with the client since their inception to introduce PalmBay Shave Oil to the US market-place. Product is currently available only through their Website and Ebay. We created the website with internet commerce, designed the logo, packaging, sell sheet, and secondary packaging. Now we're running national ads and a five state public relations campaign. PalmBay is proving to the public, one consumer at a time that all other shaving foams, creams, gels, and soaps are now obsolete.

SafeHands: Ready to take on the antibacterial marketplace against all types of national competitors. The key to this hand sanitizer that makes it not only unique but safer, is that it contains no alcohol. We defined three markets and then designed the packaging to take on each individual category. Alcohol based products dry-out hands and damage the epidermis with each application. SDNY developed attention-getting packaging with distinctive positioning. Now we're implementing the public relations and awareness campaign. Designated as a product distributor in several markets, we developed an aggressive sales pitch to bring product to retailers and drug stores nationwide.

SDNY

Move over Purell!

SafeHands®



Products



SCOTCH HANDS BUTTER

A new look and new logo. Update and position this upscale butter to gourmet chef status for consumers. We developed packaging to attract the upscale retailer and consumer and to speak and show to the restaurant trade a new source for adding a taste of quality to every dish. We have been working with management to market and sell this product into major on air and online retailers as well as major chains



Scotch Hands Compound Butter

Habanero Lime Cilantro



Logo/Packaging

SCOTCH HANDS BUTTER CO.
COMPOUND GOURMET BUTTERS

Taking your creations to new levels.



Making everyday meals more enticing and appealing.

Voilà!

What kind of a name is ScotchHandsButter? ScotchHandsButter named after the artisan patelles used in old time butter making. Scotch Hands Butter Company works to capture old time sensibility with modern taste and convenience. Using all natural butter from Byrnie Dairy (Specialty Milk and Specialty Creamed Ingredients when available). Our butters are hand-poured fresh to order.

Available in:

- Balsamic Shallot Herbs Butter
- Habanero Lime Cilantro Butter
- Wasabi Soy Butter
- Lemon Basil Garlic Butter
- Compound Butter
- Pomegranate Walnut Butter

For Wholesale and Retail Pricing Please Call
Kevin O'Connor at (717) 438-0700 or email scotchhandsbuttercompany@yahoo.com

SCOTCHHANDSBUTTER
KINGSTOWN, PENNSYLVANIA

Brochure/Flyer

SCOTCHHANDSBUTTER
COMPOUND GOURMET BUTTER
ADDS TO THE OVERALL PERFECTION OF YOUR MEALS.

Use our all natural compound butters to turn ordinary restaurant customer making everything you consume, structure and melting as it melts, customer satisfaction and adds new taste without adding flour and waste.

Our unique manufacturing process and quality will add noticeable taste to make every cooking experience exceptional.

Scotch Hands Butter with a variety of flavor enhancing butters just say Scotch Hands and no higher price at the bottom line.

At the bottom, certain things are all natural high ingredients per flavor to maintain food safety and also add some nutritional value. You may want to select different butters for different aspects of your menu.

Place them on your menu and you will see the difference. We make it so easy to get the butter, enhancing to bring on the customer's attention for every dish you buy, from breakfast, lunch, dinner, and special occasions. You'll find that our butters are hand-poured fresh to order.

And that's why you'll love Scotch Hands Butter.

Flavor Lemon, Wasabi Soy, Habanero Lime Cilantro, Balsamic Shallot Herbs, Pomegranate Walnut

Boost your breakfast, lunch, and dinner with Scotch Hands Butter. Perfect for: Pancakes, Waffles, English Muffins, Bagels, French Toast.

Boost your breakfast, lunch, and dinner with Scotch Hands Butter. Perfect for: Pancakes, Waffles, English Muffins, Bagels, French Toast.

Make every dish more enticing as it goes from good to great.

Voilà!

scotchhandsbuttercompany@yahoo.com

NOW ALL OUR BUTTER IS HORMONE FREE

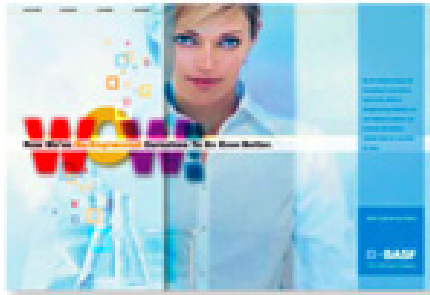
SCOTCHHANDSBUTTER
COMPOUND GOURMET BUTTER
Taking your creations to a new level



Make every dish more enticing as it goes from good to great.

Voilà!

SDNY.
Some of our individual projects.



elure

