

Boise Cascade Office Products

(Hewlett Packard co-op)

This dimensional mailer was Flight 3 in a four-flight campaign designed to drive new customer appointments: a warm-up postcard announced a telemarketing call to request an appointment. Non-respondents received this package, which included a stopwatch premium, and one more call to set an appointment.

Give me *five*

And We'll Give You Fifty!

A free 50-minute long-distance phone card is your gift—just for giving us five minutes of your time to tell you how Boise Cascade & Hewlett Packard can keep your office running!

Boise Cascade can save you **TIME, MONEY** and **HEADACHES** in managing your Hewlett-Packard office product needs.

**And if we can't show
you the evidence in just
five minutes...**

You can show us the door.

In a few days, we'll call to arrange an appointment at your convenience. Or, if you'd rather, call us now at 1-800-244-6801.

If we are unable to convince you in just five minutes of our ability to meet your organization's needs, you can feel free to end the presentation. Of course, if you're interested in hearing more, we will be happy to discuss our services in greater detail. Either way, Boise Cascade & Hewlett-Packard will give you a 50-minute long-distance phone calling card as our way of saying thanks.

Use it to save on your own business calls, give it to a travelling colleague—use it any way you like. Five will get you fifty...that's a winning proposition.

So give me *five*!



Give me *five*

to show you how Boise Cascade Products & HP can deliver:

- The power of a national supply network linked by a single computer system
- The service of a local representative for each of your purchase centers
- Easy access to competitive pricing
- One-stop supply for all your HP office product needs
- 24-hour shipments to virtually any address in the country
- Centralized contracting, billing, reporting and order management systems
- Our best price for even your smallest orders



Ready to serve you no matter where you work!