

The Adventures of



Moe Saves "Filters R'Us"!

At the "Filters R'Us" board meeting...

FILTERS R'US
BOARD ROOM

Good Morning...

I have called this meeting to discuss the **FILTER PROBLEM.**

How can we help our customers compete?
Our Filters are like everybody else's!
How can we differentiate our offerings?

Our service is **GREAT**, but prices are falling like **CRAZY!**

And, Bios and Photonics West are just around the corner!!!

Yikes!!!!
I've got to tell the **Guys!!!**

In the Filter Break Room...

Guys!!! I've heard the **Business Guys** talking and they are **CONCERNED!!!**

Man! I knew this day was coming!!!

We're not special anymore!

What did you expect? There are 50+ companies that can make us!

Do you think **MOE** can help???

Who?

MOE the "Multivariate Optical Element" Guy!

He can do things we can't!
I'm calling MOE!

Later that day...

Hey Guys, Bandpass filled me in... don't sweat it, I can help!

How **MOE???**

I can help your customers tackle new applications they never thought were possible with filters!

All with the same **EQUIPMENT, EXPERTISE, MATERIALS and MARKETING CHANNELS** your company has already invested in!

How can we get started **MOE?**

It's **EASY!**... Just have your folks call **CIRTEMO!**
They will develop a **FREE MARKETING PLAN** and the **TOOLS** to get you started!

Bandpass calls the business guys... Great!

We have found the solution to grow our Coating and Filter business!

At the next quarter's board meeting...

We know more about our customer's applications than ever... they actually need us!

Great Job MOE!

...Finally, market and product differentiation!

We are capturing our highest profits **EVER** from existing and new customers!!!

Now we can compete on **VALUE, NOT** the lowest price!

Visit www.cirtemo.com or call **803-467-4189** to see how **MOE** can help you!