

From: [Smucker, Mark](#)
To: [Katyal, Sabina](#); [Lohman, Ashley](#); [D'Amico, Kimberly](#)
Cc: [Courville, Clay](#); [Bickford, Thomas](#); [Ghiold, Eve](#); [Eliasek, Joan](#); [Rogers, Christopher](#); [Sampson, Savon](#); [Browne, Fred](#); [Bowman, Jeff](#); [Haywood, Deborah](#)
Subject: Thank you!
Date: Sunday, June 08, 2014 3:48:15 PM

Sabina/Ashley/Kim:

I wanted to write and thank you for all of your tireless work/efforts on the new Inco launch kit/collateral materials these past several months. The new tools are simply outstanding.

Ashley showed me the first completed totes on Thursday and I was able to take some of the new components along to a customer meeting in Ohio on Friday. This meeting was with a Home Care customer with which we have a very tenuous relationship—and who has just more than doubled their business (PHD) via acquisition. He was extremely impressed with both the HC Catalog and Sizing/Application Kit. We even watched some of the videos via the new internet tool. Combined with the new clinician team and our improved portfolio, we have a real shot to meaningfully grow our business with this customer in the near-term.

I'm now en route to Los Angeles for a DON trade show on Mon/Tues and am confident these materials will be equally embraced by this audience. The results of your efforts give us a chance to really tell the story of our products and provide/describe the tools our customers need to best provide for their residents/customers.

Thank you again for all of your work and collaboration—both are truly appreciated.

Best regards,

Mark Smucker

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