

# Sales Letter

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March 17, 2003

Mr. Marvin Wilkins  
Marketing Manager  
The Benson Group  
1507 E. 53<sup>rd</sup> Street  
Chicago, Illinois 60615

Dear Mr. Wilkins:

Small gestures can make a big difference. For instance, custom design T-shirts for your company's employees, customers and potential customers can increase productivity and profitability.

## **A-1 Printing Chicago is your source for high-quality custom printed T-shirts.**

We will print any logo, picture, slogan or design onto T-shirts of various styles, sizes and colors. No job is too large or too small for us. Whether it's 10 or 10,000 T-shirts, we can produce what you need.

Our technologically advanced, full-color digital press transforms ordinary T-shirts into works of art. It produces images that have vibrant colors, incredible detail, exceptional clarity and outstanding durability.

Name brand manufacturers such as Hanes and Jerzees produce the T-shirts. Therefore, they are long lasting and durable. After numerous washings, they will maintain their shape and color.

## **You will receive superior quality at affordable prices.**

Prices vary according to size and placement of the design, number of colors used to produce the design and color of the T-shirts. However, we are committed to helping you meet your needs while staying within your budget. In addition, we never charge a set-up fee for full color digital printed T's. We also offer volume discounts and monthly specials. Our specials for this month are enclosed.

## **You will receive fast, hassle free service.**

Producing your T-shirts is fast and easy. You email us your picture, logo or slogan, and we develop a proof. You can also mail or drop off a hard copy of your design, which we will scan into a computer file and make a proof.

*Katherine Williams  
Writing Portfolio*

*A sales letter written for a printing company's promotion. Identifying information has been changed.*

If you don't have a design, don't worry. Give us your ideas and our professional art department will locate or create one for you at a very reasonable fee. Or even for free!

Once we develop a proof, we will send it to you for approval. After final approval, we will print your T-shirts within 72 hours. In emergency situations, we can print your T-shirts within 24 hours. We will then either deliver or ship them to you.

**We can accommodate all of your printing needs.**

As a full-service printing company, we can produce all of your printed materials. Perhaps you need custom design sweatshirts, caps or polo shirts. Maybe you need business forms, purchase orders, envelopes, letterhead, business cards, posters, flyers, brochures or invitations. Whatever your needs, you can depend on us to meet them.

**Call on us for fast, affordable, high-quality, dependable service.**

Please give us a call at (312) 555-0125 or send us an e-mail at [info@alprintingchicago.com](mailto:info@alprintingchicago.com) to set-up a no-cost, no-obligation consultation. You may also visit our website at <http://www.a1printingchicago.com>.

Sincerely,

Cynthia Bradford  
Vice President of Marketing

P.S. Call today to receive a sample T-shirt that displays your company's name, logo or slogan with no cost or further obligation to you.