

Partial List of Clients – 2001-2007

- Air Products and Chemicals
- AMETEK – Hunter Spring, National Controls
- ARCO Chemical
- Asahi Glass, AGC Chemicals Americas
- ATOFINA Chemicals
- Aventis Behring North America, Worldwide
- Bayer
- Chromatics
- Elf Atochem
- Foamex
- Hercules
- Hitachi Metals America
- ILC Dover
- Klockner/Pentaplast, Witt Plastics Division
- Lyondell Chemical
- National Starch and Chemical
- Siemens
- T-Global Specialty Chemicals
- Towers Perrin
- VPI Mirrex
- Through Towers Perrin
 - Pfizer
 - Wyeth-Ayerst
- Through VPI Mirrex
 - Honeywell



John P. Williams & Company, Inc.

P.O. Box 1008
Bryn Mawr, PA 19010

For More Information

Phone: 610-527-2110
Fax: 610-527-6705
email: cjwill@jpwilliamsco.com
web: www.jpwilliamsco.com

**Three of Our Clients
Say It In Their Own Words**

**How JPW&Co
Helped These Clients
Open New Markets,
and Increase Sales**



A Commitment to Excellence

John P. Williams & Company, Inc.

Success

Count on It

Since 1969

#1 – How ILC Dover and JPW&Co Introduced FlexMixer and Opened Sales Dialogues with Prospects

The Client – ILC Dover, Frederica, DE

The Mission – Test the market for FlexMixer, a revolutionary new disposable mixer, among a range of different industries, with different mixing needs.

Our Project – ILC Dover, manufacturer of NASA's space suits, retained JPW&Co to accomplish the following:

- Identify markets performing mixing.
- Build a list of major companies likely to be mixing liquid/liquid or liquid/powder.
- Contact the targeted companies to determine names, addresses, and telephone numbers of key people involved with product mixing.
- Interview dozens of these people and discuss FlexMixer first-hand. Explain product's features and benefits, and get feedback on people's mixing responsibilities, types of products they mix, and mixing issues they encounter.
- Conduct written survey among 400 key contacts.
- Build sales dialogues with key contacts in pharmaceutical, biopharmaceutical, nutraceutical, cosmetics, flavors and foods, and inks, dyes, and pigment industries.



Client Comments – Doug Durney, Director of New Business Development (pictured here), sums up the project. "Here we had a great new product," he said. "We needed to build dialogues with a very specific group of potential users. This direct approach really worked for us. It saved us time and money, and because we were talking directly with potential users, we could make sure FlexMixer was just what people wanted. We made a very good investment in having JPW&Co do this important work."

#2 – How Lyondell and JPW&Co Added Customers and New Sales with a Targeted Account Program

The Client – Lyondell Chemical Company, Newtown Square, PA

The Mission – Find new customers for its TDI business

Our Project – Lyondell retained JPW&Co to accomplish the following:

- Research new markets.
- Build a list of companies that manufacture chemical components for appliances, construction, electronics, footwear, furniture, machinery, marine, packaging, tanks and pipes, and textiles and fibers.
- Personally contact every company on new list.
- Ask whether people have unmet needs, are seeking improvements in their formulations, how companies are using TDI now, what would be required to encourage people to have a contact by Lyondell.
- To help turn interviews into sales dollars, enter data from every completed survey into tailored database, and prepare report that sorted, prioritized, and evaluated every sales opportunity.
- Next, send copy of each completed survey to applicable Lyondell sales person as sales intelligence.



With the completed survey in hand, the sales person was able to say to the prospect, "I understand that you make adhesives for roofing systems and that you buy 1,000,000 pounds of TDI a year from so-and-so. I'd like to tell you about Lyondell."

Client Comments – Summing up the project, Mark Bradley, Business Manager (pictured here), says, "Our goal was to explore new market areas where we haven't typically been looking for TDI sales. This project accomplished that goal. This was among the best sales money we ever spent."

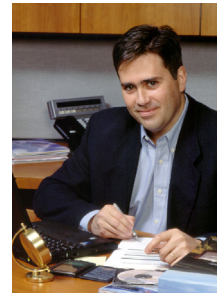
#3 – How Foamex and JPW&Co Found New Customers for Its Specialty Bedding Foam

The Client – Foamex International, Eddystone, PA

The Mission – Identify niche luxury bedding manufacturers and open sales dialogues. Build sales.

Our Project – Foamex retained JPW&Co to accomplish the following:

- Identify target manufacturers of luxury mattresses Foamex was not reaching.
- Identify key specifiers and buyers at these companies.
- Research and prioritize their sales potential, including target companies' foam buying practices, wants and needs, current foam-related problems, new mattress plans, and what foam features the target company considered most important.
- Analyze responses to project trends in buying needs and habits, and predict where most viable opportunities for business lay.
- Based on data developed, recommend marketing strategy for these prospects.
- Initiate dialogues with specifiers/buyers.
- Help move the account to commercialization.



Client Comments – "We opened up new and exciting business avenues with this program," Alvaro Vaselli, Senior Vice President, Foam Products (pictured here), said in summary. "And we certainly helped make Foamex a better-known name for branded premium specialty comfort foams with a large group of companies we wouldn't have found otherwise. This program and the work JPW&Co did to help create and implement it were an important tool in accomplishing our goals."