

**Partial List of Clients – 2001-2008**

- 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



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**Do You Want to Identify  
Target Companies and  
Key Decision-Makers?**

Building Accurate Contact  
Lists is Another of Our  
Special Services



A Commitment to Excellence

John P. Williams & Company, Inc.

Success

Count on It

Since 1969

# John P. Williams & Company, Inc.

## The Benefits We Deliver

- Accurate selection of target companies, based on client's market criteria – the most up-to-date data available
- Verified and complete identification of key decision-makers
- Up-to-date information on company and decision-makers' changes, including relocations, closings, acquisitions and mergers, and job changes
- Usually faster and less costly than working in-house
- Measurable results for your investment

## How We Develop a List of Target Companies

- Identify target companies where you want to concentrate sales efforts
- In markets you specify
- By annual sales volume or other size criteria
- Or by specific geographic locations and SIC's
- Primary research, by telephone or mail, not through purchased lists



# Building Your List of Target Companies and Key Decision-Makers

## How We Identify Key Decision-Makers

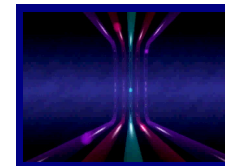
- Contact each company to identify decision-makers
- Verify prospect names, addresses, titles, and phone numbers – primary research, not purchased lists
- Often speaking in-person with the decision-maker
- Identifying the client and explaining client interest

## Building a Contact List, Using the Data to Add Customers and Build Sales

- We can build the data and help you use it for maximum return on your investment
- For planning sales and marketing efforts by industry, region, company size or other criteria
- Including direct contact, mailings, and other communications activities that require up-to-the-minute correct prospect data

# Using the Information to Add Customers and Build Sales

- Presented in the database format you choose, including spreadsheet or relational, with provisions for regular updating
- We can also "clean" the list at regular intervals to make sure it stays up-to-date
- And make sure your investment works long-term, not just limited by the rapid changes in personnel and companies



*The table below presents a sampling of the various industries in which JPW&Co has worked successfully to develop contact lists, and shows the types of people identified and verified in each of these industries.*

Target Industries	Developed 100% Verified Lists of Companies and Key Decision Makers Who Specify –
Agricultural, Greenhouse	Film extruded from thermoplastic resins for greenhouse roofing
Aluminum Manufacturing	Rollers for rolling aluminum foil
Automotive Supply	Low toxicity antifreeze as a viable high-volume product for retail sales
Biopharmaceutical	Bioreacting equipment for culturing
Emergency Responders	PAPR equipment at major equipment distributors
Food and Flavors	Modified starch to switch from using gum arabic in processing
Fuel Cells	Thermoplastic resins for molding of proton exchange membranes and bipolar flow plates; conductive coatings for metal plates
Medical Devices and Robotics	Counterbalancing devices for medical equipment
Municipal Water Utilities	Fine powder nylon coatings to replace epoxy on potable water piping systems
Paper Manufacturing	Chemicals for pulp processing
Pharma and Nutraceutical	PVC films for blister packaging of product
Printing and Binding	Adhesives for cool-melt book binding