



**Topline Innovations LLC**  
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Dear Merchandising Team,

As the President and CEO, and on behalf of everyone at **Topline Innovations™** LLC, I would like to thank you for this opportunity to inform you about our new product and our company. Please find along with this letter a brief brochure of our new product. We are currently doing business with worldwide tool distributors, online stores, local supply houses that service a variety of different trades, as well with other local retail outlets.

## About Us

**Topline Innovations™** LLC is a start up manufacturing and marketing company dedicated to providing to all industries cost effective, durable hand tools that are innovative and unparalleled in function. The products are patent protected worldwide with no existing direct competition. At Topline Innovations we believe there is no end to making life easier, and as such we strive to design and produce only the highest quality products that fulfill our beliefs.

Topline designs and manufactures hand tools for all phases of commercial and residential construction needs. Primary focus is placed on product engineering and manufacturing processes to ensure the highest quality, a high level of product features, and the most efficient manufacturing process possible. We strive to design tools that save time, save space, and are less cumbersome to use, carry and store. Our tools ultimately speed up a projects completion time by allowing contractors to work safer, more efficiently, and with greater ease.

We always provide the best possible value to our customers who care about quality tools, and we want every dollar spent with us to be well spent. Topline Innovations is headquartered in Tewksbury, Massachusetts, and aims on keeping employment where it is needed the most. Topline Innovations LLC is also a Minority Business Enterprise (MBE) 100% minority owned and operated.

We are determined to create products that far exceed the expectations of today's commonly used tools. We are currently manufacturing and marketing the patented **AngLevel™** Multi-Purpose Measuring Tool.

Topline Innovations has an amazing new product line of tools for 2008 that have been in quiet development for years. We have filed patents for other exciting, soon to be released, innovative new tools and accessories for the **AngLevel™** Multi-purpose measuring tool. Accessories for the AngLevel™ tool are targeted for a late September release.

- **Topline Innovations™** LLC DUNS# 198262086
- **Topline Innovations™** LLC EIN# 81-0670049
- **AngLevel™** Multi-Purpose Measuring Tool UPC# 094922501691 (Certificate of issuance upon request)
- National Minority Supplier Development Council NMSDC Certification – pending
- Builders Lic# 4034 Class 4

## Brief Description of the Product

The **AngLevel™** Multi-purpose measuring tool is a handheld tool designed by contractors for contractors that easily fits in a tool belt. It simplifies the use of commonly used tools, thus increasing the tradesmen's efficiency and saves space in their tool belt, while performing additional functions that other tools simply do not. It is extremely useful for a number of trades including, but not limited to siding (vinyl, aluminum, clapboard, etc.), framing (wood and steel), roofing, electrical, plumbing, woodworking, and general carpentry.



- Level over longer distances up to 16 inches; this almost eliminates the need to carry a 2-foot level considering the standard frame spacing is 16 inches on center. Perfect in situations where a torpedo level just is not long enough and carrying a 2-foot level is too cumbersome.
- One side of blade scales up from base 0 to 7 inches, and opposite side of blade scales down from tip to base 0 to 7 inches. This allows the AngLevel™ to be used as a quick measuring tool if tip is placed on material and measuring out from the material. While the other side can be used to measure, for example, from tool outward similar to a speed square.
- 1/4" inch and 1/8" inch pitch lines for use in leveling to an accurate decline of drainage pipes, gutters, or anywhere a slope is needed for water drainage or to exhaust gases that may require this amount of incline/decline.
- Compass feature on the ruler which allows circles to be drawn with the AngLevel from 2" inches up to 15" inches, 1/2" increments.

## **Market Competition and Special Features**

There is no other tool that combines these features in a single tool; we also hold a patent status on all of the aforementioned functionality. This tool not only provides the same functionality as more than four common and essential tools, and a few more considered specialty tools, but does so in a much more efficient and simple manner. The AngLevel™ also incorporates time saving features unique to this tool. Therefore at Topline Innovations™ LLC we feel the AngLevel™ is in a class of its own.

## **Projected Sales**

Reaction to the AngLevel™ has been extra-ordinary. We have received nothing but positive feed back from professional contractors to the common layperson or do-it-your-selfer. The reaction from hundreds of individuals we have spoken to while promoting the product is akin to imagining you just discovered the hammer, and it is a must have item in your tool box or tool belt. Feedback has included comments such as "I have always needed one of these" or "I wish I had one of these before". Not a single person that we have shown in the contracting business has failed to buy one, ten, or even fifty depending on whether they were supplying their crew or just themselves. This tool is also a favorite with material suppliers, who by providing this tool, gain new sales by offering this product at their location.

## **Pricing**

Our market research and real world trials has shown 100% contractor interest in the tool when retailed at 29.99. This price was reduced from the first version which retailed at \$39.99 and also did well at that price, but by changing suppliers and increasing the quantity of our orders from our suppliers we have managed to reduce our cost and have passed the savings on to our customers.

## **Other Information**

Topline Innovations™ LLC is currently developing accessories for the AngLevel™ Multi-purpose measuring tool. We are developing other breakthrough tools sure to advance the construction industry.

## **Events**

Topline Innovations will be attending the 2008 National Hardware Show at the Las Vegas Convention Center on May6-8 and we will be debuting the AngLevel tool in the "Inventor Spot Light" Area.

I appreciate your time and consideration of our product; please feel free to contact me directly at 978-315-2023 with any questions or concerns you may have.

Best regards,



Jeffrey Diaz  
President  
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