



Connection



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Two Double Expandables Custom-Built for Titanic's Mobile Museum



COUNTRY Financial's *Titanic Treasures from the Deep* departed from Craftsmen's St. Charles, MO facility in April 2009. The national tour began in Tucson, AZ, and will travel to various malls and venues throughout the United States. This is the first project that Craftsmen utilized two 53-foot double expandable trailers for one exhibit.

A 12-foot x 34-foot scrim banner towers over the mobile museum and draws visitors to the trailer. Once arriving at the entrance of the exhibit, visitors are welcomed by COUNTRY representatives and Titanic ambassadors under the branded truss tower. Dimensional signage and A-Frames are positioned throughout the exhibit to provide Titanic facts and a printed photo backdrop is available at the entryway to capture the moment.

A unique aspect of this project are the authentic Titanic artifacts

prominently displayed throughout the exhibit. Once arriving at Craftsmen's facility, the artifacts were guarded by a security guard 24 hours a day. The trailer maintained a temperature of 72° to protect the artifacts from heat damage.

- Two Double Expandable Trailers with Walkway
- Installed Two 30-foot x 18-foot Truss Towers and Custom Anchoring System
- Printed and Installed a 12-foot x 34-foot Single-Sided Scrim Banner
- Installed a Pro-Tec Alarm System and Motion Detectors For Increased Security
- Fifty Titanic Artifacts Displayed in Custom Cabinets
- Custom-Fabricated Railing and Staircases
- Built Straight Stationary Walls for Room Dividers

From beginning to end, Craftsmen exerted nearly 10,000 man hours to bringing the original concept and drawing to life!



Titanic: Treasures from the Deep was developed by RMS Titanic, Inc., a wholly owned subsidiary of Premier Exhibitions, Inc, a major provider of museum quality exhibitions throughout the world. Management and execution of the tour was handled by 'mktg', an alternative media and marketing services company. The company's services include experiential marketing, digital marketing, retail promotions and strategic planning. For more information please visit: www.mktg.com for 'mktg', www.prxi.com for Premier Exhibitions, Inc.

Pepsi MAX Revamps the Scooter



Craftsmen custom fabricated six Pepsi MAX "Cruzin Coolers" for their client Action Marketing Group. Action Marketing Group, located in Boulder, CO, approached Craftsmen with an innovative design for the mobile marketing coolers. Once Craftsmen received the scooters, the fabrication process began. Each cooler was stripped from the original state and paint, graphics and custom fabrication resulted in the uniquely branded Cruzin Coolers. The coolers were spotted at national events, everything from sport venues to commuter hubs.

Ford Fiesta Movement: On a Mission!

Ford is preparing for the 2011 launch of the Ford Fiesta with the *Fiesta Movement* campaign. Action Marketing Group conceptualized and executed the *Fiesta Movement* campaign. Craftsmen customized five of the "Mission Control Fiestas", which were equipped with monitors, graphics, and interactive screens. The campaign provides Ford Fiestas to 100 social networking gurus for six months and invites them to complete monthly missions, all while documenting their experience through social media channels.



B2B Vehicle: Cooper Bussmann

Craftsmen Industries custom-built the Cooper Bussmann Productivity Through Protection™ (PTP) Tour vehicle. The trailer was designed and developed for Cooper Bussmann by Yellow Dog Productions, located in St. Louis, MO.

This 32-foot gooseneck trailer is designed to showcase Cooper Bussmann® products and serve as an educational and business-to-business vehicle. The company's PTP Tour is an electrical technology and training program designed to bring Cooper Bussmann products to industrial end users, OEM design engineers and electrical contractors. The trailer is equipped with interactive displays, video monitors, product display cases and signage.



Cooper Bussmann B2B unit:

- Tow Vehicle and 32-foot Gooseneck Trailer with Interior & Exterior Graphics
- 184 square feet of Rubber Flooring
- Custom Counters
- Brackets for Dimensional Product Displays
- Cooper Lighting Track Lighting & Cooper Wiring Devices
- Custom Light Boxes to Categorize Product Families



Craftsmen's engineering team devised a plan to mount each of the different Cooper Bussmann products. The result: each product needed a uniquely shaped bracket, totaling approximately 75 custom brackets.



Craftsmen's Balloon Toss for a Cure



On June 11th, Craftsmen's employees, suppliers and a few customers teamed up to raise money for the Susan G. Komen Foundation. The day included a company-wide lunch, followed by a water balloon toss for those nominated as targets. Thank you to everyone for participating in this successful event, raising \$1,175!



Mobile Health Unit Providing Free Diabetes Screenings

Health Across America's Mobile Screening Vehicle began a national diabetes awareness and screening tour in May 2009. Throughout the summer months, the unit will travel to various community events and provide free diabetes screenings. The main objectives are to raise awareness of the increasing diabetes epidemic and to remind patients that local pharmacists can help manage their diabetes care.

emg3, an award-winning agency located in Portland, ME, provided the design and creative concept for the unit. The unit's modification process began upon arriving at Craftsmen's St. Charles, MO facility. Craftsmen removed the interior fixtures and elements, including the restroom, couches, cabinets, fixtures and removed existing wall structures. After the RV was stripped to the original shell, the fabrication and custom modifications began.

Modifications:

- Manufactured and installed divider walls to separate rooms into the Waiting Area and Exam Rooms
- Fabricated and installed six 3-foot by 2-foot raised letter dimensional signs in the Waiting Area
- Custom-manufactured and installed bench style seating in each Exam Room
- Printed and applied graphics to the mobile unit's front, sides and rear

The mobile screening unit will travel to at least 20 communities and provide free diabetes screenings, glucose tests, and Hemoglobin A1c tests. In addition to the screenings, the participants will be given free product samples and education materials.



U.S. Cellular®'s Interactive Tour Hits the Road



AMP Agency, an award-winning national event agency, designed and managed U.S. Cellular's summer mobile tour, UR so CONNECTED. Two SUVs and a trailer were customized for this interactive-based tour. The U.S. Cellular® tour, including a \$10,000 Speed Text Tournament, will stop at festivals, stadiums and stores in Illinois, Iowa, Nebraska and Wisconsin.

Craftsmen's Customizations:

- Exterior Graphics on Trailer, SUVs, Banners and Signage
- 3ft x 20ft Rooftop Branded Sign
- Manufactured Speed Text Kiosks with 17" Touch Screens
- Custom-Built a 3-Section Circular Kiosk
- Manufactured 20' x 12' Extension Race Awning
- Fabricated A-Frames, Display Holders, Stanchions Toppers



Visitors to the U.S. Cellular tour have the opportunity to test the phones and interact with U.S. Cellular Ambassadors. Visitors are able to take pictures in front of a Green Screen, and then the picture gets sent via Bluetooth to a kiosk for printing. Visitors also have the chance to text their way to \$10,000 on the speed text kiosks, using full QWERTY handsets as the game controllers. The kiosk displays a phrase, in which the visitor must text as quickly and accurately as possible. The winner from all of the tour stops will become the ultimate Speed Texting Champion and will receive the cash grand prize.



PlayStation® Pro Truck Heads to Cincinnati

The PlayStation Pro Truck departed from Craftsmen Industries to set up at the Cincinnati Reds™ stadium. The 24-foot box truck was custom-fabricated into a mobile interactive gaming truck that will be stationed at the Reds stadium during the 2009 MLB™ season. The PlayStation Pro Truck was fabricated to include eleven individual PlayStation 3 computer entertainment system gaming stations, featuring titles such as MLB® 09 The Show™, Sing Star™ and many other great PlayStation Network® games.

Craftsmen customized the following:

- Curb side was completely rebuilt, reframing the 11-foot long opening
- Rear of the truck and the driver side were complete build outs to custom-mount the PS3® stations
- Pan doors branded and used as awnings, complete with gas shocks
- Custom-fabricated stairs for interior access to the interior components
- Built six PS3 game stations into the curb side of the truck body (40-inch monitors)
- Built four PS3 game stations into the road side of the truck body (40-inch monitors)
- Built a PS3 game station with a 52-inch monitors into the rear of the truck body
- Printed and applied full coverage graphics to the truck body and spot graphics on the cab
- Backlit panel with translucent vinyl installed at each individual game station



This unit will remain at the Cincinnati Reds stadium throughout the baseball season to allow fans an opportunity to experience the PlayStation 3 computer entertainment System.



The Aardy™, All-Electric Vehicle

Craftsmen Industries is the official Builder, Reseller and Servicer of The Aardy™. As an all-electric GREEN vehicle, The Aardy™ is street legal and can travel up to 35mph. Craftsmen will customize the vehicle to suit your event needs. Check out the Aardy™ video. It demonstrates the vehicle's quick set-up and easy maneuverability. <http://craftsmenind.tv/theardy.html>.



Craftsmen has three base models, all of which can be customized: Sampling Model, Hinged Model, and Winged Model. **Check out the Resource Center portion of our website, www.craftsmenind.com, to download base pricing PDFs.**

Key Features:

- Green, All-Electric Vehicle
- Stock or Custom Options
- Street Legal



Hinged Model



Sampling Model



Winged Model

Welcome Our New Team Member!

Craftsmen welcomes Nick Gossett, the newest member of Craftsmen's Vehicle Graphics team!

Happy Birthday!



Cathy McCullough, James Bote, Christine Eastvold, Kris Antram, John Green, Robert Chatterton, Jerry Engelhard, David Hoven, Bob Finkes, Harold Ellis, Jason McMenemy, Israel Simpson, Tony Cotton, Mike McLaughlin, Seth Vandaveer, Cindy Panke, Dave Winkler, Bob Feretti, Velong E, Jeanette Pruitt, Anna Chubb, Joey O'Connell, Alan Velijevec, Edward Weber, Stacey LaGarce, Seth McDowell, Dan Buescher