

Excerpt from full color, blind embossed, four-page brochure for Encore Cases, manufacturer of ATA flight cases.

## Encore Cases Brochure

### **Front cover:**

The words "Encore Cases" blind embossed over a background montage of ATA cases in various colors.

### **Page One:**

Title (Section 1): *Building Our Case For Quality*

Encore Cases designs and manufactures Airline Transportation Association (ATA) compliant flight cases, as well as a complete line of rugged, economical, custom-made cases for an infinite range of uses and applications. We use only Grade-A plywood (unless our customers request other materials), and we offer several upgrades such as 9-ply birch, marine-grade ply and diamond plate as options for maximum quality and durability.

We also offer exciting new lightweight materials such as Reynobond® and corrugated composites for the lightest weight durability available. Our split rivet construction (as opposed to pop rivets or staples) enhances the structural integrity of every case we put our name on. From stage lights to mixing boards, video editors to desktop computers, Encore will:

- design your case intelligently,
- build it flawlessly, and
- ship it quickly.

Title (Section 2): *Our History*

Encore Cases traces its roots back to a suburban neighborhood in Bellflower, California. In his mother's garage, our president, Gary Peterson, built boxes for the illusions he used in his own nationally touring stage magic show. During his years of touring, Gary searched for manufacturers able to produce these special "trick boxes" in the short turnaround time his performing schedule required. Unable to find a supplier that could meet his exacting specifications, the idea of Encore Cases was born.

In just a few years, Gary's thriving new career had outgrown its cramped quarters (and Mom wanted her parking space back), so Gary moved to his first retail shop in Southern California. As his reputation spread, the company found a larger facility, purchased state-of-the-art equipment, and began recruiting trained technicians.

More growth followed in 1993, when Encore acquired Davis Cases, a 100-year-old company, specializing in the manufacturing of steamer trunks and sample cases. In Encore's present facility, we have brought together the equipment, expertise and experience to produce and deliver one of the most extensive lines of cases available anywhere.