

# **ID PEN LETTERS AND MAILING SWIPE FILE**

**16 Secrets To Get More Customers  
In A Month Than You Currently Get All Year!**

**PENS THAT WRITE  
MONEY!**

## **Discover The Secrets Of Generating A Constant Flow Of New Customers For Your Invisible Ink Pen Business!**

- How To Generate A Constant Stream Of Qualified New Customers Who Are Calling You!**
- How To Create And Implement Predictable, Reliable And Profitable Marketing Systems And Strategies!**
- How To Create Systems To Automate Your Business So You Can Work Less And Play More!**
- Marketing Techniques, Sales Letters, Ads, Flyers, And Other Proven And Tested Strategies That Will Cause Customers To Seek You Out!**
- Ready-To-Go Promotions That Can Be Customized To Your Business And Used Immediately To Create A Flood Of New Customers!**

The Source Of Real-World Information And Success Secrets Designed To Build Your Business And Increase Your Income So You Can Live Your Life The Way You Want It!

**By Michael Senoff**

## Copyright Notices

Copyright © MMVII - © MMVIII by JS&M Sales & Marketing Inc

No part of this publication may be reproduced or transmitted in any form or by any means, mechanical or electronic, including photocopying and recording, or by any information storage and retrieval system, without permission in writing from the Publisher. Requests for permission or further information should be addressed to the Publishers.

Published by:

Michael Senoff  
JS&M Sales & Marketing Inc.  
4735 Claremont Sq. #361  
San Diego, CA 92117  
858-274-7851 Office  
858-274-2579 Fax  
[Michael@michaelsenoff.com](mailto:Michael@michaelsenoff.com)  
<http://www.hardtfindseminars.com>

Legal Notices: While all attempts have been made to verify information provided in this publication, neither the Author nor the Publisher assumes any responsibility for errors, omissions, or contrary interpretation of the subject matter herein.

This publication is not intended for use as a source of legal or accounting advice. The Publisher wants to stress that the information contained herein may be subject to varying state and/or local laws or regulations. All users are advised to retain competent counsel to determine what state and/or local laws or regulations may apply to the user's particular situation or application of this information.

The purchaser or reader of this publication assumes complete and total responsibility for the use of these materials and information. The Author and Publisher assume no responsibility or liability whatsoever on the behalf of any purchaser or reader of these materials, or the application or non-application of the information contained herein. We do not guarantee any results you may or may not experience as a result of following the recommendations or suggestions contained herein. You must test everything for yourself.

Any perceived slights of specific people or organizations is unintentional.

1:30 a.m., Friday  
August 11, 2000

MMI (Money Detector Pens)  
1765 Garnet Ave #60  
San Diego CA 92109

«Company»  
«Attn»  
«Address»  
«City» «ST» «Zip»

## “Order Invisible Ink Pens before August 30th and get FREE SHIPPING.....

*Do it now before you forget and get FREE SHIPPING HERE'S HOW .....*

- 1) Fill out the Ship to portion on the form below
- 2) Sign your name on the **X**
- 3) Fax this page back to me at **858-483-1815**

Questions? Call Marty **1-858-496-2257**.

Fax this form now to **858-483-1815**— *free shipping offer valid until 08/30/2000*

\_\_\_ Yes Marty, send 100 more invisible ink pens at \$1.50 each

\_\_\_ Yes Marty, send 50 more invisible ink pens at \$1.50 each

**PO#** \_\_\_\_\_

SHIP-TO: COMPANY NAME \_\_\_\_\_ MY NAME: **X** \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE# (\_\_\_\_) \_\_\_\_\_ FAX (\_\_\_\_) \_\_\_\_\_

Saturday  
March 17, 2001  
RE: Your Police ID Pens

What you should know about this pen.

## “Now You Can Get ID Pens at Cost!”

You're probably still testing your ID pens, but I need to ask you one simple favor. I am stuck with exactly 975 Police ID pens.

### Here is why....

The first ID pens you received from me had a my logo on it. This logo is necessary for my retail market. I sell to many safe, gun and key shops throughout the country.

In February, my assembling machinery assembled a run of 10,000 pens but failed to imprint the logo on 975 of the ID pens.

It is not cost effective for me to imprint the pen after they have been assembled, capped and filled with the UV ink. I would have to disassemble each pen by hand. This is time consuming and would degrade the quality of the Ink.

### How you benefit...

You are the first to know about my problem because you were the first who responded to my pen offer.

These blank ID pens works perfectly. The DV ink formula is the same as the imprinted pens I sent out to you previously.

Your normal cost for the imprinted pens is \$1.50 for 200 pens or less. If your re interested in ordering any or all of these blank pens, you'll get these at my cost of .49 cents each no matter how many you get.

Your department will save over \$1 per pen. I will also pay you're shipping.

Please give these pens a home! Call today on my direct line at **858-274-7851** or just fax a note on your letterhead stating how many you want and I'll send them to you first class mail.

Don't worry about paying anything now. I will just bill you later. My fax number is **858-274\*2579**.

Sincerely,

Michael Senoff  
Monico Products  
Police ID Pen

p.s. Say yes and I will custom design a real nice rap-around label with your own department's name if you order 500 or more.

# “975 ID Pens @ 89 cents each One Time Offer Won’t Last Long”

From:  
Michael G. Senoff  
San Diego, California  
Saturday, 5:30 A.M.

Please take a moment to look at the pen I am sending you with this letter. What you are looking at is a Police ID pen **without** the imprint.

I can sell them to you so cheaply that you will find it hard to believe!

Here is why ... In February, we failed to imprint the logo on 975 pens

It is not cost effective for me to imprint the pen after they have been assembled, capped and filled with the DV ink. I would have to disassemble each pen by hand. This is time consuming and would degrade the quality of the Ink.

## **How your department benefits from my mistake ...**

You are the first to know about my problem because you were one of the first who responded to my pen offer.

These blank ID pens works perfectly. The DV ink formula is the same as the imprinted pens I sent out to you previously.

Your normal cost for the imprinted pens is \$1.50 for 200 pens or less. If you're interested in ordering any or all of these blank pens, you get the 4000 quantity price of .89 cent each. I personally guarantee these pens 100% or your money back.

Pay nothing now. Please call or fax me how many you want as soon as you read this letter. Right now I only have 975 of these wonderful bargains and they won't last long!

My number is 858-274-7851  
Fax 858-274-2579

Sincerely,

Michael G. Senoff

P.S. Say yes to this one time offer of these blank ID pens at only .89 cents with a full guarantee, and I will custom design a real nice wrap-around label with your own department's name if you order 500 or more.

P.P.S. There is another “mystery reason” I can sell these blank ID pens so cheaply, but I would prefer not to reveal it until we talk on the phone. Thank you.

1:30 a.m., Friday  
August 11, 2000

«Company»  
«Attn»  
«Address»  
«City» «ST» «Zip»

## “Order Counterfeit Money Detector Pens before August 30th and get **FREE SHIPPING**.....

*Do it now before you forget and get **FREE SHIPPING** HERE’S HOW .....*

- 1) Fill out the Ship to portion on the form below
- 2) Sign your name on the **X**
- 3) Fax this page back to me at **858-000-0000**.

Questions? Call (Your name)

\_\_\_ Yes Marty, send 100 more invisible ink pens at \$1.50 each

\_\_\_ Yes Marty, send 50 more invisible ink pens at \$1.50 each

**PO#** \_\_\_\_\_

SHIP-TO: COMPANY NAME \_\_\_\_\_ MY NAME: **X** \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE# (\_\_\_\_) \_\_\_\_\_ FAX (\_\_\_\_) \_\_\_\_\_

# “Cops, Strike Paydirt!”

From:  
Michael C. Senoff  
San Diego, California  
Saturday, 1:17 A.M.

Dear Friend,

Please take a moment to look at the pen I am sending you with this letter. What you are looking at is my Police ID pen with out the imprint.

## Here is why. . . .

The first ID pens you received from me had a my logo on it. This logo is necessary for my retail market. I sell to many safe, gun and key shops throughout the country.

In February, my assembling machinery assembled a run of 10,000 pens but failed to imprint the logo on 975 of the ID pens.

It is not cost effective for me to imprint the pen after they have been assembled, capped and filled with the UV ink. I would have to disassemble each pen by hand. This is time consuming and would degrade the quality of the Ink.

## How you benefit. . .

You are the first to know about my problem because you were the first who responded to my pen offer.

These blank ID pens works perfectly. The UV ink formula is the same as the imprinted pens I sent out to you previously.

Your normal cost for the imprinted pens is \$1.50 for 200 pens or less. If your~ re interested in ordering any or all of these blank pens, I will sell them at my cost of .49 cent each. I personally guarantee these pens 100%.

Your department will save over \$1 per pen. I will also pay the shipping!

Please give these pens a home! Call today on my direct line at **858-274-7851** or just fax a note on your letterhead stating how many you want and I'll send them to you first class mail.

Don't worry about paying anything now. I will just bill you later. My fax number is **858-274-2579**.

Sincerely,

Michael Senoff  
Monico Products  
Police ID Pen

p.s. Say yes and I will custom design a real nice wrap-around label with your own department's name if you order 500 or more.

# “FREE UV Lights For Your Station, If You Get My Last Stock of ID Pens Only .87 Cents Each”

4735 Clairemont Dr.  
San Diego California

Dear Friend,

Please take a moment to look at this letter. I still have exactly 185 “blank” Police ID pens.

These blank pens work perfectly. The UV ink formula is the same as the imprinted pens I sent out to you previously.

Your normal cost for the imprinted pens is \$1.50. If you take any or all 185 pens, they are yours for only .87 each.

Your total would be only \$160.95. I will pay for the shipping.

Please give these pens a home! Put them to work marking property. Solve property theft cases faster. Use them to mark money for drug busts.

Call me today at 858-274-7851 or just fax a note on your letterhead stating how many you want and I'll send them first class mail.

Pay nothing now. I will bill you later. My personal number is 858-274-7851 and my fax is 858-274-2579. Ask for Mike when you call.

Sincerely,  
Michael Senoff

p.s. If you are the first to say **YES!**, I will send you five hand held UV light with batteries (\$50 value) **FREE.**



# "I goofed"

I know you're probably still testing your ID pens and it may be too early to ask you for this simple favor. I am stuck with exactly 975 ID pens that I can't sell or give away. **Here is why....**

The first ID pens I sent to you have a plain round cap. That round cap is designed to fit in a special counter display for my retail customers. I sell my ID pens to retail safe and gun shops throughout the country.

Last February, my parts buyer ordered 975 of the wrong caps. The clip on this specific cap makes the pens too big to fit in my retail display.

This makes it impossible for me to sell or display to my retail trade. I can't return them to my original supplier because the pens are assembled and already filled with DV ink.

## **How you benefit from my mistake.**

I am writing to you first about my problem because you were the first who responded to my pen offer.

Notice how this pen is black with no imprint. The only difference from the first one I sent you is the style of the cap. These ID pens works perfectly. The ink formula is the same in the pens you are currently testing.

Normally you're cost is \$1.50 for 200 pens or less. If you're interested in ordering any or all of these clip cap ID pens, I will give you the 4000 quantity price of .86 cents each for any quantity you order. Your department will save .64 cent per pen. I will also pay for the shipping.

Give me a call today on my direct line **at 858-274-7851** or just fax me a note on your letter head stating how many you want and I'll send them to you by US Priority first class mail the same day.

Don't worry about paying anything now. I will just bill you later. My fax number is **858-274-2579**.

Sincerely,

Michael Senoff  
Monico Products  
Police ID Pen

**P.S.** If you order 500 or more ID pens with this clip cap I will custom design a wrap-around label with your own department's name.

Amazing FREE Offer:

# Why Is This “Crazy” California Pen Manufacturer Giving Away Ninety Seven Boxes Of Red Eye Pens--FREE?

9:20 a.m.,  
December 19, 2001  
4735 Clairemont Sq. #361  
San Diego CA 92117

From: Michael Senoff  
858-274-7851 OFF  
858-274-2579 FAX

Dear Friend,

Why am I giving away ninety-seven boxes of free red eye pens?

Here's what it's all about. It's a bribe to get you to try my pens.

With your permission, I am going to send you a free box of my very best red eye remover pens, a small 5X5 inch counter-top display and a huge stack of test photos to demo the pen to your customers and clients.

When your red eye pens arrive, look them over, test them, and offer them to your for sale to you retail, wholesale and distributor customers.

If you don't agree my red eye pens sell faster using my test photo and make you more profits then any pen on the market, accept the pens as my gift free of charge. This letter is your written proof of my promise.

If and when you order more red eye pens, I will guarantee you the lowest price in the country for my red eye pens. How? Because they cost me only a quarter to make. I have been making and selling red eye pens for 7 years.

There are no strings or tricks in this offer. Call now 658-274-7851 to order your free box of red eye pens before I stop this crazy promotion.

*Start making money selling my red eye pens. I'll prove my pens sell like crazy! Complete this form and fax back today to **FAX# 858-274-2579***

**Offer Valid To The First Seven Replies No Exceptions**

**Yes** Mike, It cost me nothing to try. Please ship my test box of red eye pens, the counter-top display and a huge stack of test photos like the one with this letter. I will be billed nothing and understand there are no strings attached to this offer. I also understand that shipping is free.

SHIP TO: BUSINESS NAME: \_\_\_\_\_

MY NAME \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE # (\_\_\_\_) \_\_\_\_\_ FAX# (\_\_\_\_) \_\_\_\_\_

I have  other Locations  Yes I'm very interested but would like a sample sent first.

# How to Get Your Invisible Ink Police ID Pens For Your National Night Out Promotion!

**From:**

Michael Senoff  
Monico Products International  
4735 Clairemont Sq. #361  
San Diego California 92117  
858—274—7851 858—274—2579 FX

Tuesday 9:00 a.m.  
July, 2001

What are you doing to promote National Night Out this year?

You've requested our Police ID Pen. Now lets put it to use in your community. I'd like to highlight 3 important points why you should promote our invisible ink marking pens to the public:

- 1.) Recover stolen property faster.
- 2.) Close more property cases.
- 3.) Getting the public involved.

Benefits like these are the reason we have so many satisfied customers.

Call me now at 800-982-6487 to order your Police ID Pens.

Sincerely,

Michael Senoff

**PS** If you order 200 ID pens, you get 5 free UV light (\$50 value)

# I have one little favor I want you to do.

Unless you have managed a Red Eye pen manufacturing business, you can hardly believe the mass of details involved in handling thousands of accounts.

The difference between profit and loss on such a business depends upon the promptness of collections more than any other one thing.

Back in the Stone Age, records were carved on a stone slab. When the debt was due, Mr. Collector presented the account in a very polite way — holding the slab in one hand while in the other he carried his stone mallet. The debtor had no alternative.

When civilization progressed, debtor's prison was the deciding factor as to whether a debtor would pay or not.

But now it is a different proposition — credit. Every kind of business, large or small, must build its foundation upon its credit-worthiness. Businesses who pay their bills in a timely manner, build their credit. While those who allow their obligations to drag on or default without payment, decrease their credit worthiness.

Again, as perhaps in your case, you are simply too busy to micro-manage your books. Therefore, you delegate this important responsibility to someone else. And in many cases they can unwittingly cause financial havoc to your company's credit-worthiness.

The favor is a simple one, pleasant and easy to do.

Call 858-274-7851 or 1-800-982-6487 **to pay your account now!** This is my personal phone line. Ask for Michael.

-----

You may fax this form to **858-274-2579 Attn: Michael Senotf**

Yes, Bill my VISA-MC-AMEX-DISC-Card# \_\_\_\_\_

Exp Date \_\_\_/\_\_\_/\_\_\_ Total Amount Billed \$ \_\_\_\_\_ Signature \_\_\_\_\_

No, I can't pay the bill. Can we work out some other arrangement?

## **I have a rather unusual proposition for you.**

Dear Friend,

My name is Michael Senoff and I'm a pen manufacturer in San Diego, California. I saw your company's name in the "Police" Magazine.

Just recently I was thinking of a way to market my new Police I.D. pens in a cost effective manner. And I realized I could do something that would be an excellent opportunity for you to gain enormous goodwill from your customers while we both benefit.

I am in the position to let you give your customers a very valuable product from me, which will greatly endear your clients to you without costing you a dime, ... **Let me explain.**

I would like to send a letter coming from you giving your customers a coupon for ten of my new Police I.D. pens. During this time I'll thoroughly explain the benefits of my Police I.D. pen. One of my pens normally costs \$5.

Don't you think that would be a great thank you gift from you?

And it will not cost you a dime or take any of your time. In fact, I will pay 100% for all the postage and printing. Plus, I'll write the entire letter for you and you can have complete editorial control of it.

Please remember, this will in no way take away or be competitive with your products or services. I just figured it would make an excellent gift you can give away to your clients for their business and a way for me to get more customers. There are no strings attached and your clients have no obligation to ever use my Police I.D. pen again.

If this sounds like a good idea (and it really is), I'd be happy to give you a free Police I.D. pen so you can see for yourself how great this product really is.

Just call me at 800-982-6487 and I'll explain everything. Or just fax your letterhead with your name and I will send one out today.

Sincerely,

Michael Senoff

**Joint Venture Proposal Offering Percentage**

Dear Friend,

I have a rather unusual proposition for you. It's something that could provide a great deal of profit to you with absolutely no risk. Your company was named in the Feb. 2001 "Police Magazine

My name is Michael Senoff and I own a special crime prevention pen manufacturing company in San Diego, California.

We're the maker of a pen that invisibly marks property for security purposes. We sell to police stations, businesses and community watch groups worldwide.

The Police ID Pen contains a unique invisible ink that is semi-permanent. It actually bonds molecularly to the surface written on. The pen's invisible ink can be seen under an ultraviolet lamp by police departments.

Our Police I.D. pens seem very complementary to what you offer. That's why I wanted to write and introduce you to an idea that could create another source of revenue for you while providing a valuable service to your customers.

I would like to send a letter coming from you giving your clients a special discount offer on our I.D. pen. And for every one of your clients who takes advantage of this offer I'll give you 20% of the profit.

Plus I'll make it even easier for you by writing the entire letter for you. But don't worry; you can have complete editorial control of it.

If this sounds like a good idea (and it really is), I'd like to discuss it with you personally over the phone. You can call me at 1-800-982-6487 and I'll explain everything in full detail.

Sincerely,

Michael Senoff

Wednesday, 7:45 a.m.

April 4, 2001

Monico Products  
4735 Clairemont Sq #361  
San Diego CA 92117

**Congratulations--Enclosed are free your I.D. Pens!**

You've taken the first step to identifying stolen property faster. Enclosed is the information you requested on our I.D. Pen. I'd like to highlight 3 important points you'll find in the accompanying information:

- 1.) We are the manufacture of the long lasting Police I.D. Pen.
- 2.) You get a 100% Guarantee and the lowest price in the world!

**Quantity Pricing below. Pay nothing now. Just call me at  
1-800-982-6487 to order or Fax an order to my fax #858-274-2579.**

1-200=\$1.50  
200-400=\$1.35  
400-1200=\$1.28  
1200-2000=\$1.00  
2000-4000=\$0.86  
4000-10000=\$0.74

- 3.) Our I.D. pens won't dry out and we sell the UV lights for only \$5.

Benefits like these are the reason we have so many satisfied customers since 1998.

I hope once you've had a chance to look over the enclosed information – we can count on you as another satisfied customer.

Please do not hesitate to give us a call at 800-982-6487. We'll be happy to answer any of your remaining questions or concerns about your I.D. Pens from Monico Products.

Sincerely,

Michael Senoff

P.S. If you'd like to speak to an actual customer, we'll be glad to give you their number when you call, so you can talk to them in person. To access our web site go to <http://www.monicoproducts.com>.

**"Did you get your Police I.D. Pens yet?"**

As I was looking over our request for Police I.D. pen donations the other day, I noticed you were one of my first requests, and I wanted to ask you a favor.

I'm in the process of putting together a list of testimonials - a collection of comments about my Police LD. Pens from valued crime fighters like yourself.

Would you take a few minutes to give me your opinion on our Police I.D. Pen? There's no need to dictate a letter - just jot your comments on the attached form, sign it and send it back to me.

If you'll be kind enough to give me your comments, I'll be pleased to return the favor by sending you a FREE Police UV light.

I look forward to learning what you like about our Police I.D. Pens, but I also welcome any suggestions or criticisms you have.

Thanks so much for your time.

Warmest regards,

Michael Senoff

**P.S. Extra Bonus:** Whoever sends in the best success story will also get 500 FREE Police I.D. Pens and 5 Police UV lights.

-----  
**TESTIMONIAL FORM**

Please Fax to **858-274-2579**. Please write your comments or success stories below:



Monico Products has my permission to quote from my comments and use only my name and city in testimonials. I understand you will NOT give or publish my name with my address or phone numbers to anyone! Please ship my free UV light to this address:

Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_

Address: \_\_\_\_\_ Phone#(\_\_\_\_) \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Date: \_\_\_\_\_

Monico Products  
Police I.D. Pen  
4735 Clairemont Sq #361  
San Diego, California 92117  
www.monico-products.com  
1-800-982-6487  
858-274-7851 – OFFICE  
858-274-2579 – FAX

Wednesday, 7:45 a.m.  
April 04, 2001

Monico Products  
4735 Clairemont Sq #361  
San Diego CA 92117

**Your UV Light!**

Thank you for writing your opinion on our I.D. Pens.

Enclosed is the UV light for your I.D. Pens. I'd like to highlight again 3 important points.

- 1.) We are the manufacture of the long lasting Police 1.0. Pen.
- 2.) You get a 100% Guarantee and the lowest price in the world!

**Quantity Pricing below. Pay nothing now. Just call me at  
1-800-982-6487 to order or Fax an order to my fax #858-274-2579.**

**1—200=\$1.50  
200—400=\$1.35  
400—1200=\$1.28  
1200—2000=\$1.00  
2000—4000=\$0.86  
4000—10000=\$0.74**

- 3.) Our I.D. pens won't dry out and we sell the UV lights for only ~5.

Benefits like these are the reason we have so many satisfied customers since 1998.

I hope once you've had a chance to look over the enclosed information – we can count on you as another satisfied customer.

Please do not hesitate to give us a call at 800-982-6487. We'll be happy to answer any of your remaining questions or concerns about your I.D. Pens from Monico Products.

Sincerely,

Michael Senoff

P.S. If you'd like to get some of the I.D. Pens and want special printing with you departments name, give me a call 800-982-6487

From Michael Senoff  
Monico Products  
4735 Clairemont Sq. #361  
San Diego, CA 92117

Wednesday 7:20 p.m.  
February 13, 2001

## **Another Property Crime Solved!**

Congratulations!

You've taken the first step to identifying stolen property faster. Enclosed is the information you requested on our Police 1.0. Pen. I'd like to highlight three important points you'll find in the accompanying information:

- 1.) We are the manufacture of the long lasting Police I.D.Pen.
- 2.) You get a 100% Guarantee and the lowest price in the world!

### **Quantity Pricing below**

1-200=\$1.50  
200-400=\$1.35  
400-1200=\$1.28  
1200-2000=\$1 00  
2000-4000=\$.86  
4000-10000=\$ 74  
**Hand held 7" UV light\$5.00**

- 3.) Our 1.0. pens won't dry out.

Benefits like these are the reason we have so many satisfied customers.

I hope once you've had a chance to look over the enclosed information - we can count on you as another satisfied customer.

Please do not hesitate to give us a call at 800-982-6487.

We'll be happy to answer any of your remaining questions or concerns about your Police I.D. Pens from Monico Products.

Sincerely,

Michael Senoff

P.S. If you'd like to speak to an actual customer, we'll be glad to give you their number when you call, so you can talk to them in person. To access our web site go to [www.monicoproducts.com](http://www.monicoproducts.com) or e-mail to [freepen@aol.com](mailto:freepen@aol.com).

## **Do you have any questions about your Red Eye Pens**

Hi,

My name is Michael Senoff. I'm the Customer Service Manager at JS&M. I noticed you've had your Red Eye Pens, for about a week now, and I just wanted to check in with you.

Have you been able to set everything up ok? If there are any instructions that you can't find, or if you have any questions, just let me know. You can e-mail me at: [freepen@aol.com](mailto:freepen@aol.com)

Or, call the JS&M support team. We're around between 7AM and 6PM, PST Monday through Saturday, and one of us will be glad to help you out!

US: 800-982-6487

Non-US: 858-274-7851

Sincerely,

Michael Senoff  
Customer Service Manager  
JS&M Sales & Marketing Inc.  
[freepen@aol.com](mailto:freepen@aol.com)

## **SET UP DIRECTIONS**

- 1) Set display up and place on retail counter in front of customers
- 2) Enclosed is a mini UV light to demo how the invisible ink pen works.
- 3) You will need two AA Batteries for the UV Light.
- 4) Attach the light to the flap of the display to hold in place  
Do Not Rip the perforated flap on the display
- 5) Mark a retail price of **3-5** dollars on the display
- 6) Demonstrate the pen to your customers
- 7) If you have any questions call \_\_\_\_\_

## **SET UP DIRECTIONS**

- 1) Set display up and place on retail counter in front of customers
- 2) Enclosed is a mini UV light to demo how the invisible ink pen works.
- 3) You will need two AA Batteries for the UV Light.
- 4) Attach the light to the flap of the display to hold in place  
Do Not Rip the perforated flap on the display
- 5) Mark a retail price of 3-5 dollars on the display
- 6) Demonstrate the pen to your customers
- 7) If you have any questions call \_\_\_\_\_

## **SET UP DIRECTIONS**

- 1) Set display up and place on retail counter in front of customers
- 2) Enclosed is a mini UV light to demo how the invisible ink pen works.
- 3) You will need two AA Batteries for the UV Light.
- 4) Attach the light to the flap of the display to hold in place  
Do Not Rip the perforated flap on the display
- 5) Mark a retail price of 3-5 dollars on the display
- 6) Demonstrate the pen to your customers
- 7) If you have any questions call \_\_\_\_\_

## **SET UP DIRECTIONS**

- 1) Set display up and place on retail counter in front of customers
- 2) Enclosed is a mini UV light to demo how the invisible ink pen works.
- 3) You will need two AA Batteries for the UV Light.
- 4) Attach the light to the flap of the display to hold in place  
Do Not Rip the perforated flap on the display
- 5) Mark a retail price of 3-5 dollars on the display
- 6) Demonstrate the pen to your customers
- 7) If you have any questions call \_\_\_\_\_

## **SET UP DIRECTIONS**

- 1) Set display up and place on retail counter in front of customers
- 2) Enclosed is a mini UV light to demo how the invisible ink pen works.
- 3) You will need two AA Batteries for the UV Light.
- 4) Attach the light to the flap of the display to hold in place  
Do Not Rip the perforated flap on the display
- 5) Mark a retail price of 3-5 dollars on the display
- 6) Demonstrate the pen to your customers
- 7) If you have any questions call \_\_\_\_\_

Dear President:

Every time one of your policyholders has their property stolen and unrecovered, your company loses money. When burglary increases, your profits decrease. Insurance is that simple. I was given the name of your company by the Oklahoma Insurance Commissioner Office, who felt our I.D. 2000 program has merit.

Direct Safety Solutions (DSS), a manufacturer of security and safety products has introduced the I.D. 2000 marking program. This program is the least expensive and most reliable method of recovering stolen property.

The complete program includes an ultraviolet marking pen, a property inventory sheet and decals which are placed on doors or windows to warn away potential thieves. The marking pen including decals and inventory sheet retails for less than \$ 5.00. The pen can do over 1,200 markings, so protection is available to everyone not just the citizen who has access to expensive etching pens.

I would like to work with your company to increase the changes to recover property of your policyholders and reduce your claim costs. I would like to recommend the following:

- Your company offer a premium discount for all policyholders who mark their property with our J.D. 2000 ultraviolet pen. DSS will offer the ultraviolet detector sensors to all police agencies in States where you have policyholders at DSS cost.
- DSS will offer the I.D.2000 pen without retail packaging to your company for \$ 1.50 with the name of your company printed on the pen (minimum 5,000 units). Your agents can give them as premiums to their policyholders. This will save you money. Remember, a calendar with your name on it, never saved you money.

Enclosed you will find our new sell sheet detailing the I.D. 2000 program. We are introducing the pen to the consumer through a media blitz in January and February. I would like to include the name of your insurance company in our media releases.

I realize your time is valuable and you are quite busy. If you could invest \$1.50 and save your company thousands of dollars, is it worth a few moments of your time? Opportunity becomes tomorrow's disappointment, if you don't act today.

Sincerely,

# DSS

## DIRECT SAFETY SOLUTIONS, INC.

823 MENENDEZ CT, ORLANDO, FL 32801 (407) 422-0555 • FAX (407) 422-0501

Dear Chief of Police:

Direct Safety Solutions (DSS), a manufacturer of security and safety products has introduced the **I.D. 2000** marking program. This program is the least expensive and most reliable method of recovering stolen property.

The complete program includes an ultraviolet marking pen, a property inventory sheet and decals which are placed on doors or windows to warn away potential thieves. The marking pen including decals and inventory sheet retails for less than \$ 5.00. The pen can do over 1,200 markings, so protection is available to everyone not just the citizen who has access to expensive etching pens.

I would like to work with your agency to increase the changes to recover property. I would like to recommend the following programs:

- Your crime prevention specialists demonstrate **I.D. 2000** during crime prevention seminars. DSS will issue Press Releases on your participation in the **I.D. 2000** program. We will provide the ultraviolet detector sensors to your Department at no cost (Limit 3). Additional sensors at DSS cost.
- DSS will offer the **I.D.2000** pen without retail packaging to your agency for \$ 1.00 with the name of your agency printed on the pen (minimum 5,000 units). Your Deputies can distribute them at crime prevention seminars, security checks and use them as a great public relation tool.

Enclosed you will find our new sell sheet detailing the **I.D. 2000** program. We are introducing the pen to the consumer through a media blitz in January and February. **I.D. 2000** will be sold through Mass Merchants, Convenience stores, Home Improvement, Office Supply Companies, etc.

We have contacted over 500 insurance company Presidents asking for a premium discount for policyholders who mark their property with **I.D. 2000**. I will advise your agency which companies give the premium discounts.

I realize your time is valuable and you are quite busy. **I.D. 2000** will increase the recovery rate in your County and make life for you and your Deputies more rewarding. Please have one of your staff call to discuss my proposals. Remember, Opportunity becomes tomorrow's disappointment, if you don't act today.

Sincerely,

Joe Durek  
President

**SECURING THE WORLD™**

# **DSS** DIRECT SAFETY SOLUTIONS, INC.

5 March 1996

Mr. Bill Nelson  
Insurance Commissioner  
The Capitol  
Tallahassee, Florida 32399-0301

Dear Bill:

You may not remember me, I served as an intern in the Orlando Congressional office your first term in office. I enjoyed my time there and I sometimes see Bill Beckett on my travels around Orlando. It has been rewarding watching your career and the commitment you have to Florida. I am currently serving on the Orange County Charter Review Commission, which is a great challenge.

I am the President of Direct Safety Solutions (DSS) a manufacturer specializing in security and safety products. We have products in many retail outlets including GNC, Sharper Image, Damark, QVC and Herringtons. In January, we introduced I.D. 2000, an ultraviolet marking pen for identifying stolen property.

The complete program includes an ultraviolet marking pen, a property inventory sheet and decals, which are placed on doors or windows to warn away potential thieves. The marking pen including decals and inventory sheet retails for less than \$ 7.00. The pen can do over 1,200 markings, so protection is available to everyone not just the citizen who has access to expensive etching pens.

In May, the pens will be sold in Circle K, Stables, BJ's and Hills. We have had a great response from the insurance industry and had an article written about I.D. 2000 in Rough Notes. We offer insurance companies a discount on the pens, either in retail packaging or by individual pen.

I would appreciate the assistance your office in getting the word out to insurance carriers in Florida. If possible, I would like the following assistance:

- If you feel the I.D. 2000 program has merit, I would like a letter from your office stating the value of the program and how it will help to identify stolen property.
- A brief description of the I.D. 2000 program in any newsletters you send to insurance companies.



MONICO PRODUCTS  
4735 CLAIRMONT SQUARE #301  
SAN DIEGO, CALIFORNIA 92317

(619) 274-7851  
(619) 274-2575 FX

June 10th 1998

Photomania  
1910 Hyland Blvd  
Staten Island, NY 10305

Dear Gary Linda,

I am writing to you because I would like to use your business in an advertising campaign promoting our Pro Red-Eye Remover Pens.

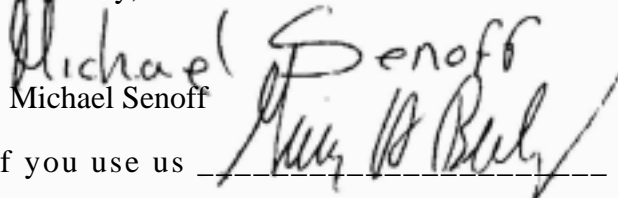
My initial budget for the test campaign allows me to include you and your lab in a full page advertisement in a well-know national photo trade publication. (NOTE: This will take about 10-minutes of work on your part) and, if the test campaign is successful, I am prepared to pay you a royalty tee for the use of your written testimony. You also gain some national exposure to your colleagues in the industry.

The advertisement consists of testimonials about our Pro Photo Red-Eye pens. I need from you a personalized written testimony regarding the red eye pen, the display and marketing tools. It must be on your letterhead written as if you were recommending them to another lab.

Also, I am working against a deadline and I need to hear from you within the next week. Therefore, because of the time pressure involved, I am including my fax number for your convenience # 619-274-2579.

If this is ok with you, just sign and fax back. Please mail me the original. When the advertisement runs, I will send a copy of the ad if I use your testimonial. Thank you for your business and time.

Sincerely,

  
Michael Senoff

Yes Michael it is ok. Let me know if you use us \_\_\_\_\_ X

**MONICO PRODUCTS**  
**SUITE 362**  
**4735 CLAIRMONT SQUARE**  
**SAN DIEGO, CALIFORNIA 92117**

**(619) 274-7851**  
**(619) 274-2579 FX**

Your free branding pens. Compare to engravers.

You recently asked me to send information to you about our unique “Branding Pen”.

You were responding to our press release in July. Monico need your help. We are seeking ways to distribute our pens in your area.

Before going any further, first let me thank you for contacting Monico. Police who are motivated enough to explore new crime fighting opportunities are typically the kind of people who do quite well with our product. As you will soon discover, the pen is especially attractive because it is so easy to use and distribute.

The enclosed pamphlet pretty much describes how the pen works and lists its benefits.

Distributors are free to sell quantities of Branding Pens at wholesale prices ... or one at a time at the retail price of \$5.00 each. The choice is yours to make and some distributors even pursue both wholesale and retail customers in their areas.

Monico believes firmly in supporting its distribution “family” and we provide many tools to help you succeed. Frankly, it’s in our best interest that distributors generate good income for themselves – it means more reorders for us.

If the material answers all your questions, than you can start the process by simply sending in your first order. If you still have questions, call me at (619)-274-7851

Again, thank you for contacting Monico.

Yours Truly,

Michael Senoff,

# Monico Products

## The Branding Pen Opportunity

---

Hi, I am the guy who makes these branding pens. I can tell you this is an awesome product to make some money with. Why? Because everyone has stuff that gets stolen.

You recently asked me to send information to you about our unique "Branding Pen".

You were responding to our ad in the card deck. I am seeking distributors in your area.

Before going any further, first let me thank you for contacting Monico. Individuals who are motivated enough to explore new business opportunities are typically the kind of people who do quite well with our products. As you will soon discover, the pen is especially attractive to distributors because of its healthy profit margins.

The enclosed pamphlet pretty much describes how the pen works and lists its benefits to various types of pen customers. I've also included a price sheet, which will give you an idea of how much money can be made by a distributor with good business sense.

Distributors are free to sell quantities of Branding Pens at wholesale prices ... or one at a time at the retail price of \$5.00 each. The choice is yours to make and some distributors even pursue both wholesale and retail customers in their areas.

Monico believes firmly in supporting its distribution "family" and we provide many tools to help you succeed. Frankly, it's in our best interest that distributors generate good income for themselves – it means more reorders for us.

If the material answers all your questions, than you can start the process by simply sending in your first order. If you still have questions, call me at 800-982-6487

Again, thank you for contacting Monico. I hope this is the beginning of a long and mutually profitable relationship.

Yours Truly,

Michael Senoff

1765 GARNET AVE # 60  
SAN DIEGO CALIFORNIA 92109  
OFF 619-274-7851  
FAX 619-274-2579

VISIT OUR WEB SIGHT [WWW.MONICOPRODUCTS.COM](http://WWW.MONICOPRODUCTS.COM)  
E-MAIL ADDRESS [FREEPEN@AOL.COM](mailto:FREEPEN@AOL.COM)

# Monico Products

## The Branding Pen Opportunity

---

Everyone has stuff that gets stolen. That is why you will make money with The Branding Pen. It is just that simple.

You recently asked me to send information to you about our unique "Branding Pen".

You were responding to our ad in the card deck. I am seeking distributors in your area.

Before going any further, first let me thank you for contacting Monico. Individuals who are motivated enough to explore new business opportunities are typically the kind of people who do quite well with the branding pens. As you will soon discover, the pen is especially attractive to distributors because of its FAT profit margins.

The enclosed pamphlet pretty much describes how the pen works and lists its benefits to various types of pen customers. I've also included a price sheet, which will give you an idea of how much money can be made by a new distributor with good business sense.

Distributors are free to sell quantities of Branding Pens at wholesale prices ... or one at a time at the retail price of \$5.00 each. The choice is yours to make and some distributors even pursue both wholesale and retail customers in their areas.

Monico believes firmly in supporting its distribution "family" and we provide many tools to help you succeed. Frankly, its in our best interest that distributors generate good income for themselves - it means more reorders for us.

If the material answers all your questions, than you can start the process by simply sending in your first order. If you still have questions, call me personally at 619-274-7851

Again, thank you for contacting Monico. I hope this is the beginning of a long and mutually profitable relationship.

Yours Truly,

Michael Senoff

1765 GARNET AVE # 60  
SAN DIEGO CALIFORNIA 92109  
OFF 619-274-7851  
FAX 619-274-2579

VISIT OUR WEB SIGHT [WWW.MONICOPRODUCTS.COM](http://WWW.MONICOPRODUCTS.COM)  
E-MAIL ADDRESS-[FREEPEN@AOL.COM](mailto:FREEPEN@AOL.COM)

# **DSS** DIRECT SAFETY SOLUTIONS, INC.

823 MENENDEZ CT, ORLANDO, FL 32801 (407) 422-0555 • FAX (407) 422-0501

## **PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

**CONTACT: LOU LENTINE**

**(407) 422-0555**

## **I.D. 2000™**

**“The least expensive way to protect your possessions.~~**

**Orlando, Florida:** Most burglars are lazy. If they face the choice of a home with protective signs over one that is unmarked they choose the unmarked home. If they face the choice of property marked with the owners I.D. over unmarked property which do they choose. Based upon these facts of human criminal nature, Direct Safety Solutions (DSS) has created the **I.D. 2000** program.

The **I.D. 2000** program includes an ultraviolet marking pen, a property inventory sheet and decals, which are placed on doors or windows to warn away potential thieves. With a retail price of less than \$5, the **I.D. 2000** program is the least expensive way to protect your possessions. The marking pen can do over 1,200 markings, so protection is available to everyone not just the citizen who has access to expensive etching pens.

The **I.D. 2000** Security Marker contains an invisible permanent ink that marks on all surfaces including glass, paper, wood, plastic and cloth. D 2000 will not stain, damage, or deface property. Marks are visible under a special Ultraviolet light carried by law enforcement including police, detectives and pawn shops.

Burglars don't want marked merchandise because it is difficult to fence and evidence of guilt is apparent if they are caught. **I.D. 2000** works to recover your stolen property faster than any other method. It may also qualify for a premium discount under certain insurance policies.

For further information, contact Lou Lentine at (407) 422-0555.

## **“WESTERN” BACKGROUND MUSIC UP AND UNDER**

**ANNCR:** One of the reasons ranchers began to brand their cattle back in the 1800's was to discourage rustlers from stealing the valuable steers.

## **MUSIC OUT**

As an idea, branding as a safeguard worked the, and it still works now. And not just for livestock. Now you can buy a special pen that lets you brand all of your valuable property with invisible ink.

You can't see the brand; neither can a burglar. But shine an ultraviolet light on your property and your secret brand – perhaps your driver's license number – pops up bright as day.

The pen has enough ink to mark about a thousand items. Your stereo, computer, TV, jewelry, and tools. This terrific pen is known as the Branding Pen and you can get two of them for just ten bucks. You even get window stickers to warn any would-be burglar that your valuables are invisibly marked.

To get your own pair of banding pens, call Monaco Marketing at 1-800-856-9576. That's 1-800-856-9576

**“MYSTERY” BACKGROUND MUSIC UP AND UNDER**

**ANNCR:** Invisible ink. It’s something that we’ve heard mentioned over the years, but most people never encounter it in their whole life.

**MUSIC OUT**

Until now. A few minutes ago, I wrote my name down on this microphone using something called the Branding Pen. When the ink dried, the words disappeared. But when I put the microphone under a little ultraviolet light, why, my name showed up bright as day.

The unique Branding Pen has enough invisible ink in it to mark, to brand, to protect – about a thousand items. All your recording equipment, stereo, computer, TV, weapons, jewelry, collectables, and tools.

If you’d like to get a pair of Branding Pens for yourself, I’ll give you the number in a few seconds. You can get two of these really neat pens and some window decals for just ten bucks. Or if you’d like to know how to make some extra money distributing Branding Pens, they welcome your call.

Either way, you want to contact Monaco Marketing at 1-800-856-9765. That’s 800-856-9576.

## Monaco Marketing 60: Branding Pens (C)

ANNCR: Here's a message for any listeners who re interested in making some extra cash. You make it the really old fashioned way, by buying something at low cost, selling it at a higher price, and keeping the difference for yourself.

I'm talking about making money with the Branding Pen. Perhaps you've heard about it on the radio, maybe you've seen one in person or on the Internet. It's a neat little pen that writes in a special invisible ink. Homeowners and business people use Branding Pens to invisibly mark their valuable property, such as computers, tools, equipment, cameras, and the like.

If the items ever get stolen, they can still be identified by a police property officer with the help of an ultraviolet lamp. The invisible identification laid down by the Branding Pen sows up bright and clear.

Branding Pens are available to the public for five dollars each, but the company also sells the pens wholesale to distributors and retailers who know how to market a sure thing. Monaco Marketing tells me that even law enforcement people are selling Branding Pens on the side.

If you're interested in a good profit-making or fund-raising idea that also fights crime, call Monaco Marketing at 1-800-858-9576. That's (800) 856-9576



## **THREE 1" ADS**

### **DISTRIBUTORS**

#### **Fight crime & make money!**

We need distributors for our innovative "Branding Pen." It lets people mark their valuables with ink visible only under a police UV light. Retail: \$5. Your cost? Call MONICO Products at 1-800-0000.

### **STORES**

#### **Sell "Branding Pens" & fight crime!**

We're looking for more stores to sell our innovative "Branding Pen." It lets customers mark valuables with ink visible only under a police UV light. Retail: \$5. Your cost? Call MONICO Products at 1-800-0000

### **RETAIL**

#### **"Band" your valuables with invisible ink!**

With Monico's innovative "Branding Pen," you can mark 100's of pieces of property with invisible ink that can be read only under a UV light. Get two pens for \$10 delivered. Address? Phone?

*Monico Products*

4735 Clairmont Square  
Suite 361  
San Diego, CA 92117

***News  
Release***

Contact:

Michael Senoff

President

Monico Products

(619) 274-7851 Tel. 1-800-982-6487

(619) 273-7660 Evening

(619) 274-2579 Fax

freepen@aol.com

www.monicoproducts.com

**For Immediate Release: Dec. 4, 1998**

### **A Business In A Box: Unique Writing Pens Offer Profit Opportunity**

SAN DIEGO -- Monico Products offers wholesalers, dealer distributors; retailers and specialty imprinters profit opportunities with the company's line of unique pens. The pens offer simple and inexpensive solutions to two problems: removal of tired eye" from photographs and snapshots and a pen that invisibly marks property for security purposes.

Monico Products offers a better than risk free guarantee to its distributors: If after 60 days a dealer doesn't like the way the product sells, Monico Products will pickup the counter top display and remaining product at no charge. The dealer can even keep the profits form any pens they sold. The pens are a unique and novel idea that sell virtually anywhere. Specialty advertisers and imprinters can generate additional sales revenues by including the pens in their current product mix.

For more information call 1-(800)-982-6487, fax to (619) 274-2579 or surf to [www.monicoproducts.com](http://www.monicoproducts.com).

-END-

**Monico Marketing**  
**1765 Garnet Avenue Suite 60, San Diego, CA 92109**  
**tel: 1-800-982-6487 fax: 619/274-2579**

**FOR IMMEDIATE RELEASE**

**FOR MORE INFORMATION CONTACT:**

Michael Senoff, 1-800-982-6487  
or 619-274-7851 (San Diego)

## FORMULA FOR SPECIALTY PENS A RECIPE FOR FINANCIAL SUCCESS

SAN DIEGO, May 20, 1998 — As a child in Atlanta, Ga., Michael Senoff vowed he would never have to work the hours his father did. He told himself, “The only way you’re going to get away from doing that is by owning your own business.”

But not just any business would work; too often the small business owner works far harder than any employee. To Senoff, the key was finding a product that had mass-market appeal and “took up very little space, cost very little to make, and would have a high profit.” In addition, the product should be simple and safe to manufacture.

After years of research, Senoff developed the Monico Marketing product line of — writing pens.

The pens — one that detects counterfeit currency, another that marks property with invisible, permanent ink, and a third that eliminates “red-eye” from photographs — are band-assembled, part by part, with machinery used only for die imprinting. The pens perform their magic through simple chemical reactions often taught in high school chemistry classes.

– MORE –

By fine-tuning the pens' marketing, Senoff has built his San Diego-based business to the point where he could, if he wanted, retire on the income provided by pen reorders. However, a businessman at heart who constantly studies new businesses—successes and failures—and listens to motivational audio cassettes, Senoff will probably never retire completely.

“All you need are a few good ideas that can revolutionize a business,” he said, “and I’m constantly looking for them.”

For more information about Michael Senoff or his company, Monico Marketing, call 1-800-982-6487 (619-274-7851 in San Diego), fax 619-274-2579 or visit [www.monicoproducts.com](http://www.monicoproducts.com).

Contact:  
Michael Senoff  
President  
Monico Products  
(619) 274-7851 Tel.  
1-800-982-6487  
(619) 273-7660 Evening  
(619) 274-2579 Fax  
www.monicoproducts.com

**For Immediate Release: June 30 1998**

### **Monico Products' Unique Pen Fights Crime: Donated To Local Community Groups**

SAN DIEGO, CA -- June 30, 1998 -- Monico Products, a unique San Diego writing pen manufacturer, has announced it will donate several of its Branding Pens, a pen that invisibly marks property for security purposes, to the XYZ Community Watch Group and the ABC Police Station.

The Branding Pen contains a unique invisible ink that is semi-permanent. It actually bonds molecularly to the surface written on. The pen secretly "brands" personal and business property and valuables. The Branding Pen's invisible ink can be seen under an ultraviolet lamp by police departments.

According to Michael Senoff, president of Monico Products, "The Branding Pen can be more useful to local neighborhood watch groups and police stations than the vibrating engraver that is typically loaned out to people to mark their property because the vibrator imbeds scratches and can damage the property. The person using the vibrating inscriber must also return it. Because of the low price and convenience of the Branding Pen, everyone in the community can now own their own personal property protection device." "If people would just identify their property; it would save a tremendous amount of time and loss."

A one page property inventory sheet kit comes with the Branding Pen. For more information call (619) 274-7851.

-end-

Contact:  
Michael Senoff  
President  
Monico Products  
(619) 274-7851 Tel.  
1-800-982-6487  
(619) 273-7660 Evening  
(619) 274-2579 Fax  
[www.monicoproducts.com](http://www.monicoproducts.com)

**For Immediate Release: June 30 1998**

### **A Business In A Box: Unique Writing Pens Offer Profit Opportunity**

SAN DIEGO, CA -- June 30, 1998 -- Monico Products offers wholesalers, dealer distributors, retailers and specialty imprinters profit opportunities with the company's line of unique pens. The pens offer simple and inexpensive solutions to three problems: Counterfeit money detection, removal of "red eye" from photographs and snapshots and a pen that invisibly marks property for security purposes.

Monico Products offers a better than risk free guarantee to its distributors: If after 60 days a dealer doesn't like the way the product sells, Monico Products will pickup the counter top display and remaining product at no charge. The dealer can even keep the profits from any pens they sold. The pens are a unique and novel idea that sell virtually anywhere. Specialty advertisers and imprinters can generate additional sales revenues by including the pens in their current product mix.

For more information call 1-(800)-959-1823, fax to (619) 274-2579 or surf to [www.monicoproducts.com](http://www.monicoproducts.com).

-end-

**Monico Marketing**  
**1765 Garnet Avenue Suite 60, San Diego, CA 92109**  
**tel: 1-800-982-6487 fax: 619/274-2579**

**FOR IMMEDIATE RELEASE**

**FOR MORE INFORMATION CONTACT:**

Michael Senoff, 1-800-982-6487  
or 619-274-7851 (San Diego)

## **FORMULA FOR SPECIALTY PENS A RECIPE FOR FINANCIAL SUCCESS**

SAN DIEGO, May 20, 1998 — As a child in Atlanta, Ga., Michael Senoff vowed he would never have to work the hours his father did. He told himself, “The only way you’re going to get away from doing that is by owning your own business.”

But not just any business would work; too often the small business owner works far harder than any employee. To Senoff, the key was finding a product that had mass-market appeal and “took up very little space, cost very little to make, and would have a high profit.” In addition, the product should be simple and safe to manufacture.

After years of research, Senoff developed the Monico Marketing product line of — writing pens.

The pens — one that detects counterfeit currency, another that marks property with invisible, permanent ink, and a third that eliminates “red-eye” from photographs — are hand-assembled, part by part, with machinery used only for the imprinting. The pens perform their magic through simple chemical reactions often taught in high school chemistry classes.

— MORE —

By fine-tuning the pens' marketing, Senoff has built his San Diego-based business to the point where he could, if he wanted, retire on the income provided by pen reorders. However, a businessman at heart who constantly studies new businesses—successes and failures—and listens to motivational audio cassettes, Senoff will probably never retire completely.

“All you need are a few good ideas that can revolutionize a business,” he said, “and I’m constantly looking for them.

For more information about Michael Senoff or his company, Monico Marketing, call 1-800-982-6487 (619-274-7851 in San Diego), fax 619-274-2579 or visit [www.monicoproducts.com](http://www.monicoproducts.com).



**Monico Marketing**  
**1765 Garnet Avenue Suite 60, San Diego, CA 92109**  
**tel: 1-800-982-6487 fax: 619/274-2579**  
**www.monicoproducts.com**

**FOR IMMEDIATE RELEASE**

**FOR MORE INFORMATION CONTACT:**

Michael Senoff, 1-800-982-6487  
or 619-274-7851 (San Diego)

## **MILLIONS OF DOLLARS WASTED IN EFFORT TO ‘SAVE’ MONEY**

Redesigned U.S. Currency Now Being Distributed Inefficient and Unnecessary

SAN DIEGO, July 6, 1998 — Businessman Michael Senoff claims the U.S. government threw away millions of dollars developing its new “counterfeit-proof” currency.

“These new bills might be good in some ivory tower where people aren’t worried about customer service,” he said. “But out here in the real world we don’t have time to hold every single bill up to the light to see if George or Abe or whoever changes color while our customer stands there waiting for change.”

The best way to check money, Senoff said, is a simple paper test. The paper used in making money is specially manufactured for durability and guarded as if it were already printed. Unlike commercially available paper, this paper contains no starch.

By marking on suspect bills with a simple iodine-based marking pen, a cashier can easily, quickly, and unobtrusively test the money. If the mark remains yellow, the money is good. If the mark turns brown or black, the paper contains starch and is not valid U.S. currency.

“The safeguards to protect us from taking counterfeit money are already in place,” Senoff said. “The government just spent millions of dollars on this redesign when all that was needed was to get the word out about using the pens to test the money.”

## **CALIFORNIA STILL THE LAND OF OPPORTUNITY**

### **Low-Tech Specialty Pens Sell Well in High-Tech Economy**

Who says they don't make them like they used to? Meet self-made businessman Michael Senoff, who has built a profitable manufacturing business that doesn't rely on high technology.

No accidental entrepreneur, Senoff vowed as a child in Atlanta, Ga., he would never have to work the hours his father did.

"I saw how my dad worked, and he was gone for weeks at a time," Senoff said. He told himself, "The only way you're going to get away from doing that is by owning your own business."

The key for Senoff was finding a product that had mass-market appeal and "took up very little space, cost very little to make, and would have a high profit." After years of research, he settled on unique, complementary variations of writing pens—easy-to-use products that solve specific problems.

The pens—one that detects counterfeit currency, another that marks property with invisible, permanent ink, and a third that eliminates "red-eye" from photographs—are hand-assembled, part by part, with machinery used only for the imprinting.

By focusing on and fine-tuning the pens' marketing, Senoff has built his San Diego-based business to the point where he could, if he wanted, retire on the income provided by pen reorders. However, a businessman at heart who constantly studies new businesses—successes and failures—and listens to motivational audio cassettes, Senoff will probably never retire completely.

"All you need are a few good ideas that can revolutionize a business," he said, "and I'm constantly looking for them."

For more information about Michael Senoff or his company, Monico Marketing, call 1-800-982-6487 (619-274-7851 in San Diego), fax 619-274-2579 or visit [www.monicoproducts.com](http://www.monicoproducts.com).

## **CALIFORNIA STILL THE LAND OF OPPORTUNITY**

### **Manufacturing Business Built on Determination, Not Cash**

Who says they don't make them like they used to? Meet Michael Senoff, a self-made businessman who would make Horatio Alger proud.

No accidental entrepreneur, Senoff vowed as a child in Atlanta, Ga., he would never have to work the hours his father did. Sejiuff's father, a salesman, traveled out of town at least five days a week.

"I saw how my dad worked, and he was gone for weeks at a time," Senoff said. He told himself, "The only way you're going to get away from doing that is by owning your own business."

Senoff entered the business world early: in school he sold cinnamon toothpicks he had made from ordinary pharmacy cinnamon oil, as well as bubble gum and anything else he could think of.

He also worked the usual low-paying jobs reserved for teenagers—counterperson at an ice cream shop, gofer at a racquetball club, bus boy at a restaurant. These jobs toughened his determination.

"I remember cleaning the bathrooms and doing the grunt work, and I knew there had to be a better way," he said.

Senoff financed his education at the University of Alabama with a tie-dye T-shirt business. The business was profitable but required intensive labor to make the shirts and staff the retail store. After graduating with a major in advertising and marketing, he sold off his inventory, visited with family for a while, then headed West to "pursue the California dream."

"I wanted to live over by the ocean in the most beautiful climate in the country, start a business and become financially independent," he said.

Eight years later. Senoff's dream hovers within reach. Profits for his San Diego-based business, Monico Marketing, have more than doubled every year for the last four years, disproving the theories

that starting a manufacturing operation is beyond the reach of the capital-poor entrepreneur, and opportunity in America has dried up.

Of the need for thousands of start-up dollars, he said, “Professors at universities tell you this from their textbooks. But they’ve never run a business or sold a thing in their life.”

As for the American dream, Senoff said, “There are so many opportunities in America it is just unbelievable- People just don’t know how to look for it, or they let their family and friends tell them they can’t do it.”

The key for Senoff was finding a product that had mass-market appeal and “took up very little space, cost very little to make, and would have a high profit.”

Three pens—one that detects counterfeit currency, another that marks property with invisible, permanent ink, and a third that eliminates “red-eye” from photographs—are Monico Marketing’s core products. The pens are hand-assembled, part by part, with machinery used only for the imprinting.

Senoff had tried a few different products unsuccessfully before learning about one that detects counterfeit currency. After developing his own process based on a chemical reaction taught in high-school chemistry, he created an easy-to-use pen that tests currency.

The pen’s ink turns black or brown when used on regular paper. When used on U.S. currency, the ink remains the original yellow.

“It took me about five different prototypes before I got the thing to work properly. But I learned how to manufacture a pen in my one-bedroom apartment,” said Senoff. With his low overhead, he was able to undercut his competitors’ prices.

“I built the business one phone call at a time,” he said. “There were some days that I spent 10 hours on the phone, until my ear was aching.”

When he solicited businesses asking them to display the pens, he offered a no-risk guarantee: Businesses could display the pens at no cost to them. If the pens didn't sell, the business owner could call a toll-free number and Monico Marketing would pick up the pen display. Any profit made from pens sold could be kept by the business owner.

Senoff believes customer service is paramount in growing a business. "One customer is worth thousands of dollars to me over the lifetime that I do business with him or her," he said. "We answer the phone immediately, and orders go out the same or next day. Not only that, I back up my products 100 percent. If, at any time for the life of our product, anything materially is wrong with it, we replace it—no questions asked."

Senoff believes the reason for the pens' success is the way they're marketed

"When I started selling the counterfeit-currency detector pens," he said, "I took the time to show customers how the pen worked. I let them test it themselves, and my sales skyrocketed."

He applied the same principle to the invisible ink and red-eye remover pens. "All the pens can be demonstrated right at a retail counter by the customer."

The counterfeit-currency detector pen is aimed primarily at small businesses that handle cash. "If a small business owner accepts a bad \$100 bill, he loses the money," Senoff said. "Taking a \$100 loss is costly to a small business."

The invisible ink pen, on the other hand, is targeted at anyone who has valuables. Similar to an engraving pen, the invisible ink pen permanently marks owner information on property for identification if recovered by the police. Unlike the engraving pen, the invisible ink is visible only under an ultraviolet light, and it marks virtually any surface.

"The problem with engraving," said Senoff, "is that it looks terrible, like a two-year-old scribbled on it. If the owner wanted to sell his camera or stereo, no one would buy it with engraving all over it."

In case the owner wants to deter potential thieves by warning the property is marked, Monico Marketing provides small decals. Even if aware the property was marked, the thief wouldn't know where and would have to scrub down the entire item with a strong solvent.

Nearly everyone who has ever used a camera has been afflicted with photographs in which the subjects' eyes glow red. Monico Marketing's third pen, the red-eye remover pen, can be used directly on the print itself to remove red-eye.

Sold in one-hour photo labs across the nation, the pens are stocked in a point-of-purchase display with "a Fuji print that has over 500 little red eyes on it, and it invites the customer to test the red-eye remover pen before buying it"

By focusing on complementary products and fine-tuning their marketing, Senoff has built the business to the point where he could, if he wanted, retire on the income provided by pen reorders. However, a businessman at heart who constantly studies new businesses—successes and failures—and listens to motivational audio cassettes, Senoff will probably never retire completely.

"All you need are a few good ideas that can revolutionize a business," he said, "and I'm constantly looking for them."

For more information about Monico Marketing or its products, call 1-800-982-6487 (619-274-7851 in San Diego), fax 619-274-2579 or visit *www.monicoproducts.com*.

# *Monico Products*

4735 Clairmont Square  
Suite 361  
San Diego, CA 92117

## *Story Memo*

### **Contact:**

Michael Senoff  
President  
Monico Products  
(619) 274-7851 Tel. 1-800-982-6487  
(619) 273-7660 Evening  
(619) 274-2479 Fax  
[www.monicoproducts.com](http://www.monicoproducts.com)

### **A Recipe For Success: Specialty Pen Manufacturer Monico Products**

**Who:** Michael Senoff, president of Monico Products in San Diego, California, manufactures and distributes a line of unique writing pens. Senoff, who entered the business world early by selling cinnamon toothpicks he made from ordinary pharmacy cinnamon oil, as well as bubble gum and any thing else he could think of, was formally in the tie-dye apparel business. But Senoff desired a venture that was less labor intensive. He also wanted more control of the manufacturing process. To Senoff, the key was to find a product that had mass-market appeal and “took up very little space, cost very little to make, and would offer a high profit.” In addition, the product should be simple and safe to manufacture.

**What:** The unique writing pens offer simple and inexpensive solutions to two problems: removal of “red eye” from photographs and snapshots and a pen that invisibly marks property for security purposes. The Red Eye and Branding Pens are offered to dealer distributors and wholesalers as a “Business in a Box” concept. Monico Products offers a better than risk free guarantee to its distributors: If after 60 days a dealer doesn’t like the way the product sells, Monico Products will pickup the counter top display and remaining product at no charge. The dealer can even keep the profits from any pens sold. The pens are a unique and novel idea that sell virtually anywhere. According to Senoff, “Once a distributor buys and tries the pens, they’ll keep calling back and ordering more. Repeats are the real value of this business.

(MORE)

## **Monico Products 2 of 2**

**How:** Senoff saw a competitor's red eye remover pen advertised in a magazine and became intrigued with the idea. The biggest challenge was figuring out a way to manufacturer the pens without a lot of expensive high-tech machinery. Pen manufacturers traditionally outsource to companies that have million's of dollars worth of equipment that assemble, fill and cap pens. But Senoff didn't have money like that. So over the next three years he figured out a proprietary way to fill and assemble the pens in quantity by hand.

**Why:** Senoff sought to develop and provide simple and inexpensive solutions to problems. No accidental entrepreneur, Senoff vowed as a child in Atlanta, Georgia, he would never have to work the hours his farther did. "I saw how my dad worked, and he was gone for weeks at a time," Senoff said. He told himself, "The only way your going to get away from doing that is by owning your own business." The company is now looking for other useful, problem solving ideas for pen applications and uses, and will even pay for their ideas.

**Where:** Currently, Monico distributes pens to the following local San Diego stores: Deans Photo and Longs Drug stores. Over two thousand photo labs, SaveOn, Walgreens and Big-B Drug stores use the pens around the country. By focusing on and fine-tuning the marketing and sales of the pen line, Senoff has built his San Diego based business to the point where he could retire on the income provided by pen reorders. However, an entrepreneur at heart who constantly studies new businesses successes and failures, and listens to educational audio cassettes, Senoff will probably never retire completely. "All you need are a few good ideas that can revolutionize a business," he said. "I'm constantly looking for them."

**When:** Michael Senoff is currently available for media interviews.

-END-



# *Monico Products*

# *Company Background*

Monico Products, located in San Diego, California, offers wholesalers, dealer distributors, retailers profit opportunities with the company's line of unique pens. The pens offer simple and inexpensive solutions to two problems: removal of "red eye" from photographs and snapshots and a pen that invisibly marks property for security purposes. The Red Eye and Branding Pens are offered to dealer distributors and wholesalers as a "Business in a Box" concept. Monico Products offers a better than risk free guarantee to its distributors: If after 60 days a dealer doesn't like the way the product sells, Monico Products will pickup the counter top display and remaining product at no charge. The dealer can even keep the profits from any pens they sold. The pens are a unique and novel idea that sell to virtually anyone, especially on countertops near cash registers for retail impulse purchases.

# *Company Fact Sheet*

- ❖ Orders from Monico Products come complete with an on-site selling program, a 24-hour-toll free training line, a no risk guarantee, same or next day shipping and live ordering operators.
- ❖ The company has been built primarily through direct mail and telephone sales.
- ❖ The company will pay for shipping and the display on the customer's first order.
- ❖ Dealer distributors are also offered different sales tools like coupons, buttons, post-it notes product guarantee cards, window and register decals, pen test cards and preformatted advertising and public relations tools (i.e., telephone sales scripts, broadcast display and classified advertising and public relations news releases.
- ❖ For more dealer information and free samples, call 1-800-982-6487.

Michael Senoff is president of Monico Products located in San Diego, California. Senoff entered the business world early by selling cinnamon toothpicks he made from ordinary pharmacy cinnamon oil, as well as bubble gum and any thing else he could think of. Senoff was formally in the tie-dye apparel business (which he used to finance his education at the University of Alabama), but desired a venture that was less labor intensive. Senoff also wanted more control of the manufacturing process. To Senoff, the key was to find a product that had mass-market appeal and “took up very little space, cost very little to make, and would offer a high profit.” In addition, the product should be simple and safe to manufacture.

Senoff, a triplet born second in line, is no accidental entrepreneur. He vowed as a child in Atlanta, Georgia, he would never have to work the hours his farther did. He made the decision that he was going to own and operate his own business. Senoff has always sought to develop and provide simple and inexpensive solutions to problems. The company’s line of pens have remained consistent with Senoff’s problem solving philosophy.

## *The Red Eye Pen:*

- ❖ The Ink: Includes a cyan color ink designed to work with the emulsion on the surface of photos. The ink is acid free, and won't destroy the photos.
- ❖ There are solutions to solve the red eye problem digitally, but few people take the time because it's expensive and time consuming. The process requires an additional visit back to the photo lab. The Red Eye pen is a quick and inexpensive solution. Ink jet prints can also be corrected.
- ❖ Editor Note: Publishing quality product photos may be downloaded at the Web site: <http://www.momcoproducts.com/media.htm>

## *The Branding Pen (Invisible Ink):*

- ❖ The Ink: the branding pen ink is a unique invisible ink, and is formulated by one of the largest ink manufacturers in the U.S. The ink is semi-permanent. It actually bonds molecularly to the surface written on.
- ❖ Homeowners, businesses and institutions use the pen to secretly “brand” their valuables.
- ❖ The Branding Pen’s invisible ink can be seen under an ultraviolet lamp by police departments.
- ❖ Some retail stores across the country are using the Branding Pen to prevent merchandise return fraud. The store marks the tags of new merchandise it carries to identify their own merchandise if a customer tries to return it. If the tag of the returned item doesn’t react under the ultraviolet light, it’s not the store’s merchandise and is not allowed to be returned. A simple solution for a problem.
- ❖ The Branding Pen can be useful to local neighborhood watch groups and police stations. A vibrating engraver is typically loaned out to people in the community by these groups, but is not as useful as the Branding Pen because the vibrator imbeds scratches and damages the property. The person using the vibrating inscriber must also return it. Because of the low price and convenience of the Branding Pen, everyone in the community can now own their own personal property protection device.
- ❖ When people identify their property, it saves a tremendous amount of time and loss. A one page property inventory sheet (kit) comes with the branding pen.
- ❖ Insurance agents can hand them out to their prospects and policyholders.
- ❖ The pen can also provide children education about ultraviolet lights, and can be used as a secret decoder pen with the ultraviolet light.

**Editor Note:** Publishing quality product photos may be downloaded at the Web site: <http://www.monico.com/media.htm>.

## ***Monico Product's Pen Market:***

- ❖ **Retail Customers:** These are customers who buy from our distributors at wholesale prices and re-sell the pens to end users at retail. Prospects include stores (hardware, gun, appliance, convenience, electronics, computer, art & antique, jewelry, office supply hardware, auto supply, and more). Also included are flea market dealers, door-to-door salespeople, and businesses who have existing customers to market to.
  
- ❖ **Giveaway/Promotional Customers:** These are companies and individuals who buy our pens direct from distributors at wholesale prices and then give them away, or otherwise distribute the pens in order to promote themselves and reward their customers. These customers include individual real estate agents, local insurance agencies, alarm companies, newspaper publishers, banks, auto dealers, accountants and others interested in promoting good will.
  
- ❖ **Organizations & Fund Raising Customers:** These groups buy pens from distributors at wholesale prices and either use them as inducements to join a group or make a contribution. The pens can also be purchased in quantity to be re-sold to the end user, with the profits going to the institution. Examples of the first type are Crime Watch organizations, public TV and radio stations, police benevolent associations, friends of firefighters, and similar public safety groups. Examples of fund-raising customers include schools, churches and synagogues, hospital auxiliaries, and scouts.
  
- ❖ **Large Business and Institutional Customers:** This group buys pens at negotiated quantity prices and uses them throughout their organizations. Examples of such customers include retail stores and chains, banks, schools that look for protection from losses to vandalism, hospitals, parts distributors, audio and video chains, pharmacy groups, police and fire departments and others who own large quantities of valuable property inventoried at several different locations.

4735 Clairmont Square #361  
San Diego CA 92117

**WARNING!**

Don't Buy  
Another  
Red Eye Pen  
Until You Read This!

KURT SEELIG  
810 W 2ND ST  
LANSDALE PA, 19446-2100

4735 Clairmont Square #361  
San Diego CA 92117

**WARNING!**

Don't Buy  
Another  
Red Eye Pen  
Until You Read This!

IGNACIO MARTINEZ  
PO BOX 192273  
SAN JUAN PR, 00919-2273

Over>>

Over>>

4735 Clairmont Square #361  
San Diego CA 92117

**WARNING!**

Don't Buy  
Another  
Red Eye Pen  
Until You Read This!

CARLOS ORTIZ  
51 CALLE MUNOZ RIVERA  
CABO ROJO PR, 00623-4041

4735 Clairmont Square #361  
San Diego CA 92117

**WARNING!**

Don't Buy  
Another  
Red Eye Pen  
Until You Read This!

JOHN FAIG  
PO BOX 59159  
MINNEAPOLIS MN, 55459-8200

Over>>

Over>>

## “Man Discovers Why Red Eye Pens Don’t Sell”

UNTIL RECENTLY, only a few photo labs knew about Monico’s red eye pens. Now labs in 47 states promotes the use of Monico’s red eye remover pens to the buying public.

Monica Products, a San Diego pen manufacturer, has announced it will donate thousands of its red eye pens, a pen that removes red eye from prints, to local photo labs, camera shops and specialty retailers.

The red eye pen contains a unique ink that will actually removes red eye from the photo and restores the eyes on the print into a natural brown color.

According to Michael Senoff; president of Monico Products, “Many of our stores are selling two to three hundred red eye pens a year through a unique counter-top display. Monica has also developed a proprietary selling system. “This proven selling system is only available to retailers who resell our pens.”

Michael has proof that his method of merchandising his red eye pens is 7 times more effective compared to displayed individually packaged red eye pens. There is one overlooked problem with individually packaged red eye pens. 97% of the buying public is unaware how to use the red eye pen on their photos. They don’t believe this pen is the solution to their red eye problem until they are shown how. “We show them how. We let

## “Man Discovers Why Red Eye Pens Don’t Sell”

UNTIL RECENTLY, only a few photo labs knew about Monico’s red eye pens. Now labs in 47 states promotes the use of Monico’s red eye remover pens to the buying public.

Monica Products, a San Diego pen manufacturer, has announced it will donate thousands of its red eye pens, a pen that removes red eye from prints, to local photo labs, camera shops and specialty retailers.

The red eye pen contains a unique ink that will actually removes red eye from the photo and restores the eyes on the print into a natural brown color.

According to Michael Senoff; president of Monico Products, “Many of our stores are selling two to three hundred red eye pens a year through a unique counter-top display. Monica has also developed a proprietary selling system. “This proven selling system is only available to retailers who resell our pens.”

Michael has proof that his method of merchandising his red eye pens is 7 times more effective compared to displayed individually packaged red eye pens. There is one overlooked problem with individually packaged red eye pens. 97% of the buying public is unaware how to use the red eye pen on their photos. They don’t believe this pen is the solution to their red eye problem until they are shown how. “We show them how. We let

them test it *before they buy*. Now our customer have the confidence and the belief that my red eye pens really do work. Now the customer will buy a red eye pen. It’s that simple”. Until now, that’s why sales of red eye pens have been so poor for retail photo labs and camera shops in the past.

## “Many labs take years only to sell a few red eye pens and give up on the product”

Thanks to Monica’s marketing system, photo labs can now make a nice profit on red eye pens and sell more then ever before. Monica’s owner, Michael Senoff says he will prove his claims first, before you pay! If you feel his red eye pen selling system is not all that he describes, you can return it within 60 days. Only if your happy do you pay. No questions asked. If you should decide to return it, you may keep the three free bonuses for your trouble”.

This Free Pen Offer is being made far a limited time only.. so send your request today. To receive your free red eye pen, you can fax your name and letterhead to 858-274-2579, You can mail your request to the address on the front of this post card or e-mail to [freepen@aol.com](mailto:freepen@aol.com). Do it today and your free red eye pen will be rushed by US First Class Mail. You may view photos of the red eye pen display at the Monico site. Just go to <http://www.monicoproducts.com> Get Your FREE Red Eye Pen Now! Call 800-982-6487

them test it *before they buy*. Now our customer have the confidence and the belief that my red eye pens really do work. Now the customer will buy a red eye pen. It’s that simple”. Until now, that’s why sales of red eye pens have been so poor for retail photo labs and camera shops in the past.

## “Many labs take years only to sell a few red eye pens and give up on the product”

Thanks to Monica’s marketing system, photo labs can now make a nice profit on red eye pens and sell more then ever before. Monica’s owner, Michael Senoff says he will prove his claims first, before you pay! If you feel his red eye pen selling system is not all that he describes, you can return it within 60 days. Only if your happy do you pay. No questions asked. If you should decide to return it, you may keep the three free bonuses for your trouble”.

This Free Pen Offer is being made far a limited time only.. so send your request today. To receive your free red eye pen, you can fax your name and letterhead to 858-274-2579, You can mail your request to the address on the front of this post card or e-mail to [freepen@aol.com](mailto:freepen@aol.com). Do it today and your free red eye pen will be rushed by US First Class Mail. You may view photos of the red eye pen display at the Monico site. Just go to <http://www.monicoproducts.com> Get Your FREE Red Eye Pen Now! Call 800-982-6487

## “Man Discovers Why Red Eye Pens Don’t Sell”

UNTIL RECENTLY, only a few photo labs knew about Monico’s red eye pens. Now labs in 47 states promotes the use of Monico’s red eye remover pens to the buying public.

Monica Products, a San Diego pen manufacturer, has announced it will donate thousands of its red eye pens, a pen that removes red eye from prints, to local photo labs, camera shops and specialty retailers.

The red eye pen contains a unique ink that will actually removes red eye from the photo and restores the eyes on the print into a natural brown color.

According to Michael Senoff; president of Monico Products, “Many of our stores are selling two to three hundred red eye pens a year through a unique counter-top display. Monica has also developed a proprietary selling system. “This proven selling system is only available to retailers who resell our pens.”

Michael has proof that his method of merchandising his red eye pens is 7 times more effective compared to displayed individually packaged red eye pens. There is one overlooked problem with individually packaged red eye pens. 97% of the buying public is unaware how to use the red eye pen on their photos. They don’t believe this pen is the solution to their red eye problem until they are shown how. “We show them how. We let

them test it *before they buy*. Now our customer have the confidence and the belief that my red eye pens really do work. Now the customer will buy a red eye pen. It’s that simple”. Until now, that’s why sales of red eye pens have been so poor for retail photo labs and camera shops in the past.

## “Many labs take years only to sell a few red eye pens and give up on the product”

Thanks to Monica’s marketing system, photo labs can now make a nice profit on red eye pens and sell more then ever before. Monica’s owner, Michael Senoff says he will prove his claims first, before you pay! If you feel his red eye pen selling system is not all that he describes, you can return it within 60 days. Only if your happy do you pay. No questions asked. If you should decide to return it, you may keep the three free bonuses for your trouble”.

This Free Pen Offer is being made far a limited time only.. so send your request today. To receive your free red eye pen, you can fax your name and letterhead to 858-274-2579, You can mail your request to the address on the front of this post card or e-mail to [freepen@aol.com](mailto:freepen@aol.com). Do it today and your free red eye pen will be rushed by US First Class Mail. You may view photos of the red eye pen display at the Monico site. Just go to <http://www.monicoproducts.com> Get Your FREE Red Eye Pen Now! Call 800-982-6487

them test it *before they buy*. Now our customer have the confidence and the belief that my red eye pens really do work. Now the customer will buy a red eye pen. It’s that simple”. Until now, that’s why sales of red eye pens have been so poor for retail photo labs and camera shops in the past.

## “Many labs take years only to sell a few red eye pens and give up on the product”

Thanks to Monica’s marketing system, photo labs can now make a nice profit on red eye pens and sell more then ever before. Monica’s owner, Michael Senoff says he will prove his claims first, before you pay! If you feel his red eye pen selling system is not all that he describes, you can return it within 60 days. Only if your happy do you pay. No questions asked. If you should decide to return it, you may keep the three free bonuses for your trouble”.

This Free Pen Offer is being made far a limited time only.. so send your request today. To receive your free red eye pen, you can fax your name and letterhead to 858-274-2579, You can mail your request to the address on the front of this post card or e-mail to [freepen@aol.com](mailto:freepen@aol.com). Do it today and your free red eye pen will be rushed by US First Class Mail. You may view photos of the red eye pen display at the Monico site. Just go to <http://www.monicoproducts.com> Get Your FREE Red Eye Pen Now! Call 800-982-6487

4735 Clairmont Square #361  
San Diego CA 92117

**WARNING!**

Don't Buy  
Another  
Red Eye Pen  
Until You Read This!

RICHARD GOLDFARB  
183 WASHINGTON AVE  
BELLEVILLE NJ, 07109-2542

4735 Clairmont Square #361  
San Diego CA 92117

**WARNING!**

Don't Buy  
Another  
Red Eye Pen  
Until You Read This!

DAN BELL  
1820 VOLUNTEER DR  
CLEVELAND TN, 37311

Over>>

Over>>

4735 Clairmont Square #361  
San Diego CA 92117

**WARNING!**

Don't Buy  
Another  
Red Eye Pen  
Until You Read This!

DANE MCDONALD  
1820 VOLUNTEER DR  
CLEVELAND TN, 37311

4735 Clairmont Square #361  
San Diego CA 92117

**WARNING!**

Don't Buy  
Another  
Red Eye Pen  
Until You Read This!

KIRK SANFORD  
1820 VOLUNTEER DR  
CLEVELAND TN, 37311

Over>>

Over>>



## “Red Eye Pens For FREE”

UNTIL RECENTLY, only a few photo labs knew about Monico’s red eye pens. Now labs in 47 states promotes the use of Monico’s red eye remover pens to the buying public.

Monica Products, a San Diego pen manufacturer, has announced it will donate thousands of its red eye pens, a pen that removes red eye from prints, to local photo labs, camera shops and specialty retailers.

The red eye pen contains a unique ink that will actually removes red eye from the photo and restores the eyes on the print into a natural brown color.

According to Michael Senoff; president of Monico Products, “Many of our stores are selling two to three hundred red eye pens a year through a unique counter-top display. Monica has also developed a proprietary selling system. “This proven selling system is only available to retailers who resell our pens.”

Michael has proof that his method of merchandising his red eye pens is 7 times more effective compared to displayed individually packaged red eye pens. There is one overlooked problem with individually packaged red eye pens. 97% of the buying public is unaware how to use the red eye pen on their photos. They don’t believe this pen is the solution to their red eye problem until they are shown how. “We show them how. We let them test it *before they buy*. Now our customer have

## "Red Eye Pens For FREE”

UNTIL RECENTLY, only a few photo labs knew about Monico’s red eye pens. Now labs in 47 states promotes the use of Monico’s red eye remover pens to the buying public.

Monica Products, a San Diego pen manufacturer, has announced it will donate thousands of its red eye pens, a pen that removes red eye from prints, to local photo labs, camera shops and specialty retailers.

The red eye pen contains a unique ink that will actually removes red eye from the photo and restores the eyes on the print into a natural brown color.

According to Michael Senoff; president of Monico Products, “Many of our stores are selling two to three hundred red eye pens a year through a unique counter-top display. Monica has also developed a proprietary selling system. “This proven selling system is only available to retailers who resell our pens.”

Michael has proof that his method of merchandising his red eye pens is 7 times more effective compared to displayed individually packaged red eye pens. There is one overlooked problem with individually packaged red eye pens. 97% of the buying public is unaware how to use the red eye pen on their photos. They don’t believe this pen is the solution to their red eye problem until they are shown how. “We show them how. We let them test it *before they buy*. Now our customer have

the confidence and the belief that my red eye pens really do work. Now the customer will buy a red eye pen. It’s that simple”. Until now, that’s why sales of red eye pens have been so poor for retail photo labs and camera shops in the past.

## “Many labs take years only to sell a few red eye pens and give up on the product”

Thanks to Monica’s marketing system, photo labs can now make a nice profit on red eye pens and sell more then ever before. Monica’s owner, Michael Senoff says he will prove his claims first, before you pay! If you feel his red eye pen selling system is not all that he describes, you can return it within 60 days. Only if your happy do you pay. No questions asked. If you should decide to return it, you may keep the three free bonuses for your trouble”.

This Free Pen Offer is being made far a limited time only.. so send your request today. To receive your free red eye pen, you can fax your name and letterhead to 858-274-2579, You can mail your request to the address on the front of this post card or e-mail to [freepen@aol.com](mailto:freepen@aol.com). Do it today and your free red eye pen will be rushed by US First Class Mail. You may view photos of the red eye pen display at the Monico site. Just go to <http://www.monicoproducts.com> Get Your FREE Red Eye Pen Now! Call 800-982-6487

the confidence and the belief that my red eye pens really do work. Now the customer will buy a red eye pen. It’s that simple”. Until now, that’s why sales of red eye pens have been so poor for retail photo labs and camera shops in the past.

## “Many labs take years only to sell a few red eye pens and give up on the product”

Thanks to Monica’s marketing system, photo labs can now make a nice profit on red eye pens and sell more then ever before. Monica’s owner, Michael Senoff says he will prove his claims first, before you pay! If you feel his red eye pen selling system is not all that he describes, you can return it within 60 days. Only if your happy do you pay. No questions asked. If you should decide to return it, you may keep the three free bonuses for your trouble”.

This Free Pen Offer is being made far a limited time only.. so send your request today. To receive your free red eye pen, you can fax your name and letterhead to 858-274-2579, You can mail your request to the address on the front of this post card or e-mail to [freepen@aol.com](mailto:freepen@aol.com). Do it today and your free red eye pen will be rushed by US First Class Mail. You may view photos of the red eye pen display at the Monico site. Just go to <http://www.monicoproducts.com> Get Your FREE Red Eye Pen Now! Call 800-982-6487

## “Red Eye Pens For FREE”

UNTIL RECENTLY, only a few photo labs knew about Monico’s red eye pens. Now labs in 47 states promotes the use of Monico’s red eye remover pens to the buying public.

Monica Products, a San Diego pen manufacturer, has announced it will donate thousands of its red eye pens, a pen that removes red eye from prints, to local photo labs, camera shops and specialty retailers.

The red eye pen contains a unique ink that will actually removes red eye from the photo and restores the eyes on the print into a natural brown color.

According to Michael Senoff; president of Monico Products, “Many of our stores are selling two to three hundred red eye pens a year through a unique counter-top display. Monica has also developed a proprietary selling system. “This proven selling system is only available to retailers who resell our pens.”

Michael has proof that his method of merchandising his red eye pens is 7 times more effective compared to displayed individually packaged red eye pens. There is one overlooked problem with individually packaged red eye pens. 97% of the buying public is unaware how to use the red eye pen on their photos. They don’t believe this pen is the solution to their red eye problem until they are shown how. “We show them how. We let them test it *before they buy*. Now our customer have

## “Red Eye Pens For FREE”

UNTIL RECENTLY, only a few photo labs knew about Monico’s red eye pens. Now labs in 47 states promotes the use of Monico’s red eye remover pens to the buying public.

Monica Products, a San Diego pen manufacturer, has announced it will donate thousands of its red eye pens, a pen that removes red eye from prints, to local photo labs, camera shops and specialty retailers.

The red eye pen contains a unique ink that will actually removes red eye from the photo and restores the eyes on the print into a natural brown color.

According to Michael Senoff; president of Monico Products, “Many of our stores are selling two to three hundred red eye pens a year through a unique counter-top display. Monica has also developed a proprietary selling system. “This proven selling system is only available to retailers who resell our pens.”

Michael has proof that his method of merchandising his red eye pens is 7 times more effective compared to displayed individually packaged red eye pens. There is one overlooked problem with individually packaged red eye pens. 97% of the buying public is unaware how to use the red eye pen on their photos. They don’t believe this pen is the solution to their red eye problem until they are shown how. “We show them how. We let them test it *before they buy*. Now our customer have

the confidence and the belief that my red eye pens really do work. Now the customer will buy a red eye pen. It’s that simple”. Until now, that’s why sales of red eye pens have been so poor for retail photo labs and camera shops in the past.

## “Many labs take years only to sell a few red eye pens and give up on the product”

Thanks to Monica’s marketing system, photo labs can now make a nice profit on red eye pens and sell more then ever before. Monica’s owner, Michael Senoff says he will prove his claims first, before you pay! If you feel his red eye pen selling system is not all that he describes, you can return it within 60 days. Only if your happy do you pay. No questions asked. If you should decide to return it, you may keep the three free bonuses for your trouble”.

This Free Pen Offer is being made far a limited time only.. so send your request today. To receive your free red eye pen, you can fax your name and letterhead to 858-274-2579, You can mail your request to the address on the front of this post card or e-mail to [freepen@aol.com](mailto:freepen@aol.com). Do it today and your free red eye pen will be rushed by US First Class Mail. You may view photos of the red eye pen display at the Monico site. Just go to <http://www.monicoproducts.com> Get Your FREE Red Eye Pen Now! Call 800-982-6487

the confidence and the belief that my red eye pens really do work. Now the customer will buy a red eye pen. It’s that simple”. Until now, that’s why sales of red eye pens have been so poor for retail photo labs and camera shops in the past.

## “Many labs take years only to sell a few red eye pens and give up on the product”

Thanks to Monica’s marketing system, photo labs can now make a nice profit on red eye pens and sell more then ever before. Monica’s owner, Michael Senoff says he will prove his claims first, before you pay! If you feel his red eye pen selling system is not all that he describes, you can return it within 60 days. Only if your happy do you pay. No questions asked. If you should decide to return it, you may keep the three free bonuses for your trouble”.

This Free Pen Offer is being made far a limited time only.. so send your request today. To receive your free red eye pen, you can fax your name and letterhead to 858-274-2579, You can mail your request to the address on the front of this post card or e-mail to [freepen@aol.com](mailto:freepen@aol.com). Do it today and your free red eye pen will be rushed by US First Class Mail. You may view photos of the red eye pen display at the Monico site. Just go to <http://www.monicoproducts.com> Get Your FREE Red Eye Pen Now! Call 800-982-6487

4735 Clairmont Square #361  
San Diego CA 92117

4735 Clairmont Square #361  
San Diego CA 92117

**WARNING!**

Don't Buy  
Another  
Red Eye Pen  
Until You Read This!

ALMA MARAVILLA  
611 ATLANTIC BLVD  
LOS ANGELES CA, 90022

**WARNING!**

Don't Buy  
Another  
Red Eye Pen  
Until You Read This!

BART DEVITO  
PO BOX 158  
YONKERS NY, 10705-0158

Over>>

Over>>

4735 Clairmont Square #361  
San Diego CA 92117

4735 Clairmont Square #361  
San Diego CA 92117

**WARNING!**

Don't Buy  
Another  
Red Eye Pen  
Until You Read This!

RON JOHNSON  
991 S PERRYVILLE RD  
ROCKFORD IL, 61108-1537

**WARNING!**

Don't Buy  
Another  
Red Eye Pen  
Until You Read This!

JOSEPH NGUYEN  
106 BROADWAY  
CHULA VISTA CA, 91910-2303

Over>>

Over>>

## “FREE Red Eye Pens”

UNTIL RECENTLY, only a few photo labs knew about Monico’s red eye pens. Now labs in 47 states promotes the use of Monico’s red eye remover pens to the buying public.

Monica Products, a San Diego pen manufacturer, has announced it will donate thousands of its red eye pens, a pen that removes red eye from prints, to local photo labs, camera shops and specialty retailers.

The red eye pen contains a unique ink that will actually removes red eye from the photo and restores the eyes on the print into a natural brown color.

According to Michael Senoff; president of Monico Products, “Many of our stores are selling two to three hundred red eye pens a year through a unique counter-top display. Monica has also developed a proprietary selling system. “This proven selling system is only available to retailers who resell our pens.”

Michael has proof that his method of merchandising his red eye pens is 7 times more effective compared to displayed individually packaged red eye pens. There is one overlooked problem with individually packaged red eye pens. 97% of the buying public is unaware how to use the red eye pen on their photos. They don’t believe this pen is the solution to their red eye problem until they are shown how. “We show them how. We let them test it *before they buy*. Now our customer have

## “FREE Red Eye Pens”

UNTIL RECENTLY, only a few photo labs knew about Monico’s red eye pens. Now labs in 47 states promotes the use of Monico’s red eye remover pens to the buying public.

Monica Products, a San Diego pen manufacturer, has announced it will donate thousands of its red eye pens, a pen that removes red eye from prints, to local photo labs, camera shops and specialty retailers.

The red eye pen contains a unique ink that will actually removes red eye from the photo and restores the eyes on the print into a natural brown color.

According to Michael Senoff; president of Monico Products, “Many of our stores are selling two to three hundred red eye pens a year through a unique counter-top display. Monica has also developed a proprietary selling system. “This proven selling system is only available to retailers who resell our pens.”

Michael has proof that his method of merchandising his red eye pens is 7 times more effective compared to displayed individually packaged red eye pens. There is one overlooked problem with individually packaged red eye pens. 97% of the buying public is unaware how to use the red eye pen on their photos. They don’t believe this pen is the solution to their red eye problem until they are shown how. “We show them how. We let them test it *before they buy*. Now our customer have

the confidence and the belief that my red eye pens really do work. Now the customer will buy a red eye pen. It’s that simple”. Until now, that’s why sales of red eye pens have been so poor for retail photo labs and camera shops in the past.

## “Many labs take years only to sell a few red eye pens and give up on the product”

Thanks to Monica’s marketing system, photo labs can now make a nice profit on red eye pens and sell more then ever before. Monica’s owner, Michael Senoff says he will prove his claims first, before you pay! If you feel his red eye pen selling system is not all that he describes, you can return it within 60 days. Only if your happy do you pay. No questions asked. If you should decide to return it, you may keep the three free bonuses for your trouble”.

This Free Pen Offer is being made far a limited time only.. so send your request today. To receive your free red eye pen, you can fax your name and letterhead to 858-274-2579, You can mail your request to the address on the front of this post card or e-mail to [freepen@aol.com](mailto:freepen@aol.com). Do it today and your free red eye pen will be rushed by US First Class Mail. You may view photos of the red eye pen display at the Monico site. Just go to <http://www.monicoproducts.com> Get Your FREE Red Eye Pen Now! Call 800-982-6487

the confidence and the belief that my red eye pens really do work. Now the customer will buy a red eye pen. It’s that simple”. Until now, that’s why sales of red eye pens have been so poor for retail photo labs and camera shops in the past.

## “Many labs take years only to sell a few red eye pens and give up on the product”

Thanks to Monica’s marketing system, photo labs can now make a nice profit on red eye pens and sell more then ever before. Monica’s owner, Michael Senoff says he will prove his claims first, before you pay! If you feel his red eye pen selling system is not all that he describes, you can return it within 60 days. Only if your happy do you pay. No questions asked. If you should decide to return it, you may keep the three free bonuses for your trouble”.

This Free Pen Offer is being made far a limited time only.. so send your request today. To receive your free red eye pen, you can fax your name and letterhead to 858-274-2579, You can mail your request to the address on the front of this post card or e-mail to [freepen@aol.com](mailto:freepen@aol.com). Do it today and your free red eye pen will be rushed by US First Class Mail. You may view photos of the red eye pen display at the Monico site. Just go to <http://www.monicoproducts.com> Get Your FREE Red Eye Pen Now! Call 800-982-6487

## “FREE Red Eye Pens”

UNTIL RECENTLY, only a few photo labs knew about Monico’s red eye pens. Now labs in 47 states promotes the use of Monico’s red eye remover pens to the buying public.

Monica Products, a San Diego pen manufacturer, has announced it will donate thousands of its red eye pens, a pen that removes red eye from prints, to local photo labs, camera shops and specialty retailers.

The red eye pen contains a unique ink that will actually removes red eye from the photo and restores the eyes on the print into a natural brown color.

According to Michael Senoff; president of Monico Products, “Many of our stores are selling two to three hundred red eye pens a year through a unique counter-top display. Monica has also developed a proprietary selling system. “This proven selling system is only available to retailers who resell our pens.”

Michael has proof that his method of merchandising his red eye pens is 7 times more effective compared to displayed individually packaged red eye pens. There is one overlooked problem with individually packaged red eye pens. 97% of the buying public is unaware how to use the red eye pen on their photos. They don’t believe this pen is the solution to their red eye problem until they are shown how. “We show them how. We let them test it *before they buy*. Now our customer have

## “FREE Red Eye Pens”

UNTIL RECENTLY, only a few photo labs knew about Monico’s red eye pens. Now labs in 47 states promotes the use of Monico’s red eye remover pens to the buying public.

Monica Products, a San Diego pen manufacturer, has announced it will donate thousands of its red eye pens, a pen that removes red eye from prints, to local photo labs, camera shops and specialty retailers.

The red eye pen contains a unique ink that will actually removes red eye from the photo and restores the eyes on the print into a natural brown color.

According to Michael Senoff; president of Monico Products, “Many of our stores are selling two to three hundred red eye pens a year through a unique counter-top display. Monica has also developed a proprietary selling system. “This proven selling system is only available to retailers who resell our pens.”

Michael has proof that his method of merchandising his red eye pens is 7 times more effective compared to displayed individually packaged red eye pens. There is one overlooked problem with individually packaged red eye pens. 97% of the buying public is unaware how to use the red eye pen on their photos. They don’t believe this pen is the solution to their red eye problem until they are shown how. “We show them how. We let them test it *before they buy*. Now our customer have

the confidence and the belief that my red eye pens really do work. Now the customer will buy a red eye pen. It’s that simple”. Until now, that’s why sales of red eye pens have been so poor for retail photo labs and camera shops in the past.

## “Many labs take years only to sell a few red eye pens and give up on the product”

Thanks to Monica’s marketing system, photo labs can now make a nice profit on red eye pens and sell more then ever before. Monica’s owner, Michael Senoff says he will prove his claims first, before you pay! If you feel his red eye pen selling system is not all that he describes, you can return it within 60 days. Only if your happy do you pay. No questions asked. If you should decide to return it, you may keep the three free bonuses for your trouble”.

This Free Pen Offer is being made far a limited time only.. so send your request today. To receive your free red eye pen, you can fax your name and letterhead to 858-274-2579, You can mail your request to the address on the front of this post card or e-mail to [freepen@aol.com](mailto:freepen@aol.com). Do it today and your free red eye pen will be rushed by US First Class Mail. You may view photos of the red eye pen display at the Monico site. Just go to <http://www.monicoproducts.com> Get Your FREE Red Eye Pen Now! Call 800-982-6487

the confidence and the belief that my red eye pens really do work. Now the customer will buy a red eye pen. It’s that simple”. Until now, that’s why sales of red eye pens have been so poor for retail photo labs and camera shops in the past.

## “Many labs take years only to sell a few red eye pens and give up on the product”

Thanks to Monica’s marketing system, photo labs can now make a nice profit on red eye pens and sell more then ever before. Monica’s owner, Michael Senoff says he will prove his claims first, before you pay! If you feel his red eye pen selling system is not all that he describes, you can return it within 60 days. Only if your happy do you pay. No questions asked. If you should decide to return it, you may keep the three free bonuses for your trouble”.

This Free Pen Offer is being made far a limited time only.. so send your request today. To receive your free red eye pen, you can fax your name and letterhead to 858-274-2579, You can mail your request to the address on the front of this post card or e-mail to [freepen@aol.com](mailto:freepen@aol.com). Do it today and your free red eye pen will be rushed by US First Class Mail. You may view photos of the red eye pen display at the Monico site. Just go to <http://www.monicoproducts.com> Get Your FREE Red Eye Pen Now! Call 800-982-6487

4735 Clairmont Square #361  
San Diego CA 92117

**WARNING!**

Don't Buy  
Another  
Red Eye Pen  
Until You Read This!

DANIEL RO  
30 ROCKEFELLER PLAZA  
NEW YORK NY, 10112-0002

4735 Clairmont Square #361  
San Diego CA 92117

**WARNING!**

Don't Buy  
Another  
Red Eye Pen  
Until You Read This!

ROBERT STEARNS  
1335 BLUE HILLS AVE  
BLOOMFIELD CT, 6002

Over>>

Over>>

4735 Clairmont Square #361  
San Diego CA 92117

**WARNING!**

Don't Buy  
Another  
Red Eye Pen  
Until You Read This!

TOM MCDERMOTT  
8757 E VIA DE COMMERCIO  
SCOTTSDALE AZ, 85258

4735 Clairmont Square #361  
San Diego CA 92117

**WARNING!**

Don't Buy  
Another  
Red Eye Pen  
Until You Read This!

ANA MARISSA GIMENEZ  
PO BOX 7866  
TAMUNING GU, 96931

Over>>

Over>>

## “Red Eye Pen Revolt”

UNTIL RECENTLY, only a few photo labs knew about Monico’s red eye pens. Now labs in 47 states promotes the use of Monico’s red eye remover pens to the buying public.

Monica Products, a San Diego pen manufacturer, has announced it will donate thousands of its red eye pens, a pen that removes red eye from prints, to local photo labs, camera shops and specialty retailers.

The red eye pen contains a unique ink that will actually removes red eye from the photo and restores the eyes on the print into a natural brown color.

According to Michael Senoff; president of Monico Products, “Many of our stores are selling two to three hundred red eye pens a year through a unique counter-top display. Monica has also developed a proprietary selling system. “This proven selling system is only available to retailers who resell our pens.”

Michael has proof that his method of merchandising his red eye pens is 7 times more effective compared to displayed individually packaged red eye pens. There is one overlooked problem with individually packaged red eye pens. 97% of the buying public is unaware how to use the red eye pen on their photos. They don’t believe this pen is the solution to their red eye problem until they are shown how. “We show them how. We let them test it *before they buy*. Now our customer have

## “Red Eye Pen Revolt”

UNTIL RECENTLY, only a few photo labs knew about Monico’s red eye pens. Now labs in 47 states promotes the use of Monico’s red eye remover pens to the buying public.

Monica Products, a San Diego pen manufacturer, has announced it will donate thousands of its red eye pens, a pen that removes red eye from prints, to local photo labs, camera shops and specialty retailers.

The red eye pen contains a unique ink that will actually removes red eye from the photo and restores the eyes on the print into a natural brown color.

According to Michael Senoff; president of Monico Products, “Many of our stores are selling two to three hundred red eye pens a year through a unique counter-top display. Monica has also developed a proprietary selling system. “This proven selling system is only available to retailers who resell our pens.”

Michael has proof that his method of merchandising his red eye pens is 7 times more effective compared to displayed individually packaged red eye pens. There is one overlooked problem with individually packaged red eye pens. 97% of the buying public is unaware how to use the red eye pen on their photos. They don’t believe this pen is the solution to their red eye problem until they are shown how. “We show them how. We let them test it *before they buy*. Now our customer have

the confidence and the belief that my red eye pens really do work. Now the customer will buy a red eye pen. It’s that simple”. Until now, that’s why sales of red eye pens have been so poor for retail photo labs and camera shops in the past.

### “Many labs take years only to sell a few red eye pens and give up on the product”

Thanks to Monica’s marketing system, photo labs can now make a nice profit on red eye pens and sell more then ever before. Monica’s owner, Michael Senoff says he will prove his claims first, before you pay! If you feel his red eye pen selling system is not all that he describes, you can return it within 60 days. Only if your happy do you pay. No questions asked. If you should decide to return it, you may keep the three free bonuses for your trouble”.

This Free Pen Offer is being made far a limited time only.. so send your request today. To receive your free red eye pen, you can fax your name and letterhead to 858-274-2579, You can mail your request to the address on the front of this post card or e-mail to [freepen@aol.com](mailto:freepen@aol.com). Do it today and your free red eye pen will be rushed by US First Class Mail. You may view photos of the red eye pen display at the Monico site. Just go to <http://www.monicoproducts.com> Get Your FREE Red Eye Pen Now! Call 800-982-6487

the confidence and the belief that my red eye pens really do work. Now the customer will buy a red eye pen. It’s that simple”. Until now, that’s why sales of red eye pens have been so poor for retail photo labs and camera shops in the past.

### “Many labs take years only to sell a few red eye pens and give up on the product”

Thanks to Monica’s marketing system, photo labs can now make a nice profit on red eye pens and sell more then ever before. Monica’s owner, Michael Senoff says he will prove his claims first, before you pay! If you feel his red eye pen selling system is not all that he describes, you can return it within 60 days. Only if your happy do you pay. No questions asked. If you should decide to return it, you may keep the three free bonuses for your trouble”.

This Free Pen Offer is being made far a limited time only.. so send your request today. To receive your free red eye pen, you can fax your name and letterhead to 858-274-2579, You can mail your request to the address on the front of this post card or e-mail to [freepen@aol.com](mailto:freepen@aol.com). Do it today and your free red eye pen will be rushed by US First Class Mail. You may view photos of the red eye pen display at the Monico site. Just go to <http://www.monicoproducts.com> Get Your FREE Red Eye Pen Now! Call 800-982-6487

## “Red Eye Pen Revolt”

UNTIL RECENTLY, only a few photo labs knew about Monico’s red eye pens. Now labs in 47 states promotes the use of Monico’s red eye remover pens to the buying public.

Monica Products, a San Diego pen manufacturer, has announced it will donate thousands of its red eye pens, a pen that removes red eye from prints, to local photo labs, camera shops and specialty retailers.

The red eye pen contains a unique ink that will actually removes red eye from the photo and restores the eyes on the print into a natural brown color.

According to Michael Senoff; president of Monico Products, “Many of our stores are selling two to three hundred red eye pens a year through a unique counter-top display. Monica has also developed a proprietary selling system. “This proven selling system is only available to retailers who resell our pens.”

Michael has proof that his method of merchandising his red eye pens is 7 times more effective compared to displayed individually packaged red eye pens. There is one overlooked problem with individually packaged red eye pens. 97% of the buying public is unaware how to use the red eye pen on their photos. They don’t believe this pen is the solution to their red eye problem until they are shown how. “We show them how. We let them test it *before they buy*. Now our customer have

## “Red Eye Pen Revolt”

UNTIL RECENTLY, only a few photo labs knew about Monico’s red eye pens. Now labs in 47 states promotes the use of Monico’s red eye remover pens to the buying public.

Monica Products, a San Diego pen manufacturer, has announced it will donate thousands of its red eye pens, a pen that removes red eye from prints, to local photo labs, camera shops and specialty retailers.

The red eye pen contains a unique ink that will actually removes red eye from the photo and restores the eyes on the print into a natural brown color.

According to Michael Senoff; president of Monico Products, “Many of our stores are selling two to three hundred red eye pens a year through a unique counter-top display. Monica has also developed a proprietary selling system. “This proven selling system is only available to retailers who resell our pens.”

Michael has proof that his method of merchandising his red eye pens is 7 times more effective compared to displayed individually packaged red eye pens. There is one overlooked problem with individually packaged red eye pens. 97% of the buying public is unaware how to use the red eye pen on their photos. They don’t believe this pen is the solution to their red eye problem until they are shown how. “We show them how. We let them test it *before they buy*. Now our customer have

the confidence and the belief that my red eye pens really do work. Now the customer will buy a red eye pen. It’s that simple”. Until now, that’s why sales of red eye pens have been so poor for retail photo labs and camera shops in the past.

### “Many labs take years only to sell a few red eye pens and give up on the product”

Thanks to Monica’s marketing system, photo labs can now make a nice profit on red eye pens and sell more then ever before. Monica’s owner, Michael Senoff says he will prove his claims first, before you pay! If you feel his red eye pen selling system is not all that he describes, you can return it within 60 days. Only if your happy do you pay. No questions asked. If you should decide to return it, you may keep the three free bonuses for your trouble”.

This Free Pen Offer is being made far a limited time only.. so send your request today. To receive your free red eye pen, you can fax your name and letterhead to 858-274-2579, You can mail your request to the address on the front of this post card or e-mail to [freepen@aol.com](mailto:freepen@aol.com). Do it today and your free red eye pen will be rushed by US First Class Mail. You may view photos of the red eye pen display at the Monico site. Just go to <http://www.monicoproducts.com> Get Your FREE Red Eye Pen Now! Call 800-982-6487

the confidence and the belief that my red eye pens really do work. Now the customer will buy a red eye pen. It’s that simple”. Until now, that’s why sales of red eye pens have been so poor for retail photo labs and camera shops in the past.

### “Many labs take years only to sell a few red eye pens and give up on the product”

Thanks to Monica’s marketing system, photo labs can now make a nice profit on red eye pens and sell more then ever before. Monica’s owner, Michael Senoff says he will prove his claims first, before you pay! If you feel his red eye pen selling system is not all that he describes, you can return it within 60 days. Only if your happy do you pay. No questions asked. If you should decide to return it, you may keep the three free bonuses for your trouble”.

This Free Pen Offer is being made far a limited time only.. so send your request today. To receive your free red eye pen, you can fax your name and letterhead to 858-274-2579, You can mail your request to the address on the front of this post card or e-mail to [freepen@aol.com](mailto:freepen@aol.com). Do it today and your free red eye pen will be rushed by US First Class Mail. You may view photos of the red eye pen display at the Monico site. Just go to <http://www.monicoproducts.com> Get Your FREE Red Eye Pen Now! Call 800-982-6487

4735 Clairmont Square #361  
San Diego CA 92117

**WARNING!**

Don't Buy  
Another  
Red Eye Pen  
Until You Read This!

GLENN SILVERMAN  
951 W ARMITAGE AVE  
CHICAGO IL, 60614-4233

4735 Clairmont Square #361  
San Diego CA 92117

**WARNING!**

Don't Buy  
Another  
Red Eye Pen  
Until You Read This!

LOUIS MILLER  
4161 BRADINI ST  
SAN DIEGO CA, 92103

Over>>

Over>>

4735 Clairmont Square #361  
San Diego CA 92117

**WARNING!**

Don't Buy  
Another  
Red Eye Pen  
Until You Read This!

GARY MILLER  
1103 SUNNYVALE  
ANACONDA MT, 59711

4735 Clairmont Square #361  
San Diego CA 92117

**WARNING!**

Don't Buy  
Another  
Red Eye Pen  
Until You Read This!

GOLAM CHOWDHURY  
PO BOX 614  
TUJUNGA CA, 91043

Over>>

Over>>

## “Hot New Way To Sell Red Eye Pens”

UNTIL RECENTLY, only a few photo labs knew about Monico’s red eye pens. Now labs in 47 states promotes the use of Monico’s red eye remover pens to the buying public.

Monica Products, a San Diego pen manufacturer, has announced it will donate thousands of its red eye pens, a pen that removes red eye from prints, to local photo labs, camera shops and specialty retailers.

The red eye pen contains a unique ink that will actually removes red eye from the photo and restores the eyes on the print into a natural brown color.

According to Michael Senoff; president of Monico Products, “Many of our stores are selling two to three hundred red eye pens a year through a unique counter-top display. Monica has also developed a proprietary selling system. “This proven selling system is only available to retailers who resell our pens.”

Michael has proof that his method of merchandising his red eye pens is 7 times more effective compared to displayed individually packaged red eye pens. There is one overlooked problem with individually packaged red eye pens. 97% of the buying public is unaware how to use the red eye pen on their photos. They don’t believe this pen is the solution to their red eye problem until they are shown how. “We show them how. We let

## “Hot New Way To Sell Red Eye Pens”

UNTIL RECENTLY, only a few photo labs knew about Monico’s red eye pens. Now labs in 47 states promotes the use of Monico’s red eye remover pens to the buying public.

Monica Products, a San Diego pen manufacturer, has announced it will donate thousands of its red eye pens, a pen that removes red eye from prints, to local photo labs, camera shops and specialty retailers.

The red eye pen contains a unique ink that will actually removes red eye from the photo and restores the eyes on the print into a natural brown color.

According to Michael Senoff; president of Monico Products, “Many of our stores are selling two to three hundred red eye pens a year through a unique counter-top display. Monica has also developed a proprietary selling system. “This proven selling system is only available to retailers who resell our pens.”

Michael has proof that his method of merchandising his red eye pens is 7 times more effective compared to displayed individually packaged red eye pens. There is one overlooked problem with individually packaged red eye pens. 97% of the buying public is unaware how to use the red eye pen on their photos. They don’t believe this pen is the solution to their red eye problem until they are shown how. “We show them how. We let

them test it *before they buy*. Now our customer have the confidence and the belief that my red eye pens really do work. Now the customer will buy a red eye pen. It’s that simple”. Until now, that’s why sales of red eye pens have been so poor for retail photo labs and camera shops in the past.

## “Many labs take years only to sell a few red eye pens and give up on the product”

Thanks to Monica’s marketing system, photo labs can now make a nice profit on red eye pens and sell more then ever before. Monica’s owner, Michael Senoff says he will prove his claims first, before you pay! If you feel his red eye pen selling system is not all that he describes, you can return it within 60 days. Only if your happy do you pay. No questions asked. If you should decide to return it, you may keep the three free bonuses for your trouble”.

This Free Pen Offer is being made far a limited time only.. so send your request today. To receive your free red eye pen, you can fax your name and letterhead to 858-274-2579, You can mail your request to the address on the front of this post card or e-mail to [freepen@aol.com](mailto:freepen@aol.com). Do it today and your free red eye pen will be rushed by US First Class Mail. You may view photos of the red eye pen display at the Monico site. Just go to <http://www.monicoproducts.com> Get Your FREE Red Eye Pen Now! Call 800-982-6487

them test it *before they buy*. Now our customer have the confidence and the belief that my red eye pens really do work. Now the customer will buy a red eye pen. It’s that simple”. Until now, that’s why sales of red eye pens have been so poor for retail photo labs and camera shops in the past.

## “Many labs take years only to sell a few red eye pens and give up on the product”

Thanks to Monica’s marketing system, photo labs can now make a nice profit on red eye pens and sell more then ever before. Monica’s owner, Michael Senoff says he will prove his claims first, before you pay! If you feel his red eye pen selling system is not all that he describes, you can return it within 60 days. Only if your happy do you pay. No questions asked. If you should decide to return it, you may keep the three free bonuses for your trouble”.

This Free Pen Offer is being made far a limited time only.. so send your request today. To receive your free red eye pen, you can fax your name and letterhead to 858-274-2579, You can mail your request to the address on the front of this post card or e-mail to [freepen@aol.com](mailto:freepen@aol.com). Do it today and your free red eye pen will be rushed by US First Class Mail. You may view photos of the red eye pen display at the Monico site. Just go to <http://www.monicoproducts.com> Get Your FREE Red Eye Pen Now! Call 800-982-6487

## “Hot New Way To Sell Red Eye Pens”

UNTIL RECENTLY, only a few photo labs knew about Monico’s red eye pens. Now labs in 47 states promotes the use of Monico’s red eye remover pens to the buying public.

Monica Products, a San Diego pen manufacturer, has announced it will donate thousands of its red eye pens, a pen that removes red eye from prints, to local photo labs, camera shops and specialty retailers.

The red eye pen contains a unique ink that will actually removes red eye from the photo and restores the eyes on the print into a natural brown color.

According to Michael Senoff; president of Monico Products, “Many of our stores are selling two to three hundred red eye pens a year through a unique counter-top display. Monica has also developed a proprietary selling system. “This proven selling system is only available to retailers who resell our pens.”

Michael has proof that his method of merchandising his red eye pens is 7 times more effective compared to displayed individually packaged red eye pens. There is one overlooked problem with individually packaged red eye pens. 97% of the buying public is unaware how to use the red eye pen on their photos. They don’t believe this pen is the solution to their red eye problem until they are shown how. “We show them how. We let

## “Hot New Way To Sell Red Eye Pens”

UNTIL RECENTLY, only a few photo labs knew about Monico’s red eye pens. Now labs in 47 states promotes the use of Monico’s red eye remover pens to the buying public.

Monica Products, a San Diego pen manufacturer, has announced it will donate thousands of its red eye pens, a pen that removes red eye from prints, to local photo labs, camera shops and specialty retailers.

The red eye pen contains a unique ink that will actually removes red eye from the photo and restores the eyes on the print into a natural brown color.

According to Michael Senoff; president of Monico Products, “Many of our stores are selling two to three hundred red eye pens a year through a unique counter-top display. Monica has also developed a proprietary selling system. “This proven selling system is only available to retailers who resell our pens.”

Michael has proof that his method of merchandising his red eye pens is 7 times more effective compared to displayed individually packaged red eye pens. There is one overlooked problem with individually packaged red eye pens. 97% of the buying public is unaware how to use the red eye pen on their photos. They don’t believe this pen is the solution to their red eye problem until they are shown how. “We show them how. We let

them test it *before they buy*. Now our customer have the confidence and the belief that my red eye pens really do work. Now the customer will buy a red eye pen. It’s that simple”. Until now, that’s why sales of red eye pens have been so poor for retail photo labs and camera shops in the past.

## “Many labs take years only to sell a few red eye pens and give up on the product”

Thanks to Monica’s marketing system, photo labs can now make a nice profit on red eye pens and sell more then ever before. Monica’s owner, Michael Senoff says he will prove his claims first, before you pay! If you feel his red eye pen selling system is not all that he describes, you can return it within 60 days. Only if your happy do you pay. No questions asked. If you should decide to return it, you may keep the three free bonuses for your trouble”.

This Free Pen Offer is being made far a limited time only.. so send your request today. To receive your free red eye pen, you can fax your name and letterhead to 858-274-2579, You can mail your request to the address on the front of this post card or e-mail to [freepen@aol.com](mailto:freepen@aol.com). Do it today and your free red eye pen will be rushed by US First Class Mail. You may view photos of the red eye pen display at the Monico site. Just go to <http://www.monicoproducts.com> Get Your FREE Red Eye Pen Now! Call 800-982-6487

them test it *before they buy*. Now our customer have the confidence and the belief that my red eye pens really do work. Now the customer will buy a red eye pen. It’s that simple”. Until now, that’s why sales of red eye pens have been so poor for retail photo labs and camera shops in the past.

## “Many labs take years only to sell a few red eye pens and give up on the product”

Thanks to Monica’s marketing system, photo labs can now make a nice profit on red eye pens and sell more then ever before. Monica’s owner, Michael Senoff says he will prove his claims first, before you pay! If you feel his red eye pen selling system is not all that he describes, you can return it within 60 days. Only if your happy do you pay. No questions asked. If you should decide to return it, you may keep the three free bonuses for your trouble”.

This Free Pen Offer is being made far a limited time only.. so send your request today. To receive your free red eye pen, you can fax your name and letterhead to 858-274-2579, You can mail your request to the address on the front of this post card or e-mail to [freepen@aol.com](mailto:freepen@aol.com). Do it today and your free red eye pen will be rushed by US First Class Mail. You may view photos of the red eye pen display at the Monico site. Just go to <http://www.monicoproducts.com> Get Your FREE Red Eye Pen Now! Call 800-982-6487