

**Hans de Wit**

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**From:** "Hans de Wit" <pc@printer.ca>  
**To:** <jack.f@rollabind.com>  
**Cc:** <hans@printer.ca>  
**Sent:** Saturday, December 01, 2007 3:24 PM  
**Subject:** Detailed Business Opportunity with Rollabind

Below I have outlined the current understanding of our market segments and our plan to promote Rollabind within that structure. As well in the last paragraph, I have outlined an ideal, situation that we would entertain, to ensure that any monies spent in Canada to promote this product, results to profit opportunities within our business structure.

As discussed, under the current stocking discussions, [www.printer.ca](http://www.printer.ca) operating as dWK Inc. will purchase a starting inventory for use within it's business entities for resale to it's client base - of both the Rollabind discs and equipment and products manufactured utilizing the system (*Both from Rollabind and our plant*).

Under the umbrella of our corporate customer division [www.canadas-printer.com](http://www.canadas-printer.com) Inc. we will provide corporate companies with products utilizing the Rollabind disks and equipment as both a singular product and equipment - as well as replacing plastikoil in some of the jobs currently being produced.

Under the umbrella of our commercial division [www.dwk.com](http://www.dwk.com) dWK Inc. we will provide local commercial customers with the Rollabind disks and equipment and continue to produce products that can utilize the Rollabind product inleau of the Plastikoil.

Under the umbrella of our franchise stores known as [www.printer.ca](http://www.printer.ca) with the first location at 200 Centennial Parkway, we will supply the consumers with the Rollabind disks and equipment as well as products being produced by our commercial division.

The commercial division will manufacture products utilizing the Rollabind disks inleau of the currently used Plastikoil products. These products will range from everyday products, notebooks, datebooks etc. These products are sold to our corporate customers through the corporate division and sold to the franchise stores through our broker division [www.brokersprinter.com](http://www.brokersprinter.com).

All divisions operate under the umbrella ( known as [www.canadian-printers.ca](http://www.canadian-printers.ca) Inc. ) which owns the [www.printer.ca](http://www.printer.ca) name, logo and the CROPS software (*Canadian Retailers On-line Purchasing System*) which enables all divisions to do business both in house and on line.

As also discussed, we may entertain discussions whereby [www.canadian-printers.ca](http://www.canadian-printers.ca) inc becomes a master distributor under license, and would have a link from the Rollabind website, ensuring that the Canadian consumer can buy this product in Canada (*from Canadians*). We would incorporate this in our Corporate Website under the name of [www.printer.ca](http://www.printer.ca) and could easily add a site which would be responsible for Rollabind consumer sales in Canada at [www.rollabind.printer.ca](http://www.rollabind.printer.ca) this can easily be a mimic of the US version. This would ensure that any of the marketing dollars spent pushing this product through our corporate division and retail store(s), would end up coming back to us in Canada. This then would ensure that we continue to promote the product as we are linked directly to the resulting sales.

I hope this gives you enough information to formulate a proposal for our perusal. If you require more information, then please contact me.

Thanks  
S.J. (Hans) de Wit  
President and CEO  
[www.printer.ca](http://www.printer.ca) , [www.canadian-printers.ca](http://www.canadian-printers.ca) Inc.

Toll Free: 1-8 **PRNTRCA** 01  
Office 905-664-2655  
Home Office 905-309-3050 (Shared with Son)  
Cell 905-516-5545