



December 23, 2004

To whom it may concern,

In early 2004, Gator Designs, a successful business for 7 years, formed into a new entity, Cocoon Branding, to coincide with an influx of new business. Our success, and the growing pains associated with our expansion, led to a lot of problems for us, and our customers

To provide the amount of service our clients required, we increased our staff by more than double over a couple of months. It soon became clear that the old way of managing accounts was no longer working for us. We wanted to continue to expand, but we knew our growth should be restricted until we could achieve more control over our current state of operations. Experiencing any additional growth prior to organization would only increase the pain we encountered surrounding timelines, scheduling, effectiveness, customer service, and profitability. After 6 months of knowing change was needed and trying to implement them ourselves, we identified that the problem was too big to tackle on our own.

About three months ago, a business associate recommended we speak with OEM Consultants. OEM listened to our needs and suggested the implementation of a Lean Manufacturing approach. Over the past three months, OEM associates Kristin Farlinger and Pierre Stoute have been coaching us through the development of a fully customized solution for our business. Cocoon is a service-based business, and some of the traditional manufacturing principles did not seem to fit at first, but with a little creative innovation, OEM was able to apply many of the ideas founded in manufacturing to our problem. They have been responsive, knowledgeable, and influential in creating change at Cocoon.

OEM has helped us:

1. Learn about Lean Manufacturing and set up value streams for our 4 core business streams (Brand Identity, Website Development, Print Collateral, and Advertising).
2. Learn and implement the 5S workplace organization and standardization system.
3. Develop HR policies and procedures (including a performance management system).
4. Clearly define our business goals and develop effective planning tools at the top management level.
5. Learn how to identify waste in our business and create action plans to eliminate it.
6. Reduce the chaos and firefighting around meeting client deadlines.
7. Respond to an immediate shift in our business strategy due to the loss of a major account.
8. Become more profitable.

OEM Consultants are guiding us through changes I feel are achievable, lasting, and creatively unique to Cocoon Branding. I strongly recommend OEM Consultants Inc. to any company looking to become a leader in their industry.

Sincerely,

Kyle Romaniuk

Principal, Cocoon Branding Inc.

Cocoon Branding Inc.

266 McDermot Ave.
Winnipeg, Manitoba
R3B 0S8 Canada

phone: 204 895 2342
fax: 204 837 2725

toll free phone: 1 866 807 2969
toll free fax: 1 866 807 2975

CocoonBranding.com