

MARCOM E-NEWSLETTER

Volume 5; No. 2 – April 2008

PRODUCT NEWS

Construction Safety Library

We are making great progress on our construction safety library. Our Product Development Group has been busy these past months writing scripts, reviewing video footage, scouting sites, etc. They are set to begin shooting this week, which means we are well on the way to reaching our goal of having at least a dozen titles ready for you to sell this fall.

With twelve titles available, you will be able to purchase 12-program “Construction Packages” at the same \$995.00 discounted price as we offer on our Manufacturing Package. Call your distributor for details.

Updated Video/DVD Programs

The updated video/DVD version of our “First Aid” program, scheduled for release in February, was delayed due to unanticipated scheduling conflicts. However, we expect to release the program this month. Not only will the program contain information about AEDs, but it will discuss the newly revised CPR procedure put out by the American Heart Association. As usual, as soon as the program is available we will send a postcard announcement to anyone who has made a purchase in the past two years.

The release of updated “Eye Safety” and “Industrial Ergonomics” video/DVD programs are on track. We expect both of the programs to be released in April.

As is our usual practice, we are also updating the Spanish versions of these programs, as well as updating both the English and Spanish versions of the CD-ROM and online courses.

Our Packaging Gets an Update

MARCOM’s unique packaging has been made even better with the addition of black on yellow banner labels to identify programs as Spanish-language or as a specific version (i.e. industrial, healthcare, first responder, etc.). These new labels match the colored icons that appear on our covers, and give the product an even more coordinated look and feel!

Product/Price Lists

Because of the popularity of the DVD format, we have changed our product lists to show the DVD product codes instead of VHS product codes for our video programs. Footnotes on each list explain how to modify the product codes to order VHS versions and Spanish versions of the programs.

Updated product lists are available from your distributor.

Product Focuses

Last year the OSHA standards that were violated the most were:

- Hazard Communication
- Lockout/Tagout
- Respiratory Protection
- Machine Safety
- Electrical Safety
- Forklift Safety
- Bloodborne Pathogens
- Personal Protective Equipment
- Guarding Openings and Holes
- Portable Fire Extinguishers

MARCOM has programs to help you train your employees to avoid these hazards. So call your distributor to ask about these products.

TRADE SHOW NEWS

2008 Trade Show Dates

MARCOM is scheduled to exhibit at the following trade shows in 2008:

American Society for Training & Development (ASTD)

June 2 – 4, 2008

San Diego Convention Center

San Diego, CA

Visit us at booth # 1125

American Society of Safety Engineers (ASSE)

June 9 – 11, 2008

Las Vegas Convention Center

Las Vegas, NV

Visit us at booth # 109

Society for Human Resource Management (SHRM)

June 22 – 24, 2008

McCormick Place Convention Center

Chicago, IL

Visit us at booth # 333

National Safety Council (NSC)

September 22 – 24, 2008

Anaheim Convention Center

Anaheim, CA

Visit us at booth # 633

FEEDBACK WELCOMED

Comments, questions and suggestions are always welcome. You can contact us by email (service@marcomltd.com), fax (610-859-8106) or phone (800-654-2448).

We look forward to hearing from you!!