

SHOCKWATCHTM

**A precision impact detector
that puts you in control whenever
your product moves.**



When you surrender control of your shipments to a carrier, you risk more than damage to your products. Customer relationships and your company's reputation are at stake. Prevent mishandling of your shipments with Shockwatch. If your products are protected, so is your bottom line.

With Shockwatch, your shipments get the careful treatment in transit that you and your customers demand. A Shockwatch label alerts handling personnel that your shipment is being monitored. Carriers will be as interested as you are in avoiding damage claims. Simple and cost-effective, Shockwatch adds *real accountability* to your shipping program.

The results? Reduced costs for repairing or replacing goods, and reduced time spent settling disputes and re-establishing customer confidence.

Shockwatch is prevention, pure and simple

Recognized by carriers worldwide, the Shockwatch label affixes directly to shipping cartons and turns from clear to red if a carton is dropped or mishandled. You match the sensitivity of the Shockwatch label to the level of impact your product and packaging can withstand. Fewer abusive incidents means less damage. It's that simple.

Thousands of the best known companies in the world trust their shipments to Shockwatch every day. No other monitoring product is more recognizable or offers a better reliability record. Shockwatch ensures the quality you built into your product is still there when your customer receives it.

The Shockwatch label is part of a complete Shockwatch shipping damage control program that gives you the control to:

- Reduce damage by preventing mishandling
- Determine when and to what extent your products were dropped or mishandled
- Make a quality statement about your products
- Pinpoint problem carriers or routes
- Add a psychological dimension to your packaging
- Reduce administration and field service costs
- Help bring damage claims to a quick resolution
- Protect against warranty abuse
- Build and maintain good carrier and customer relationships



What is Shockwatch?

Shockwatch is a precision impact detection device that senses and indicates a magnitude of shock. Non-mechanical and non-magnetic, Shockwatch features a tiny liquid-filled glass tube housed in a self-adhesive label. If a carton bearing a Shockwatch label is dropped or roughly handled, Shockwatch reacts instantly. The liquid in the tube changes from clear to bright red, providing indisputable evidence that excessive impact has occurred.



Normal movement or road shock won't activate Shockwatch—only the specific impact for which it was designed.

Shockwatch labels utilize a very aggressive adhesive. All components are relatively unaffected by moisture or normal temperatures. Once activated, Shockwatch cannot be reset.

Shockwatch demands attention

Does a carton labeled "Handle with Care" really get special treatment? Shockwatch is more than a passive warning. The

Shockwatch label cannot be ignored because it provides immediate evidence of mishandling. With Shockwatch, the burden of proof is on the carrier. The Shockwatch program can even be incorporated into your contract of carriage.

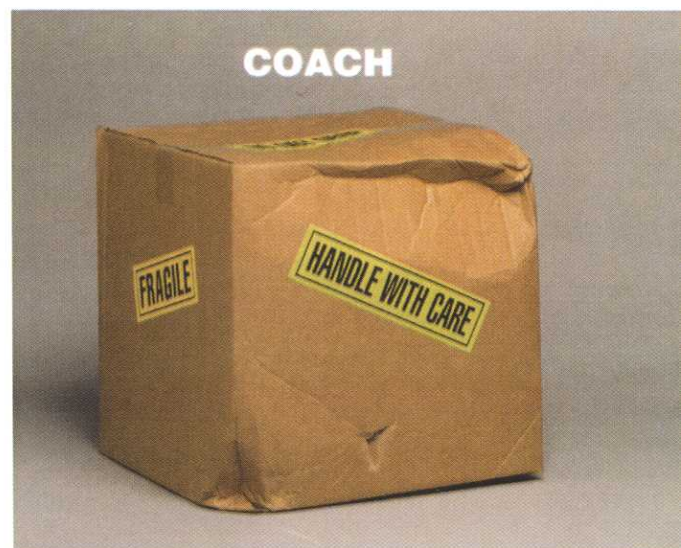
Over the past 15 years, more than 70 million Shockwatch labels have moved through the world's transportation corridors, safeguarding the goods of the world's best-known corporations. In fact, Shockwatch is now the single most recognized "Handle with Care" label in the world. It is distributed in more than 27 countries in many different languages. Regardless of the language, the message is universal: *DON'T MISHANDLE THIS SHIPMENT.*

Why should Shockwatch appear on your shipments?

An American Packaging Council study indicates that an average shipment is dropped 7 to 14 times from 1-32". 1% are impacted above 32" inches. That means up to fourteen opportunities to damage your products and your bottom line.

Shockwatch has a proven record of improving the intact delivery of products like:

- Sensitive computer and electronic equipment
- Avionic instruments
- Furniture
- Calibrated devices or component parts
- Medical equipment
- Automotive parts
- Works of art



A Shockwatch solution can be tailored to fit your needs

Shockwatch labels are available in four stock sensitivity levels, ranging from 25 to 150 G's. Regardless of the amount of impact your product can withstand, there's a Shockwatch label specifically designed to protect it. The adjacent Shockwatch Selection Guide will help you choose the right Shockwatch label for your product by matching the mass of your shipment to the anticipated handling environment. Custom sensitivities are also available.



Shockwatch Companion Labels "close the loop"

A Shockwatch Companion Label, used in conjunction with the Shockwatch label, can further reduce damage claim losses by increasing the visibility of your shipment and ensuring that your customers follow proper receiving procedures.

More concealed damage claims are lost due to improper receiving procedures than to any other reason. With the Companion Label, your customers will know exactly what to do if Shockwatch indicates that a carton has been mishandled: accept the shipment; note on the delivery receipt that Shockwatch is red; inspect for damage; notify the carrier.

Send a quality message to your customers by adding a Shockwatch Companion Label whenever you use Shockwatch.



SHOCKWATCH SELECTION GUIDE

Weight Lbs.	Shipment Size	0 - 1 CUBIC FT	1 - 5 CUBIC FT	6 - 15 CUBIC FT	16 - 50 CUBIC FT	50+ CUBIC FT
0 - 10		GREEN	GREEN	ORANGE	ORANGE	RED
11 - 25		GREEN	ORANGE	ORANGE	RED	RED
26 - 50		ORANGE	ORANGE	RED	RED	PURPLE
51 - 100		ORANGE	RED	RED	PURPLE	PURPLE
101 - 250		RED	RED	PURPLE	PURPLE	YELLOW
*250 - 1000		RED	RED	PURPLE	YELLOW	YELLOW
*1000+		-----	PURPLE	YELLOW	YELLOW	YELLOW

Cubic Feet = Height x Width x Depth

DROP HEIGHT AT WHICH TO EXPECT LABEL ACTIVATION

COLOR PART #	YELLOW L-65	PURPLE L-55	RED L-47	ORANGE L-35	GREEN L-30
UNDER 100 LBS.	-----	12-18"	12-24"	24-36"	36" - OVER
OVER 100 LBS.	6-12"	8-16"	12-18"	-----	-----

NOTE: Packaging and construction may affect the correlation between drop height and Shockwatch activation. This table is intended as an approximate guide only. Minimal testing is suggested.

Use this chart to select the most appropriate label sensitivity. Simply intersect the point in weight and cubic feet that describe your shipment.

For shipments over 500 lbs you may also want to refer to literature on the Shockwatch Mag 2000 product.



The Shockwatch Clip extends your control

The Shockwatch Clip adds another dimension to your quality control program. The Shockwatch Clip is mounted on the product itself to provide impact detection at every phase of product lifecycle; during manufacturing, in-transit, even in use by the final customer.

The Shockwatch Clip can be customized to meet your specifications, providing damage reduction whenever and wherever your products are handled.

The Shockwatch Clip demonstrates the tremendous flexibility of Shockwatch products. Use it to:

- Conduct incoming quality assurance inspection
- Improve handling during manufacturing process
- Identify responsibility for damage
- Reduce packaging costs
- Monitor products in the hands of end-users to reduce service calls and warranty abuse
- Field evaluate new package designs

Shockwatch makes damage control affordable

Industry sources estimate the annual cost of transit damage to be in excess of \$10 billion. How much of that bill are you paying? With Shockwatch on your shipments, your damage costs can be dramatically reduced or even eliminated.

"We have moved from a 70 percent dead on arrival rate to zero damage for the last five months. That's why I call this program remarkable."

—Ken Schramm, Ricoh Corporation

The Shockwatch Program: A comprehensive damage control system

Maximize the benefits of Shockwatch, the Companion Label and the Shockwatch Clip by using them as key elements in a comprehensive damage control program. The Shockwatch Program, tailored for your specific needs, is the most cost-effective and accurate method of reducing damage at every phase of your product's lifecycle. From keeping damaged component parts off your production line to preventing product abuse by end-users, the Shockwatch Program saves you lost product, lost time and lost customer confidence.

The Shockwatch Program integrates Shockwatch monitoring devices with special training and program support materials, giving you the tools you need to communicate your quality message to everyone who comes in contact with your products. A Shockwatch Program offers hard dollar, measurable bottom-line results. Use the program to:

- Reduce yield losses
- Increase production
- Lower the overall cost of manufacturing

The Shockwatch Program includes:

- **Consultation with a Shockwatch representative** to assess your specific requirements and the strategies to be employed for a successful program.
- **Video.** Introduces you to the Shockwatch Program and shows you how to maximize program benefits through training and on-going communication with employees, carriers and customers.
- **Four-color posters for carrier terminals and customer receiving docks.** Success relies on consistently communicating your quality message to everyone who handles your product.



- **Consignee document support.** Special stickers for your delivery receipts help "close the loop" by ensuring that your customers check all Shockwatch labels for activation immediately on delivery.
- **Third party quality brochure.** Announces your company's participation in the Shockwatch Program and outlines your customer's important role.
- **Implementation assistance and on-going support.** A Shockwatch representative is always available to you, both at program start-up and for fine-tuning as needed.

More information and assistance regarding Shockwatch products and the Shockwatch Program is available by calling 1-800-527-9497. Or visit our Web Site at <http://www.shockwatch.com>

Shockwatch is part of a family of monitoring devices from Dallas-based Media Recovery, Inc. (MRI). The recognized leader in damage prevention monitoring devices since 1976, MRI has offices across the continental United States and a network of distributors serving Europe, Asia, South America, Africa and Canada.

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