

CORPORATE IDENTITY

LOGO / TAG LINE

BELTRAN
TECHNOLOGIES, INC.
FOR A CLEANER ENVIRONMENT™



For fabrics that perform beautifully™

MERIDIAN
HOME®
the focal point of style

CORPORATE IDENTITY

LOGO / TAG LINE



TENTINA
WINDOW FASHIONS
service that drives successsm



Radiant
ENERGY SYSTEMS, INC.

Excellence in Process Heating™



Excellence In Infrared Components™

CORPORATE IDENTITY

LOGO / TAG LINE



CORPORATE IDENTITY

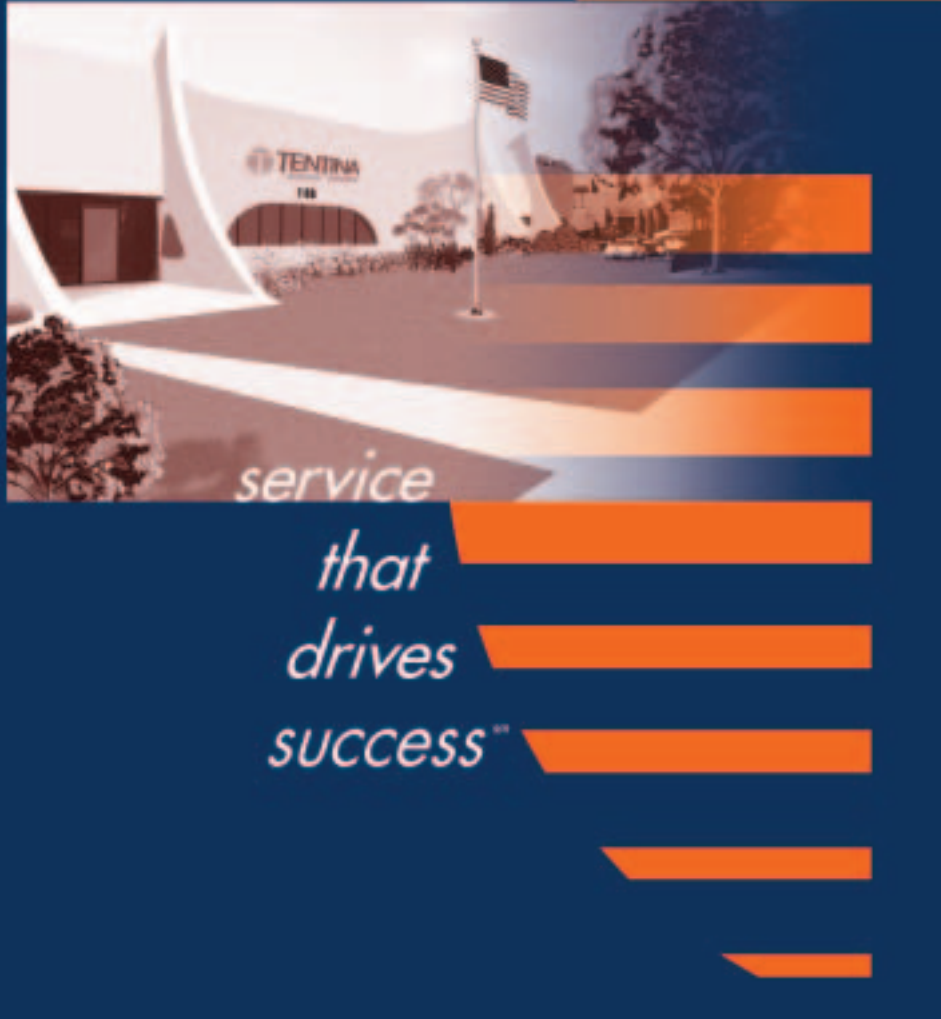
LOGO / TAG LINE



Flushing House
celebrate living every day™

CORPORATE IDENTITY

TENTINA CORPORATE FOLDER



CORPORATE IDENTITY

ITA WEB SITE: WWW.ITAINC.NET

All product names, logos, tag lines, sales marks were created by CNA inc. Web site design, strategy, production by CNA inc.

| | | | | |
|------------------------------|---------------------------|---------------------------------|--------------------------|-------------------------|
| OUR PRODUCTS | PROFITMAX | NEWS & INFO | ABOUT US | CONTACT |
|------------------------------|---------------------------|---------------------------------|--------------------------|-------------------------|

A Creative Resource for the Window Fashions Industry



**WELCOME TO ITA,
A MAJOR INTERNATIONAL
DEVELOPER & MARKETER
OF LEADING-EDGE
WINDOW FASHIONS**

**Maximize Your Profits,
Minimize Your Headaches**

ITA provides industry-leading window treatments for fabricators and distributors through a powerful combination of innovative product development and dedicated client service.

We recognize that every client is unique and through our ProfitMaxSM programs, we deliver flexible product support solutions that meet each client's specific needs.



ITA Inc. 24 Cathedral Place St. Augustine, FL 32084 USA ☎904 829 5937

WWW.ITAINC.NET

PRINT ADVERTISING

BELTRAN / RADIANT ENERGY SYSTEMS ADS

ACID MIST WET ELECTROSTATIC PRECIPITATORS



Beltran Acid Mist WESP,
the proven design worldwide for:

- Ultralow emission for submicron particulate and acid mist
- Modular design– minimized field assembly, flexible configuration
- Available in corrosion-resistant alloys or FRP construction

BELTRAN
TECHNOLOGIES, INC.

Beltran Technologies, Inc.
1133 East 35th Street, Brooklyn, NY 11210
718.258.6887 • Fax: 718.253.9028
beltran@earthlink.net

Remove submicron PM, acid mist and heavy metals from:

- Roasters
- Smelters, Furnaces
- Incinerators
- Boilers
- Tail gas FGD Scrubbers.



FROM ONE END OF YOUR LINE TO THE OTHER, NO ONE KNOWS DRYING AND CURING BETTER.

- *Faster process line speed*
- *Infrared, convection hot air, and combination systems*
- *Greater drying uniformity*
- *Compact, space-saving design*
- *Multizone flexibility*

Through decades of experience with complex converting operations, we have become a leader in the use of process heating technologies to achieve maximum efficiency and product quality. Our industrial designers and engineers are expert at

customizing total solutions that put your company on the fast track to success. They keep you running at peak performance, with dedicated service and consultation.



Photo courtesy of
Converting Concepts Corp.

To discover how Radiant Energy Systems can make technology work for your company, call **800-486-7786**. Tel: 973-423-5220
Fax: 973-423-5228 • info@radiantenergy.com
www.radiantenergy.com



Excellence in Process Heating™



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ABS PARTNERS PROPERTY AD

SPECTACULAR RETAIL OPPORTUNITY

915 Broadway

Flatiron District at 21st Street

*A truly prestigious retail facility is becoming available in one of New York's most vibrant areas. The place to be for quality retail, restaurant/banquet space!
Possession August, 2003.*

THE ADDRESS

THE BUILDING



YOUR SUCCESS

- 9,000 sq. ft. ground
- 9,000 sq. ft. basement
- 3,500 sq. ft. mezzanine
- Total = 21,500 sq. ft.

- 148 ft. frontage on Broadway and 21st Street
- 20-foot ceilings

Currently operating as a high-end restaurant/catering hall.

Excellent area. High pedestrian traffic, great visibility!

For further information or inspection please contact:

Jeff Nissani
212-763-3590

Rick Weisfisch
212-763-3523

Altman/Burack Partners LLC

1140 Avenue of the Americas, New York, NY 10036
An affiliate of Murray Hill Properties

PRINT ADVERTISING

ABS PARTNERS CORPORATE IDENTITY AD



AN AB PARTNERS DEAL MEANS **EVERYONE WINS.**

With every transaction, for every client, AB Partners brings to the table an uncommon depth of experience, and a determined focus on achieving our clients' goals. Our professional teams deliver outstanding performance in real estate brokerage, investment, management, sales and consulting—for commercial, industrial and residential properties.

- Commercial leasing, investment sales, acquisitions, property management, consulting
- Multimillion square-foot prime property portfolio
- Seasoned real estate professionals keep pace with fast-changing regulations, demographics, markets, economics and technology

Smooth transactions. Solid relationships. Soaring possibilities. Call us and achieve it all.

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ABPartners, LLC
ALTMAN / BURACK / SCHENKER

CAN YOU LABEL A LIFESTYLE?



YOU BET WE CAN!



Today Alkahn, with over 85 years of experience, is one of the largest designers and producers of product identification. Alkahn's customer service philosophy is reflected in our unique approach to integrating the design and manufacturing of all types of garment labeling and packaging.

Our deep commitment to customer service is supported by a global sales, manufacturing and distribution network. Our plants in the U.S., Europe and Asia provide the finest woven edge, broadloom and printed labels, as well as custom embroidered patches,

stickers, garment tags and tickets. Everything you need to merchandise, identify and sell consumers the products they want, for the lifestyles they live.

With personal service as close as our nearest regional office, it has never been easier for you to get the attention you deserve from a world-class product identification supplier. Call Alkahn today to set up an appointment.



1-800-873-2711

ALKAHN LABELS, Inc. 111 West 40th Street New York, NY 10018 FAX 212-398-7921

Imagine How Dull The World Would Be Without Solution Dyed Yarn!



OMTEX offers manufacturers exciting vivid color in 100 percent solution dyed polyester and nylon 66 yarns, fully drawn or textured to meet the needs of the home furnishings, automotive, industrial, hosiery and apparel markets.

Along with exceptional quality, OMTEx provides responsive and flexible service—from packages with higher yield, to short runs in your

custom colors or our inventory of more than 500 commodity colors. All this, plus quick delivery and guaranteed duplication, makes OMTEx your best choice for yarn sourcing.

When production calls for strong, brilliant, colorfast fabrics, you can depend on OMTEx for color that stimulates your senses.



O'Mara Incorporated

Rutherford College, North Carolina • 704-874-4231 • Fax: 704-874-1919

Circle 131 on reader service card

A Unique Vertical Yarn Resource

PRINT ADVERTISING

UNITED YARN AD



Industrial Strength— Right down to the core.



Fabrics that work this hard require industrial yarns engineered with special qualities. That's why United Yarn produces high-tenacity polyester and nylon filament yarns that perform beautifully under the harshest conditions. These now include dazzling new solution-dyed polyester colors with outstanding UV resistance. All are available in custom-designed packages to meet your business needs.

Having celebrated 75 years as a leading resource for the textile industry, United Yarn's commitment to quality, service and integrity remains as resilient as our products.

To request our recent color card, call or visit our website at www.unitedyarn.com.



United Yarn Products Co Inc

Industrial Filament Group
www.unitedyarn.com

NY (973) 686-8080 • NY (212) 694-6348 • Fax (973) 686-7421

For fabrics that perform beautifully.™

PRINT ADVERTISING

UNITED YARN AD

United Yarn heartily congratulates The Hosiery Association and the other textile/apparel industry leaders who have been selected as Legacy Award winners by Southern Textile News as part of its 60th Anniversary celebration.

As we celebrate our own 75th Anniversary, we are especially proud to be included among this elite group of companies, each of whom has stood the test of time and come out on top through tenacity, vision and diligence.

We are also grateful to STN for its long and dedicated service to the textile industry, accurately delivering the pulse of the business week after week.

We pledge to continue striving for excellence in our products and services, building the kind of company that is worthy of the distinction we have received.



United Yarn Products Co Inc

www.unitedyarn.com

NJ (973) 696-8080 • NY (212) 594-6348 • Fax (973) 696-7431

For fabrics that perform beautifully™

PRINT ADVERTISING

TENTINA TRADE ADVERTISING

*services far beyond fabrication—
service that drives success*

In today's economy, window treatment dealers, designers and installers need much more than quality products and on-time delivery. To help you reach a whole new level of success, Tentina Window Fashions offers personalized services such as effective sales and advertising strategies, customized training, and dedicated support before and after the sale.

As a full-line Hunter Douglas fabricator, Tentina helps keep your business on track with displays, promotions, merchandising materials, cooperative advertising and training seminars. You work hard to please your customers. We'll work even harder to make sure your sales efforts build profitable relationships. At Tentina, you'll get service that drives your success.

HunterDouglas **1.800.645.5256 Ext. 1-256**
Tentina Window Fashions, Inc. • 631.957.9585 Fax: 631.957.8654 • www.tentina.com



Success. It's in the product... and the promise.

Think it's enough just to carry the top names in window fashions? Along with a full line of Hunter Douglas products, Tentina weaves together business-building services and support to energize your sales and keep your company on track. Our proven formula for success combines customized training, co-op advertising, marketing strategies, exclusive print and web-based information resources, and much more. Maximize the profit potential of your Hunter Douglas lines with Tentina—your best choice for quality products, dedicated service and business solutions that work!



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Take the profit potential of Hunter Douglas to the max.

Think it's enough just to carry the top names in window fashions? Along with a full line of Hunter Douglas products, Tentina weaves together business-building services and support to energize your sales and keep your company on track. Our proven formula for success combines customized training, co-op advertising, marketing strategies, exclusive print and web-based information resources, and much more. For top quality Hunter Douglas window fashions, dedicated service and powerful business solutions, nobody works harder for you than Tentina.



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PRINT ADVERTISING

ITA TRADE ADVERTISING



CASLAN® DESIGNER SHADINGS
retail's most luxurious soft folding shade

- Available in lavishly sized overlapping folds for a traditional look, and in subtly textured flat folds for more modern interiors
- Unsurpassed seamless widths to accommodate large windows with no light gaps
- An extensive fabric collection offers varying levels of light control, including blackout
- Exceptional, patented fabric panel system
- Easy to measure, simple to install
- Always available for prompt delivery

Luxurious woven fabrics, intelligent design and efficient production—Caslan® Designer Shadings deliver high fashion without high-end pricing.


Cash in on the soft-shade look that's so popular today.

For your nearest distributor, contact ITA at:
USA: 800-387-2045, Int'l: 904-829-5937
info@itainc.net • www.itainc.net



MERIDIAN HOME®
window fashions
the focal point of style®

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MERIDIAN HOME® PLEATED SHADES
always rising to the occasion

- Wide range of fabric styles, textures, colors
- More than 90 colors in stock
- Color-coordinated, patented lift system
- 100% filament or spun polyester for superior pleat retention
- Superior color consistency
- Fire retardant, metalized, blackout liner options
- High-fashion quality, the best value on the market

The stunning, dimensional look of Meridian Home® pleated shades—what a beautiful, affordable way to create a mood, control light and express individual style! Their crisp appearance and timeless elegance ensure consistent market demand, while fast, efficient production delivers unmatched profit potential and reliable supply.

For your nearest distributor, contact ITA at:
USA: 800-387-2045, Int'l: 904-829-5937
info@itainc.net • www.itainc.net



green/assured™
Select styles from Meridian Home® Pleated Shades are certified GreenAssured™

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window fashions
the focal point of style®

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LaPlaya SHUTTERS

Any shutter maker can claim to be the best. We can prove it.

LaPlaya® Shutters deliver beauty and value with advanced MikronWood™ XTR technology, proven to outperform wood, polyvinyl, MDF and hybrids.

- Excellent resistance to moisture, heat and UV rays
- Won't warp, peel, scratch or dent
- Superior thermal insulation
- Easy cleaning and maintenance
- Efficient fabrication allows high mark ups
- Easy, one-person installation—no special tools needed
- Versatile louver/frame styles, arch shapes, and colors for any room
- The only transferable 10-year warranty

LaPlaya Shutters deliver everything a customer could desire and more—an irresistible profit opportunity!

For your nearest distributor, contact ITA at:
USA: 800-387-2045, Int'l: 904-829-5937, info@itainc.net
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MERIDIAN HOME®
window fashions

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irresistible



LaPlaya SHUTTERS

Are you ready to make some serious money in shutters?

Tap into the profit potential of LaPlaya® Shutters. Crafted with solid MikronWood™ XTR for the look and feel of natural wood, with performance that single-handedly redefines the shutter category!

- Excellent resistance to moisture, heat and UV rays
- Won't warp, peel, scratch or dent
- Superior thermal insulation
- Easy cleaning and maintenance
- Efficient fabrication allows high markups
- Easy, one-person installation—no special tools needed
- Versatile louver/frame styles, arch shapes, and colors for any room
- The only transferable 10-year warranty

LaPlaya Shutters deliver everything a customer could desire and more—an irresistible profit opportunity!

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MERIDIAN HOME®
window fashions

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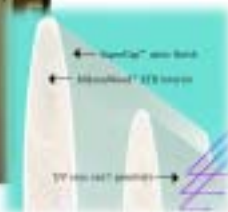
irresistible

THE PERFECT WINDOW GETS DRESSED.



- Fully supported, easy, turnkey fabrication for high profit margins
- Solid core MikronWood™ XTR composite outperforms other materials in strength and stiffness
- Pre-finished SuperCap™ satin finish ensures long-lasting beauty and never needs painting
- Withstands moisture, heat, UV rays
- Resists warping, fading, cracking, blistering and bowing

LaPlaya
SHUTTERS



Perfect partners can create amazing products. Mikron Industries, a leader in advanced composite technology, and ITA, a developer of innovative window fashions, have combined minds to create LaPlaya® Shutters, one of the hottest selling window treatments on the market. Here's an opportunity to expand your window business by co-marketing a classic, complementary product your customers will rave about. LaPlaya Shutters: the perfect way to generate add-on sales and dress up your profits.

800-387-2045 www.itainc.net

MIKRON
Quality Extruded Products
an Ingersoll Rand company

ITA
INC.

PRINT ADVERTISING

ITA AD: Meridian Home Decorative Hardware Ad

JUNE 2004

FINIAL

DESIGN SOLUTION SERIES

Meridian Home® Decorative Hardware: Exquisitely designed finials, 1 1/2-inch rods, rings and accessories crafted from an advanced resin compound in a variety of finishes. The collection features a focused selection of best-selling styles, priced to move fast and ready to ship.

U.S. DISTRIBUTORS:

BDD Inc.
Tucson, AZ
520-327-0123
Fax: 520-325-8558

Blinds & Designs Inc.
Wixom, MI 48393
800.686.2546
Fax: 800.960.3206

Davis Drapery Hardware, LLC
Burlingame, CA 94010
Tel: 650.692.0360
Fax: 650.692.5166

Endisco Supply Co., Inc.
Tulsa, OK 74120
Tel: 918.583.3373
800.777.1357
Fax: 918.583.3383

Evergreen Textiles
Seattle, WA 98101
Tel: 206.762.7901
800.523.9188
Fax: 206.763.6301

John Dixon
Cleveland Ohio 44122
800.686.0001
Fax: 216.831.6793

Unique Wholesale Distributors
Fort Lauderdale, FL 33309
Tel: 800.824.1277
Fax: 954.975.0297

CANADIAN DISTRIBUTORS:

Drummond Window Fashions
Toronto, Ontario M9W 5X9
800.260.5327
Fax: 866.267.3043



Style: **Regal**
Finish: **Historic Bronze**

Style: **Regal**
Finish: **Imperial Stone**

ITA Inc., 24 Cathedral Place, St. Augustine, FL 32084
800-387-2045 • 904-829-5937 • Fax: 904-826-0507
e-mail: info@itainc.net

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MERIDIAN HOME
decorative hardware

PRINT ADVERTISING

VINYLBILT AD

FABRICATORS:

Abbey Window Coverings
Richmond, British Columbia
Tel: 800.663.1606

Asia Pacific
Selanger Darul Ehsan,
West Malasia
Tel: 011.60.12.262.8013

Bytheways Manufacturing
Sacramento, California
Tel: 800.473.1112

Designer Blinds
Kansas City, St. Louis
Minneapolis, Minnesota
Omaha, Nebraska
Tel: 800.292.5463

DSC Window Fashions
Arvada, Colorado
Tel: 800.873.0000

Palmer Shutters
Houston Texas
Tel: 800.961.9555

Timber Blind and Shutter
McKinney, Texas
Tel: 800.871.2051

Universal Window Coverings
Orlando, Florida
Tel: 800.494.9636

Vogue Vinyl Shutters
Queensland, Australia
Tel: 011.61.732.900.090



Beauty
*is
more
than
skin
deep.*

The beauty of Vinylbilt begins with a rugged interior structure.

This unique, multichambered profile is the product of a sophisticated linear extrusion technology, ensuring strength, rigidity and lasting beauty. With reinforced corner stress points and anti-sag self-leveling cap, Vinylbilt achieves the perfect balance of light weight and sturdy construction. A host of innovative features enhance Vinylbilt's appeal as a high-fashion window covering that can complement any interior. For example:

- Premium Polyresin 3[®] vinyl compound
- Seamless louver caps for a sleek, modern look
- Available in a variety of louver sizes, colors, and frame styles—including unique Clearview[®] option with no visible center tilt bar
- Versatile modular frames with glueless snap-in corner keys
- Deluxe divider rail

For high-profit sales programs with the industry's premier shutter system, contact one of Vinylbilt's world-class fabricators today.

www.vinylbilt.com



Clearly the Best

VINYLBILT SHUTTER SYSTEMS INC.

24 Cathedral Place, St. Augustine, FL 32084 • 800-222-7934 • Tel: 904-826-1979 • Fax: 904-826-0507 • e-mail: info@itainc.net

PRINT ADVERTISING

KINGSBROOK JEWISH MEDICAL CENTER NEWSPAPER INSERT (FRONT)

Winner of the 19th Annual Healthcare Advertising Awards

Taking **CONTROL** of your health

A community service of Kingsbrook Jewish Medical Center

UPCOMING *Free* SEMINARS

Knowledge and awareness are your best defense against life-threatening disease! Make a note of these dates for our free seminars on issues that affect you.

HYPERTENSION

MARCH 7

6:30 PM to 8:30 PM, Minkin Ballroom

Dr. Sonia Borra

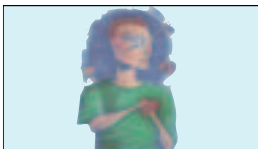


CHEST PAIN

APRIL 4

6:30 PM to 8:30 PM, Minkin Ballroom

Dr. Ernesto Jocson



SMOKING ILLS

MAY 3

6:30 PM to 8:30 PM, Minkin Ballroom

Dr. Rajat Mukherji



Kingsbrook Jewish Medical Center's physicians and staff are dedicated to handling the full range of healthcare issues that affect our community. We understand your concerns, speak your language and share your hopes. To us, there is nothing more important in life than a healthy, well-functioning body and a positive mental attitude. We're pleased to offer these simple and effective steps you can take to gain greater control over your health and the health of your family. Why not get started today!

Nutrition—Foundation of a healthy lifestyle

Keep Your Balance! Bear in mind the U.S. government's "food pyramid": At the bottom, a broad base of whole grains, breads, pasta, rice, etc. Then, a wide variety of vegetables and fruits, followed by meats, poultry, fish and other proteins, and finally a very small amount of fats and oil.

More Smart Eating Tips: Watch portion sizes. Women should limit calories to about 2000 per day, men about 2700. Limit fat, especially saturated fat, which is found in hydrogenated vegetable oils, butter and most animal products. Read labels—keep cholesterol to less than 300 mg a day and sodium to 2499 to 3000 mg per day. Have a good breakfast, a fully satisfying lunch, and lighten up at dinnertime—especially avoid late-night snacking.

Healthy Caribbean Meals

Many folks in our community grew up with great dishes like these. Share them with friends and family—healthy eating never tasted so good!

Jamaican Pepper Pot Soup

Originally an Arawak Indian meat-based stew that was slow-simmered for days, our savory modern version takes only 45 minutes to prepare and is made with shrimp—a healthy alternative to accompany the piquant vegetables.

Caribbean Shrimp

Bored with plain boiled shrimp? This exotic high-protein, low-carbohydrate alternative is versatile enough to serve as a zesty main dish, side dish or appetizer. Using an enticing assortment of regional spices, it packs a lot of flavor, and virtually no saturated fat.

Caribbean Cowpeas and Rice

What a flavorful way to go meatless! Even the broth is vegetable-based, with just a hint of jalapeño. This classic combination of grains and legumes features high-quality protein content plus low fat and cholesterol. It's a dish that will satisfy your hungriest eaters.

Caribbean Chicken with Pineapple

Colorful tropical fruits add a delightful twist to a simple chicken casserole, as well as a healthy jolt of Vitamin C. Makes a hearty, high-protein main dish that goes well with rice, vegetables and salad.

Caribbean Vegetable & Chicken Curry

A grand medley of protein-packed chicken, several types of hearty vegetables, and flavorful exotic spices make this dish a crowning culinary achievement that provides superbly balanced nutritional content.

Remember, Kingsbrook doctors and registered dietitians are always available to provide specific advice to help you manage your weight, control cholesterol, or achieve other nutrition-oriented goals. Simply call for an appointment.

RSVP for seminars, call 718-604-5060

PRINT ADVERTISING

KINGSBROOK JEWISH MEDICAL CENTER NEWSPAPER INSERT (BACK)

Winner of the 19th Annual Healthcare Advertising Awards

Kingsbrook *Inside*

Let's Get a Physical

An annual physical checkup is your first line of defense against disease, and a great way to start taking control of your health.

"I know I'm healthy...so why do I need a doctor?"

Many illnesses progress undetected for years—until serious problems arise. But a thorough physical exam can catch problems early, giving you greater peace of mind. The doctor will check your heart, lungs, and other vital organs; blood pressure, blood and urine chemistry, and digestive system. There are prostate screenings for men, PAP smears and breast exams for women.

At Kingsbrook, we're dedicated to providing you and your family with easy access to quality healthcare. For an appointment, call us at **718-604-5060**. Or, you can call or visit our **Crown Heights Family Health Center**, at 535 Empire Boulevard (between Kingston & Brooklyn Avenues), **718-363-1540**. At either location, you'll find comprehensive services, convenient hours, and a personal physician who will monitor your continuing healthcare needs. So call now!

HEALTHY TRADE CERTIFICATE

Got a delicious, heart-healthy recipe to share?
Let's make a trade!

If your favorite recipe emphasizes low fat and cholesterol, fresh vegetables or fruits, and/or high-quality protein sources, here's your chance to share it with the world! Just send us your recipe, along with this CERTIFICATE to:

Kingsbrook Jewish Medical Center
585 Schenectady Avenue Brooklyn, NY 11203-1891
Attention: Sharon Albert

It may be featured (with your permission) in future literature or on our website!

In exchange, we'll send you detailed recipes for the dishes listed on the front, plus vital, authoritative information about the causes and prevention of heart disease. Get the facts, eat right—and enjoy a healthier life!

NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____

E-MAIL: _____

RECIPE NAME: _____

YES, you may use my name, along with my recipe, in future promotional materials and on your website.

Signature: _____

Kingsbrook is an 864-bed multispecialty medical center that responds to the unique needs of one of Brooklyn's most culturally diverse neighborhoods. We seek to offer a deeper level of personal caring and understanding for patients and their families, and more direct access to quality healthcare. Kingsbrook and Rutland Nursing home are voluntary, not-for-profit members of the Greater New York Hospital Association and the Healthcare Association of New York State.

Our comprehensive diagnostic and treatment services range from simple ambulatory surgery to complex rehabilitative medicine. They also include concentrated, multidisciplinary programs in the following specialty areas:

Geriatric Psychiatry Unit

Kingsbrook's holistic program focuses on the mental and physical well-being of a steadily aging population—as well as support for family caregivers. Our culturally diverse staff emphasizes one-on-one communication and understanding. State-of-the-art resources include a 30-bed inpatient facility and special Alzheimer's program.

Wound Healing Center

The Center provides specialized treatment for patients who suffer from non-healing sores caused by diabetes or circulatory problems. Through advanced medical technique, applied with basic human compassion, we can help stimulate improved circulation and healing.

Call us at: (718) 363-6541.

Vascular Care

Our new state-of-the-art Vascular Lab is equipped with the latest techniques and leading-edge equipment to evaluate and treat the full spectrum of vascular diseases such as stroke, pulmonary embolisms, venous disorders, carotid and vertebral disease and peripheral arterial disease. The best defense against vascular disease is early detection—and the best place for care is inside Kingsbrook.

Rehabilitative Medicine

Patients with injuries and special physical challenges can achieve optimum healing and a better quality of life, thanks to our full range of specialized services: cardiac rehab, traumatic brain injury/coma recovery, occupational and physical therapy, speech/language pathology and audiology. Our dedicated staff will treat you with the utmost respect as they help you, and your loved ones, return to a normal, satisfying life.

**For information on all our services and directions call
718-604-5060**

Kingsbrook Jewish Medical Center

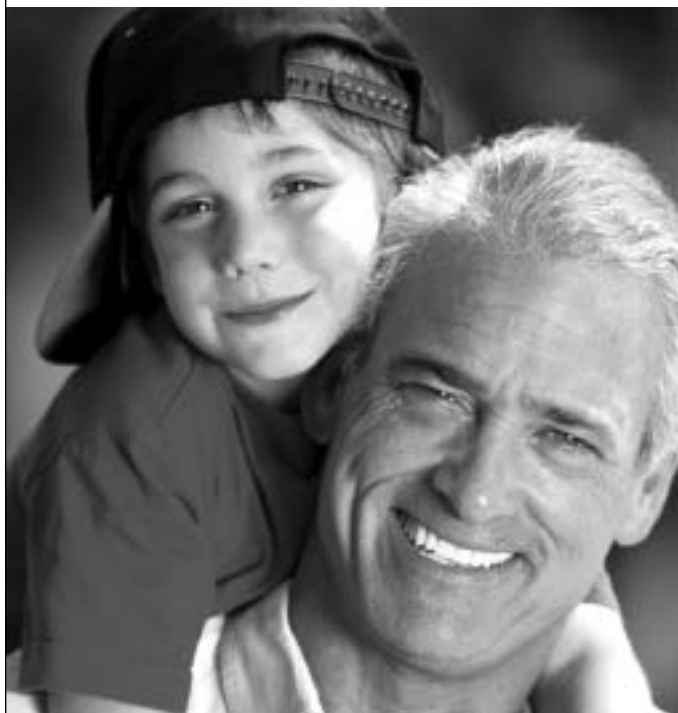
585 Schenectady Avenue Brooklyn, NY 11203-1891
(718) 604-5000 • Fax (718) 604-5535



PRINT ADVERTISING

KINGSBROOK JEWISH MEDICAL CENTER AD

When you feel good on the inside,
IT SHOWS ON THE OUTSIDE.



At Kingsbrook Jewish Medical Center, we believe that good health, like good looks, radiates from within. That's why we focus on the healthcare needs of the whole person, inside and out.

Our experienced primary care physicians, specialists and staff provide you and your family with prompt, well-coordinated healthcare services in our state-of-the-art, fully equipped medical facility. From thorough physical checkups to advanced wound care and rehabilitative medicine, we do it all—right here in the heart of your neighborhood.

For a simple physical exam—or to attend our free wellness seminars—come to Kingsbrook, and let the world see just how good you feel.

**Come to the new Kingsbrook Web site
and begin your journey to wellness.**



For information about low-cost or no-cost health insurance, call Healthfirst 1-866-463-6743 ext. 2566.



KINGSBROOK
JEWISH MEDICAL CENTER

585 Schenectady Avenue, Brooklyn, NY 11203-1891
718-604-5060 • Fax 718-604-5535

www.kingsbrook.org
A proud owner of Healthfirst.

PRINT ADVERTISING

KINGSBROOK JEWISH MEDICAL CENTER AD

When you feel good on the inside,
IT SHOWS ON THE OUTSIDE.



At Kingsbrook Jewish Medical Center, we believe that good health, like good looks, radiates from within. That's why we focus on the healthcare needs of the whole person, inside and out.

Our experienced primary care physicians, specialists and staff provide you and your family with prompt, well-coordinated health-care services in our state-of-the-art, fully equipped medical facility. From thorough physical checkups to advanced wound care and rehabilitative medicine, we do it all—right here in the heart of your neighborhood.

For a simple physical exam—or to attend our free wellness seminars—come to Kingsbrook, and let the world see just how good you feel.

**Come to the new Kingsbrook Web site
and begin your journey to wellness.**



For information about low-cost or no-cost health insurance, call Healthfirst 1-866-463-6743 ext. 2566.



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www.kingsbrook.org
A proud owner of Healthfirst.

PRINT ADVERTISING

PRA INTERNATIONAL AD

Merit Winner of the 20th Annual Healthcare Advertising Awards

**If your drug helps one child feel better
one day sooner, it's a triumph.**



Your company makes products that touch lives. To get them to market fast, choose a Clinical Development Organization with the courage and ingenuity to take clinical investigation to a higher level.

PRA combines scientific rigor and innovative thinking to keep complex, large-scale clinical trials safely on course. Anticipating the challenges ahead—regulatory obstacles, shifting technologies, critical information gaps—our experienced teams devise solutions with uncommon speed and accuracy.

With a strong focus on clinical research for therapeutic products, PRA has the flexibility to invest in personnel, infrastructure and superior customer service for pharmaceutical and biotech companies around the world.

Before launching your next research project, talk to the company whose experience, skill and integrity keep customers coming back. For a consultation, call Bruce Teplitzky, Senior Vice President, at + 1 434-951-3215



PRA International, 8300 Greensboro Drive, McLean, VA 22102, USA, Tel: +1 703-748-0760, www.prainternational.com

PRINT ADVERTISING

PRA INTERNATIONAL AD

Merit Winner of the 20th Annual Healthcare Advertising Awards

What a difference a day makes to a person in need of medication.



Your company makes products that touch lives. To get them to market fast, choose a Clinical Development Organization with the courage and ingenuity to take clinical investigation to a higher level.

PRA combines scientific rigor and innovative thinking to keep complex, large-scale clinical trials safely on course. Anticipating the challenges ahead—regulatory obstacles, shifting technologies, critical information gaps—our experienced teams devise solutions with uncommon speed and accuracy.

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PRINT ADVERTISING

PRA INTERNATIONAL AD

Merit Winner of the 20th Annual Healthcare Advertising Awards

**We share your vision
for improving the lives of millions.**



Your company makes products that touch lives. To get them to market fast, choose a Clinical Development Organization with the courage and ingenuity to take clinical investigation to a higher level.

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PRA International, 8300 Greensboro Drive, McLean, VA 22102, USA, Tel: +1 703-748-0760, www.prainternational.com

PRINT ADVERTISING

SAINT VINCENT HOSPITAL AD

Outstanding Cancer Treatment Right in Your Neighborhood — The I. Joseph Aprile Cancer Institute

At Mary Immaculate Hospital, we treat not just individual symptoms of cancer, but the whole person. Here, you'll find a circle of care and compassion that sets the standard for how people should be treated.

Our team approach allies your primary care physician with our medical oncologists and other specialists — all constantly coordinating their efforts and sharing information to speed you toward recovery. They are backed by psychologists, nutritionists and other support services that strengthen and educate you and your family caregivers on how to cope with treatments, deal with both physical and emotional pain, and maintain a positive self-image.

Every day, we are gaining ground against medicine's toughest foe. Proven treatments, powerful new medicines and combination therapies are all being used with success.



*Steven Carabell, MD, Director of Radiation Oncology,
Randi Moskowitz, RN, MPH, MBA, Manager, Oncology Services,
Delfino Crescenzo, MD, Chief of Hematology-Medical Oncology,
Director, Cancer Institute*

The I. Joseph Aprile Cancer Institute.
Cutting-edge treatment for cancer, plus the
care you need for the body, mind and spirit.

Treating Cancer

Body, Mind and Spirit



I. Joseph Aprile Cancer Institute

Mary Immaculate
Saint Vincent Catholic Medical Centers
152-11 89th Avenue, Jamaica, N.Y.
For an appointment, call 718-558-2050

Mary Immaculate

Saint Vincent Catholic Medical Centers

PRINT ADVERTISING

SAINT VINCENT HOSPITAL AD

We'll never leave you broken-hearted.

Cardiovascular disease kills more women than cancer and many other diseases combined.

Although maturing women face the same heart disease risks as men, warning signs can be different. Concerned? That's a step in the right direction. And the right direction is a complete cardio evaluation at St. Vincent's Cardiovascular Services for Women—a new, comprehensive program designed around your needs.

Our cardiologists provide the full spectrum of advanced diagnostic and treatment services. We practice state-of-the-art medicine inspired by a 150-year tradition of caring and compassion. Whether your condition is minor or serious, we're with you every step of the way.



Call today to arrange a cardio evaluation: **1-800-CARE-421**



Comprehensive
caring.™

Saint Vincent Catholic Medical Centers

St. Vincent's Manhattan • St. Vincent's Staten Island • St. Mary's Hospital
Mary Immaculate Hospital • St. John's Queens Hospital • St. Joseph's Hospital

1-800-CARE-421

Affiliate: St. Vincent's Midtown

www.svcmc.org

PRINT ADVERTISING

ST. JOSEPH'S AMBULATORY AD



Primary Care
Eye Care Center
Gastroenterology
Gynecology
Mammography
Podiatry
Renal Treatment
Urology
Wound Care Center

One door closes. Another stays open.

St. Joseph's will continue to provide high-level outpatient services on-site at the hospital, until we are relocated to an other neighborhood facility. Whether you're coming to us for primary care, eye care or wound care, you'll be treated with the same dignity and compassion that you've always associated with St. Joseph's. Although our role in the community is changing, our mission to provide the highest quality health care remains constant, and our providers are backed by the world-class resources of Saint Vincent Catholic Medical Centers.

For more information or an appointment, call:

718-558-6400, Eye Care: 718-558-6650,

Wound Care: 718-558-6644.



Comprehensive
caring. SM

St. Joseph's Hospital
Saint Vincent Catholic Medical Centers

158-40 79th Avenue, Flushing, NY • 718-558-6200

1-800-CARE-421

www.svcmc.org

PRINT ADVERTISING

FLUSHING HOUSE ADS

“It was fascination...”



“New friends, new activities, new freedom... we found so much to smile about at Flushing House!”

Enjoy carefree, independent living and great amenities at Flushing House, the affordable, not-for-profit senior community in the heart of Queens. Private apartments with services from \$1850/mo.

- Private apartments w/kitchenettes
- Continental breakfast, lunch, dinner
- Weekly housekeeping/linen services
- Onsite home health agency & clinic
- Ongoing recreation/activity programs
- Computer learning & fitness centers
- Weekly travel adventures
- 24-hour security

For the best value in quality senior living, call us today! **718-762-3198**
www.flushinghouse.com



Not-for-Profit
Flushing House
38-20 Bowne Street
Flushing, New York 11354

Flushing House
celebrate living every day™

“When you’re smiling...”



“New friends, new activities, new freedom... we found so much to smile about at Flushing House!”

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For the best value in quality senior living, call us today!

718-762-3198

www.flushinghouse.com



Not-for-Profit **Flushing House**
38-20 Bowne Street, Flushing, New York 11354

Flushing House
celebrate living every day™

PUBLIC RELATIONS

FLUSHING HOUSE ARTICLE



The screenshot shows the Queens Chronicle website interface. At the top, there's a navigation bar with links for News, Classifieds, Community, Directory, Shopping, and My Zwire!. Below this is a search bar and a sidebar with various news categories. The main content area features a headline for a news article dated October 06, 2005, titled "Flushing House Tag Line Offers A Unique Approach To Senior Living". The article includes a photograph of an elderly couple and a caption about their tagline.

PrimeTimes News

Flushing House Tag Line Offers A Unique Approach To Senior Living

October 06, 2005

[Email to a friend](#) [Voice your opinion](#)



"Celebrate living every day," is the new tag line at Flushing House.

As baby boomers transition into golden agers, their attitudes and ideas about senior living are undergoing radical change. This is a generation of people who in their lifetimes have had more opportunities than any other in human history—an explosive range of choices in occupational mobility and variety, recreational pursuits, housing, travel, personal relationships, and especially, lifestyles.

The result has been a dramatic shift in how older people expect to live out the final chapters of their lives: not

as passive onlookers, but as active, aware, engaged human beings. In response, new models of residential living have emerged, most notably the "assisted living" facility. Here, older adults are expected to quietly live out their lives, finding ways to pass the time, while having ready access to the medical care they will inevitably need.

However, a large proportion of these seniors really can and do want to carry on a more independent and active lifestyle, even in the face of declining physical abilities. For these go-getters, a residential community in Flushing, has been serving up a unique combination of good times, good friendships and good healthcare.

Well before the concept of assisted living became popular, Flushing House pioneered its own style of truly independent yet community-oriented living for active older adults, coupled with supportive services as needed, plus activities, outings and events for the adventurous. Launched in 1975 by a nonprofit religious group, Flushing House provides convenient, affordable, private apartment living for seniors who can live independently provided they have some help with the day-to-day burdens of keeping up an apartment.

Flushing House not only runs itself differently, it markets itself differently.

Recently, the community reexamined its own advertising messages, along with those of other institutions, and noticed that they all seemed to sound alike. "The Finest Care..." "The Best Care Anywhere..." "The Best Value..." etc. For an organization as unique as Flushing House, this just wouldn't do.

PUBLIC RELATIONS

FLUSHING HOUSE ARTICLE

Community relations director Robert Salant turned to **Che-Noble Advertising**, a New York healthcare marketing and corporate identity firm, to consider one crucial question:

Can a new tag line that captures the essence of an independent senior lifestyle actually help people of all ages attain a more positive approach to life?

Salant, together with Gary Siegel, president and creative director of Che-Noble, decided it was time for a fresh advertising message, including a new tag line.

The result was a new marketing stance that more clearly expresses the lively spirit and rich, rewarding lifestyles that are nurtured at Flushing House. That spirit is embodied in a new tag line appearing in a new batch of ads, and reads: **"Celebrate living every day."**

One look at a typical month's schedule of activities, viewable online at www.flushinghouse.org, and one would have a hard time thinking of this crowd as retired. Just as well—it's the only way they would ever have time to participate in even a fraction of the goings-on at Flushing House.

The 12-story, 319-unit building, specifically designed and built for active senior living, was completed in 1974 by a religious organization today known as the United Adult Ministries; the first residents moved in during 1975. An affordable monthly rent covers studios and one-bedroom apartments, each equipped with a bathroom, individually controlled heat and air-conditioning and a euro-style kitchenette.

To assist residents with daily tasks, a full range of services is offered. Continental breakfast, lunch and dinner are served daily in a large, restaurant-style dining room. Weekly housekeeping and linen exchange service is provided, as well as concierge service, 24-hour security with emergency intercoms in all apartments.

A comprehensive activities program includes arts and crafts, concerts, a computer learning center, fitness center, movies, game nights and two bus outings each week. Other in-house services include a Flushing Savings Bank office, an interfaith chapel, library, game rooms, professional beauty salon, general store, TV lounge, and a popular rooftop lounge overlooking Manhattan's panoramic skyline.

Flushing Hospital Medical Center operates a satellite health clinic on the first floor, and residents can also use any physician they select. VIP Healthcare, a licensed and certified home health care agency, has an office in the building. Services include assistance with bathing, hygiene and dressing, as well as self-medication management. Residents can access this agency or any provider of their choice.

Residents enjoy their own private, spacious apartments, and are free to come and go, to entertain family and friends, and to make their own financial decisions. As residents advance in years, Flushing House offers a wide range of supportive services tailored to make living easier and more enjoyable, so their active and independent lifestyles can be maintained. The focus always remains on convenience, freedom of choice, and options.

For more information about Flushing House, call 888-987-6205 or visit www.flushinghouse.com.

PUBLIC RELATIONS

UNITED YARN 75TH ANNIVERSARY BOOK INSERT



CELEBRATING 75 YEARS OF SERVICE TO THE TEXTILE INDUSTRY

Tenacity. Consistency. Versatility. The qualities that define our wide range of synthetic yarns are the same qualities that have sustained our company for three-quarters of a century. We look back with pride on a record of performance based on strong, forward-thinking management, a steadfast commitment to service and integrity, expanding technical capabilities and a diversified product portfolio. By understanding our customers' needs, identifying the best products for specific downstream end uses, and getting them to customers reliably and efficiently, United Yarn has earned industry recognition and expanded our reach around the world.

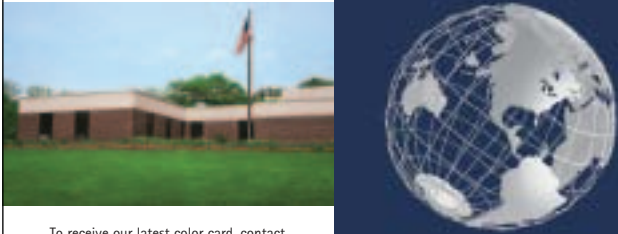
What better way to celebrate this phenomenal growth than with this handsome volume—an expression of appreciation that we at United Yarn hope will bring the world closer to our friends, partners and customers. Please enjoy it with our sincere thanks for your association with and support for our company.



For fabrics that perform beautifully™

PUBLIC RELATIONS

UNITED YARN 75TH ANNIVERSARY BROCHURE



To receive our latest color card, contact
Lorraine Van De Brook in Customer Service

United Yarn Products Co., Inc.
400 Newark-Pompton Turnpike
Wayne, NJ 07470
(973) 696-8080
Fax (973) 696-7431
NY (212) 594-6348
www.unitedyarn.com

LYCRA®, TACTEL®, SUPPLEX® and COOLMAX® are registered trademarks of Invista Corporation, Inc.

United Yarn Products Co Inc
For fabrics that perform beautifully™

*Celebrating
75 years of service
to the textile industry*

United Yarn
75th Anniversary

Tenacity. Consistency. Versatility.

The qualities that define our wide range of synthetic yarns are the same qualities that have sustained our company for three-quarters of a century. We look back with pride on a record of performance based on strong, forward-thinking management, a steadfast commitment to service and integrity, expanding technical capabilities and a diversified product portfolio. By understanding our customers' needs, identifying the best products for specific downstream end uses, and getting them to customers reliably and efficiently, United Yarn

has earned industry recognition and expanded our reach around the world.

Today, we are proud to offer Invista's special performance products including LYCRA®, TACTEL®, SUPPLEX® and COOLMAX®.

We also service you with:

- High-tenacity industrial filament yarn and tow
- Nylon POY and FOY type 6 and type 66
- Filament polyester POY and FOY
- Deniers from 15 through 440,000
- Distribution on packages, pirns and beams

PUBLIC RELATIONS PLACEMENT

TENTINA (Reprinted from D&WC magazine 12/03 pg. 14)

TENTINA CELEBRATES MILESTONE WITH NEW LOOK, SLOGAN

Tentina Window Fashions, Inc., Lindenhurst, NY, is celebrating 40 years in business. It has updated its corporate identity with a new company logo and accompanying service-marked tag line: "Service that drives success."

The new logo, created by Che-Noble Advertising, New York, NY, incorporates the suggestion of the glimmering sun, an image used on Tentina's previous logos. It was chosen by the privately held company's board of directors, composed entirely of family members. "We concluded that this contemporary design establishes a fresh, forward-looking image for our company while maintaining a sense of continuity and integrity," said Andrea Miritello, vice president.

Tentina was established in 1963 by Frank Miritello and two business partners. It began as a small company specializing in wood slats woven with fancy yarns for the window treatment industry. It moved to its present location in 1972. Tentina began fabricating Hunter Douglas window treatments in 1987, a relationship that continues today. The company employs more than 100 people and fabricates more than 30 distinct product lines including its own Blue Ribbon brand of window fashions products.



Tentina's new logo is unveiled for its 40th anniversary.

inside

Flushing House

A publication of Flushing House Senior Retirement Residence

September 2005

“CELEBRATE LIVING EVERY DAY”

That's the new “tag line” Flushing House uses in ads which are appearing now in Queens newspapers. After all we could have said about Flushing House, these words best reflect what living here is all about. As a faith-based organization, is there a better way to express the life-giving message of Holy Scripture itself? We asked three friends in the religious community to tell us how the Bible teaches us to *celebrate living every day*...

As we age, we learn to keep smiling, to keep trusting and to stay open to every wonderful possibility of a new day. I find that when I read from Proverbs 3, verses 5 and 6 to “trust in the Lord with my whole heart; and lean not unto my own understanding, in all ways acknowledge Him, then he shall direct my paths,” I can truly look forward to all the possibilities of a brand new day.

—Rev. Anne Canadeo



The miraculous manna, which sustained the Israelites throughout forty years of wandering in the wilderness, fell each and every day, one day at a time (Exodus 16). God provided for each day anew. In our prayers, recited three times daily, we say, “We thank You for your miracles which are daily with us, morning, noon and night.” We greet each morning with a smile, knowing we are under the protection of God Himself.

—Rabbi Mordecai Efron

Jesus admonished his disciples not to be anxious about meeting the needs of the day for food and clothing. He assured them that God, who feeds the birds of the field and clothes them more colorfully than Solomon, will surely care for the children created in His holy image. Each day is a new opportunity to praise and celebrate the Lord of life.

—Rev. Skip L'Heureux



In this issue:

[Flushing House's
new “Tag Line”](#)

[Calendar of Special
Events & Activities](#)

[Committee Meetings](#)

[Showtime Performances](#)

[Van Trips](#)

[Wine & Cheese Socials](#)

inside

Flushing House A publication of Flushing House Senior Retirement Residence

April 2005

In this issue:

Committee Meetings

Dance Class

Men's Groups

New Activities &
Events Calendar

Showtime Performances

Van Trips

Wine & Cheese Socials

Spring Song

by Robert Louis Stevenson

The air was full of sun and birds;
The fresh air sparkled clearly.
Remembrance wakened in my heart,
And I knew I loved her dearly.

The fallows and the leafless trees
And all my spirit tingled.
My earliest thought of love, and spring's
First puff of perfume mingled.

In my still heart the thoughts awoke,
Came lone by lone together.
Say, birds and sun and spring, is love
A mere affair of weather?



The history of English literature records few stories more inspiring than the life and work of Robert Louis Stevenson. He was a happy and gifted storyteller, poet, and essayist. Stevenson was born Nov. 13, 1850, in Edinburgh, Scotland. He spent much of his childhood in bed, always ill with lung trouble. He died at an early age of 44 in 1894. Nevertheless, in 20 years he created an enormous quantity of work of enduring beauty.



Insight

A monthly newsletter from Tentina Window Fashions

June 2005

In this issue:

Heritage® launches new specialties

NEW Palm Beach® Custom Shutters

Measuring made easy with SoftChoice®

NEW Hunter Douglas alliance program launched

Wood and alternative woods make improvements

New level in the Window Fashions Institute™

Congratulations, Tentina sales reps

Co-op Corner

Heritage® hardwood shutters- The best keep getting better

New custom size quarter circles and circles can cover those challenging openings you come across every day.

Heritage perfect arches, quarter circles and circles are custom made to your exact specifications. No templates are needed, just your measurements and a worksheet that is provided in the Heritage reference guide addendum.

The louvers are operable for optimal positioning, and rabbeted and tapered for tight closure. As shown to the right, they were designed to have an integrated look with panels below.

No training is required; however, we do recommend that you purchase the Heritage Specialty Sampling Kit (\$275.00), which includes a perfect arch sample, photo book and carry case.

In addition to the Specialty Sampling Kit, a Quarter Circle/Circle Update Kit (\$12) has been developed which includes a sell sheet as well as the reference guide addendum and photography.

With these additions, the specialty offering has increased to a total of eight specialties you can now cover with Heritage:

- French door cutouts
- Bay windows



- Corner windows
- Bi-fold tracks
- Bi-pass tracks
- Perfect arches
- Quarter circles
- Circles

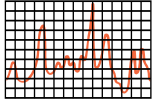
The biggest advantage, and one you should be marketing, is that you now have a Hunter Douglas brand product to cover specialty windows that will be shipped in three weeks. It doesn't get any better than that.

If you are not currently taking advantage of the Heritage hardwood shutter program, please contact your account executive to find out how.

Dealers and installers already experienced in selling and installing shutters can now take advantage of our Fast-Track training program.

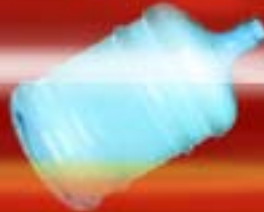
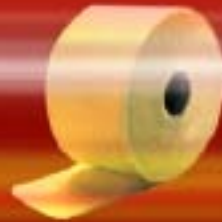
CORPORATE LITERATURE

RADIANT ENERGY SYSTEMS BROCHURE



RADIANT
ENERGY SYSTEMS, INC.

EXCELLENCE IN PROCESS HEATING™

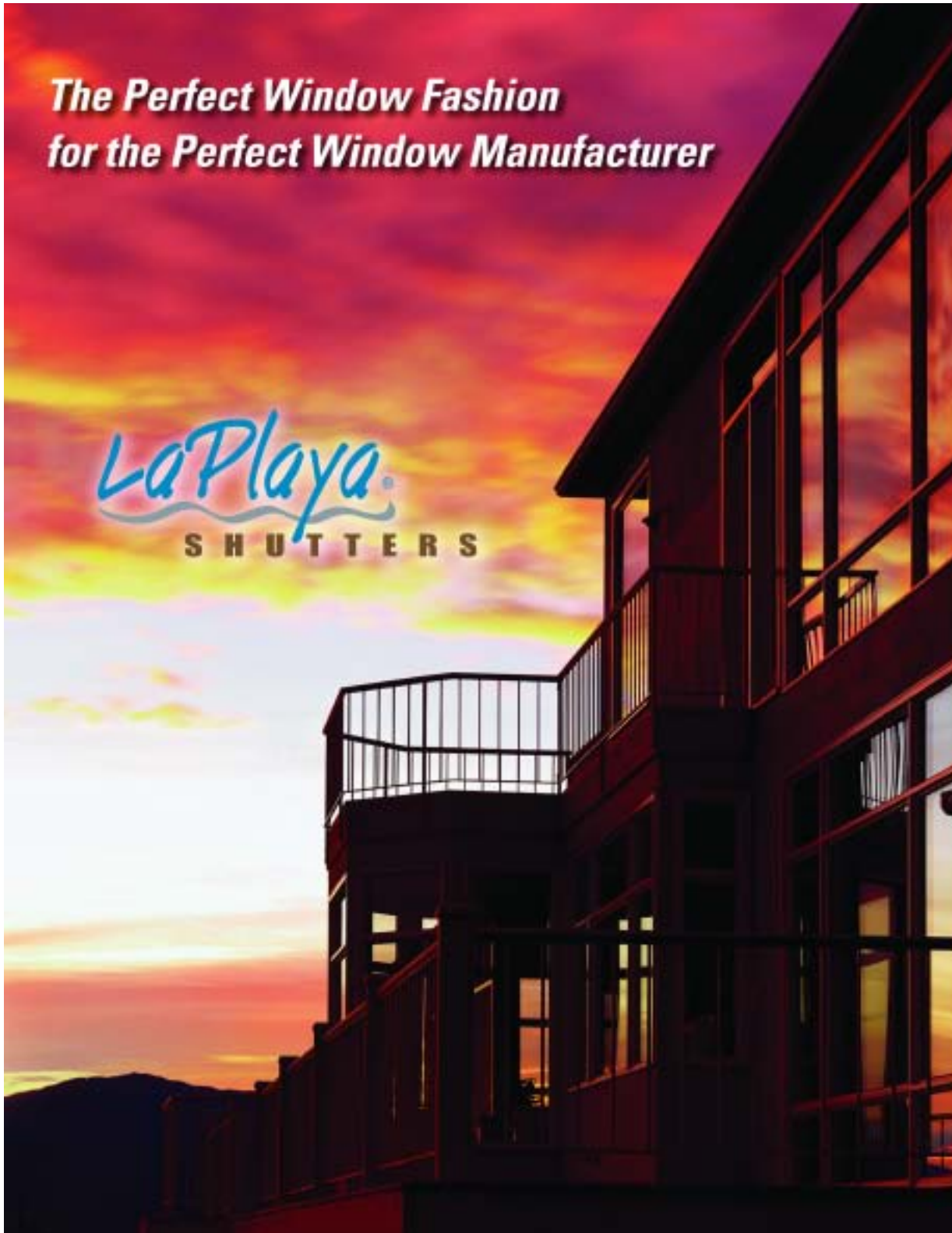


CORPORATE LITERATURE

ITA LAPLAYA BROCHURE

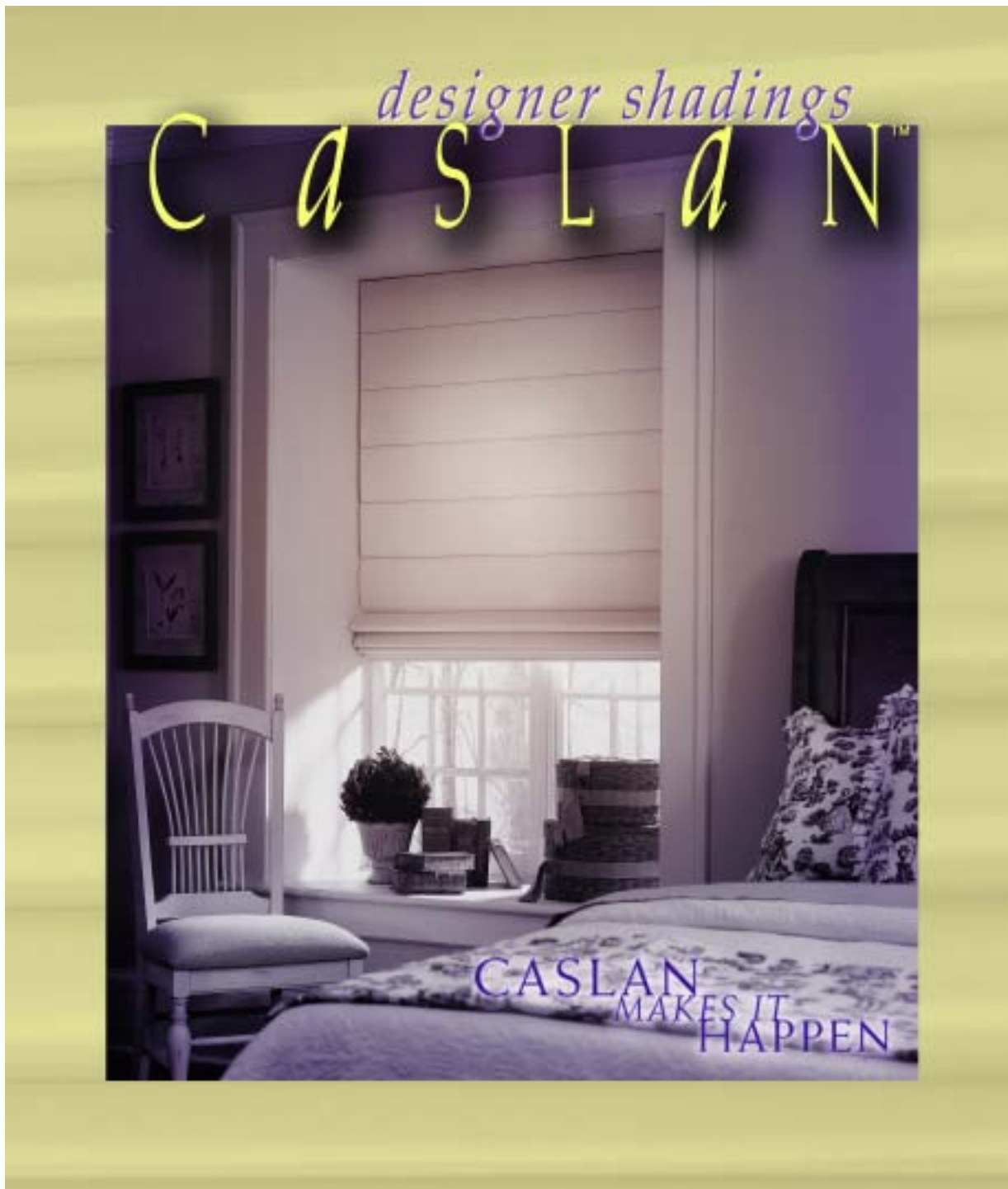
*The Perfect Window Fashion
for the Perfect Window Manufacturer*

LaPlaya
SHUTTERS



CONSUMER LITERATURE

ITA CASLAN BROCHURE



MERCHANDISING AIDS

WINDOW FASHION SAMPLE BOOKS & DECKS

