

THE CHINA DEAL

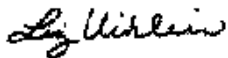
In a dead serious moment recently, my son Brian asked me about Uline and our "China deal." From just about the very beginning of Uline 30 years ago, we imported first from Taiwan and then we added China. About 20% of what we sell today comes from Asia.

This has never bothered me in the past. We all know that many products are not made in the U.S. anymore. **What bothers me enormously is American jobs.** During most of Uline's history we have scrambled to hire enough people. We learned how to do job fairs. We spent a ton of money on Monster and other career sites. **But that was then and this is now.**

And so, in this catalog, we've worked hard with some American firms to get a product that's made here versus being made in China.

The mold from Wisconsin costs more, but it is better made and will last longer. The product that comes from Ohio costs slightly less than the Chinese version would have cost. We're proud of this and hope you, our customers, will take note. Check out our new Uline Utility Cart on page 298.

It would be nice if the Commerce Department or some government agency would put out some **positive news on what can be made right here in the U.S.** If we all think and talk about it, maybe we can do better. Also, the playing field is not level; a tennis court is. Personally, I am an American first. I care about American jobs.



Liz Uihlein

P.S. Made in the U.S.A. products, see uline.com/USA for a comprehensive list.



Liz and Brian Uihlein

BEHIND THE SCENES.....IN MARKETING AND CREATIVE

From August through January, a whole lot of Uline folks start working at a feverish pace to put together our larger Spring/Summer catalog. Friday blends into Saturday and Sunday is the only day off.



Thank you for your continued support during these rough times. We hope you like our latest catalog. We listen closely to your requests. Uline has added 24 pages and over 2,500 new products.

Only the tip of the iceberg...there are lots more guys behind the scenes, too!



Laura



Terri



Elizabeth