

Ken Cook Co.



writing



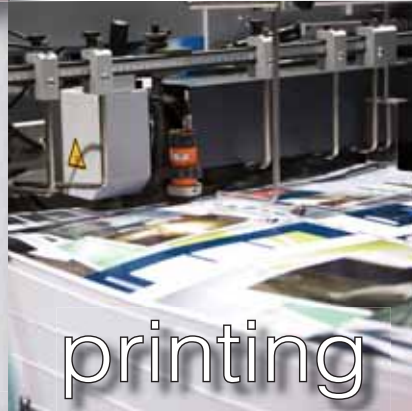
design



media 1off®



binding



printing



IT solutions



fulfillment

Partners in Product Documentation

OUR ACHIEVEMENTS



- 1944** Ken Cook Co. founded by Kenneth A. Cook
- 1950s** First technical publications business with all services provided under one roof
- 1960s** Introduction of self-paced audiovisual teaching machine - SR100
- 1970s** International Best of Show - Cutaway Illustration - Engine
First Wisconsin company to install a Computer-Aided Design (CAD) System
- 1980s** International Best of Show - Cutaway Illustration - Pump
- 1990s** Conversion to Desktop Publishing
- 2002** Printing Industries of Wisconsin Graphics Excellence Awards in both Color Service Booklets and Brochure categories
- 2003** ISO 9001:2000 certified
- 2004** Received the John Deere Tech Info Quality Award from John Deere
- 2005** Awards from the Printing Industries of Wisconsin in the Product Booklet and Brochure, the Color Folder and the Special Innovation Awards – Printing categories
- 2006** The Business Journal's Mid-Market Growth Award
The Printing Industries of Wisconsin Best of Category Badger Award
- 2007** Business Marketing Association Bell Awards Competition Excellence Award
The Business Journal's Mid-Market Growth Award
The Printing Industries of Wisconsin Best of Category Badger Award
- 2008** Winner of the IBEX (The International BoatBuilders' Exhibition and Conference) Innovation Award for "BookBuilder"
American Boat and Yacht Council (ABYC) Horizon Award
- 2009** ISO 9001:2008 certified

THE KEN COOK Co. ADVANTAGE



PARTNERS IN PRODUCT DOCUMENTATION

Ken Cook Co. is a single-source provider of product information and training programs for manufacturers and businesses. We develop clear, concise information for your customers, dealers and service organizations.

Our approach is flexible. We can provide an entire program or individual projects as you need them. Our services include concept formation and design, technical writing, illustrating and translating, as well as web development, e-commerce applications, customized programming, printing and CD, DVD and video replication. We also write and produce training and e-learning programs.

In addition, we provide literature and data management, worldwide distribution and order fulfillment services to support your customers and dealers . . . quickly and efficiently.

How You Benefit

- Communication with a single source for all of your product support needs
- One contact to manage programs, deadlines and details
- One technology-driven provider offering multiple solutions

COMPANY HISTORY

Since 1944, Ken Cook Co. has been developing and producing easy-to-understand technical information that promotes the safe installation, operation and maintenance of products and equipment. Ken Cook Co. can help with all of your company's product documentation needs.

ISO CERTIFICATION

Our mission is to provide exceptional quality products and services by striving to exceed our customers' expectations. To help achieve this mission, Ken Cook Co. is ISO 9001:2008 certified and maintains an extensive quality management system.

Quality Policy

"Customer satisfaction is the highest priority in the services or products Ken Cook Co. provides to its customers. We continually monitor the processes used in our operations, making improvements and modifications to increase our quality level wherever possible. Every employee participates and is critical to these processes, from sales through delivery of the services or products to the customer."

Verisys



Registrars®

High Value Auditing™

WRITING AND GRAPHIC SERVICES

TECHNICAL WRITING SOLUTIONS



Ken Cook Co. is a leader in the development, management and distribution of technical content for manufacturers and businesses around the world. Our team of experienced technical writers has mechanical, electrical, software and business process backgrounds. We produce a variety of product documentation manuals and literature, including service manuals, owner/operator manuals, technical bulletins and parts catalogs – all written to effectively communicate with your users, enhance your brand image and increase your ability to provide what your dealers, distributors and other end users need.

DESIGN

Our graphic designers work in both MAC and PC platforms. We use the most current design software, including the Adobe® Creative Suite®, which features InDesign®, Photoshop® and Illustrator®, as well as QuarkXPress® and FrameMaker®.

We analyze your ideas and content, and work with you to ensure your information is produced in a software program that offers you efficiency and reusability. Template design streamlines translations and helps to ensure consistency of thought and process throughout your product line.



WRITING AND GRAPHIC SERVICES

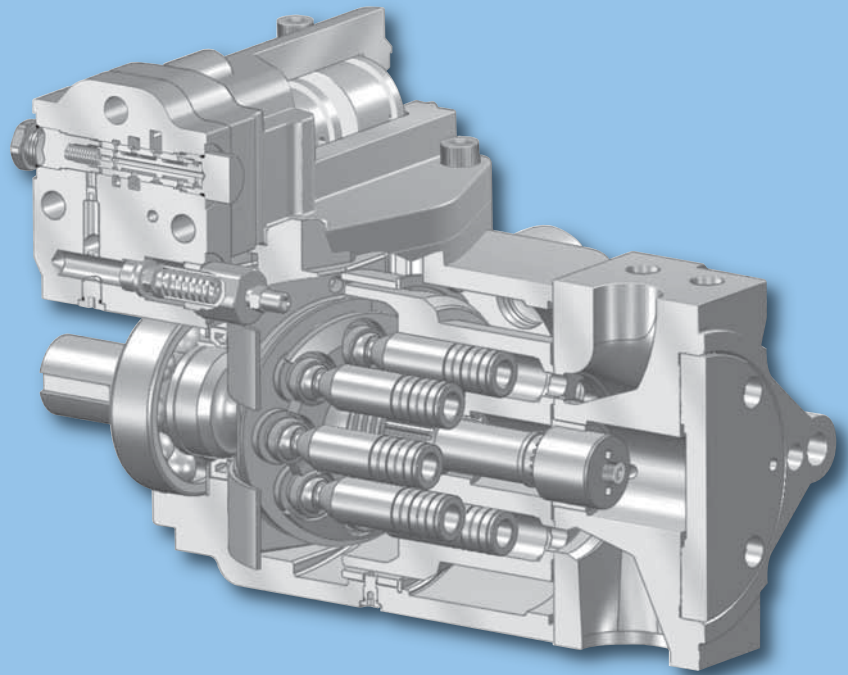


Some of Ken Cook Co.'s Products

- Assembly Manuals
- Equipment Operation Training Programs
- Installation Instructions
- Installation Manuals
- Manufacturing Process Sheets
- Operation Manuals
- Operator and Service Training Programs
- Owner Manuals
- Parts Catalogs
- Service Manuals
- Technical Bulletins
- Technical Specification Sheets

TRANSLATIONS

Ken Cook Co. translation partners use a powerful translation memory software. This software enables repurposing of common information, reducing the need to retranslate sections in related manuals or in future editions. This efficiency results in a significant cost savings to you.



ILLUSTRATION

Our illustrators create accurate and helpful exploded views, orthographic line drawings, electrical and hydraulic schematics, cutaways and color renderings from your products, your engineering drawings or CAD files. We can also trace photos or create animation to demonstrate a process.

Ken Cook Co. Helps You to:

- Enhance your brand image
- Enhance your customer support programs
- Improve your customer satisfaction
- Enhance product usability
- Identify potential safety issues and suggest options
- Apply appropriate standards such as ANSI and ISO and harmonize these for U.S. and international markets

In addition to technical writing services, we can deliver in print, CD, DVD or in a web-based format. Ken Cook Co. can convert operating information into training programs that teach the safe and proper operation of your products.

WRITING AND GRAPHIC SERVICES



CUSTOM E-LEARNING TRAINING SOLUTIONS

Train your dealer technicians quickly and consistently with individual training solutions from Ken Cook Co.

Our easy-to-manage training programs are completely customized and effectively teach and certify trainees, track their progress and keep records of their certifications.

Ken Cook Co. prepares your e-learning program – from beginning to expert skill levels – for present and future standards throughout industrial, military and commercial markets.

With E-Learning Programs You Can:

- Develop computer-based training, web-based training or blended training kits
- Add video, animation and audio
- Deliver training materials via Internet, Intranet, CD, DVD or learning management systems (LMS)
- Schedule training at the employer's or employee's convenience
- Track trainee or student records
- Produce and distribute training materials directly from Ken Cook Co.

Ken Cook Co.'s Training Aids and Devices

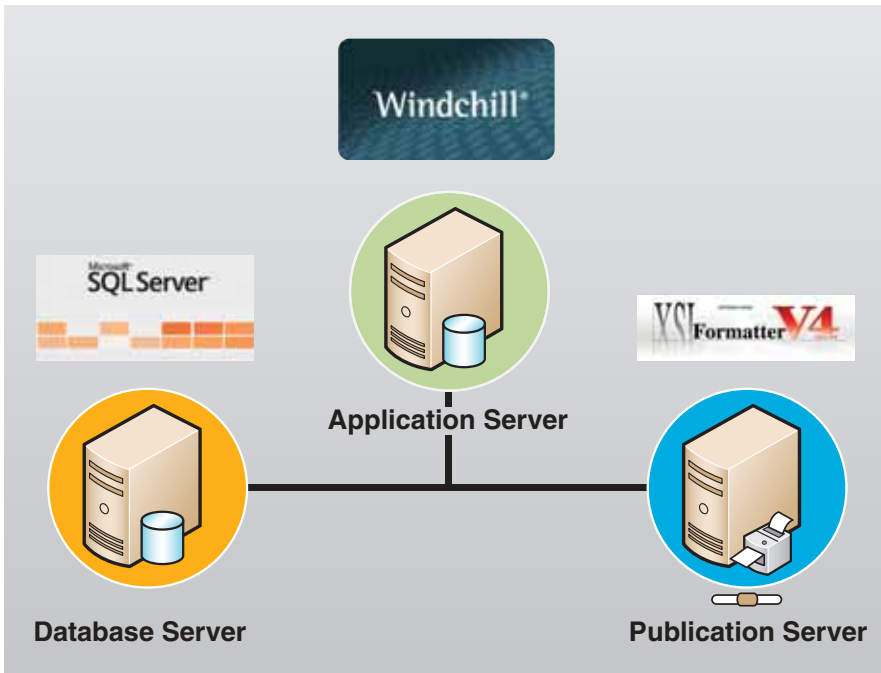
- Instructor's Guides
- Lesson Plans and Class Schedules
- Skill Enhancement Aids
- Student Materials
- Tests and Certificates
- Training Devices

SAFETY DECAL / MESSAGE DEVELOPMENT

Ken Cook Co. understands the importance of clear and precise safety information in the decals on your product and in the safety messages within your technical manuals. Users must be educated about the proper use of the product, as well as any hazards associated with product use. Our team of writers can review your existing safety information and/or create new safety information that meets domestic and international standards. We have expertise in following and implementing ANSI and ISO recommendations.



WRITING AND GRAPHIC SERVICES



CONTENT MANAGEMENT

Store, manage and publish documents and training programs with a content management system (CMS). A CMS will reduce writing effort, shorten desktop publishing time, reduce translation costs and increase content consistency.

First, documents are evaluated for their usability – and reusability – in various formats. Data analysis ensures that your CMS meets your needs, now and in the future.

Style sheet development helps create protocols for converting files from one program to another, while retaining the integrity of your files.

Our data conversion processes help convert your existing content into XML, a common platform to publish in all languages.

Our translation workflow expertise helps to verify naming conventions, creating a seamless transfer of data to and from the translation provider.

Our staff can assist your personnel, providing technical support and answering CMS questions.



PARTS CATALOG DEVELOPMENT

Ken Cook Co. can create or enhance your parts catalog beginning with the collection, conversion and development of your data, text, technical illustrations, graphics and other media. Our technical illustrators can create isometric views and parts lists from your existing engineering CAD system.

We can enhance your historical parts catalogs and create searchable electronic files for access via the web. Users can easily access parts information through searchable fields and can visually locate parts by viewing detailed illustrated parts breakdowns.

PRINTING SERVICES



media①off®

Turn your manual publication cost center into a revenue generator with **media①off®**, an innovative fulfillment solution.

media①off® is our ability to print or burn ONE document, CD or DVD at a time, all at the time of order.

No more print forecasting errors, overruns, shortages or inventory scraggape. With **media①off®**, you can completely eliminate your inventory of pre-printed manuals, improve your cash flow, and reduce costs and waste from obsolete or overstocked publications.

This full-circle fulfillment solution combines e-commerce with on-demand technology to provide just-in-time literature to distributors, dealers, consumers and internal staff. Most importantly, you'll get revenue from the sale of a publication before incurring any costs to print it.



Ken Cook Co. serves all your printing needs, providing traditional offset printing or digital imaging.



www.kencook.com

BINDERY SERVICES

KIT BUILDING / DISTRIBUTIONS

Let Ken Cook Co. create your "kit" for mailing and/or distribution. We'll carefully hand insert and/or assemble your materials into special cartons, binders, tubes, etc. to make sure they arrive in excellent condition.

Whether you have a one-page letter in an envelope or a complicated binder build including tabs, brochures, letters, manuals, reply cards and CDs/DVDs, we take pride in finding the most efficient way of mailing or shipping your items at the best cost to you.



FINISHING / BINDERY SERVICES

We know the final steps taken to complete your job will highlight the quality and attention to detail that have gone into making your product a success.

Ken Cook Co. offers a wide range of finishing services, including:

- Folding
- Drilling
- Coil Binding
- Scoring
- Perfect Binding
- Padding
- Collating
- Kit Building
- Mailing Services



LITERATURE MANAGEMENT



LITERATURE FULFILLMENT

Ease the burden of literature fulfillment with complete literature management services from Ken Cook Co. We can integrate seamlessly with your current business system, as well as incorporate custom elements that aren't available with off-the-shelf packages.

We provide the resources to handle requests, fill orders and ship to your customers, utilizing our call center, order processing, warehousing and shipping services.

All of these services are fully automated with **media¹off[®]**, the Ken Cook Co. printing and fulfillment solution.

Let us manage your entire product support literature fulfillment while you concentrate on what you do best.



SHIPPING

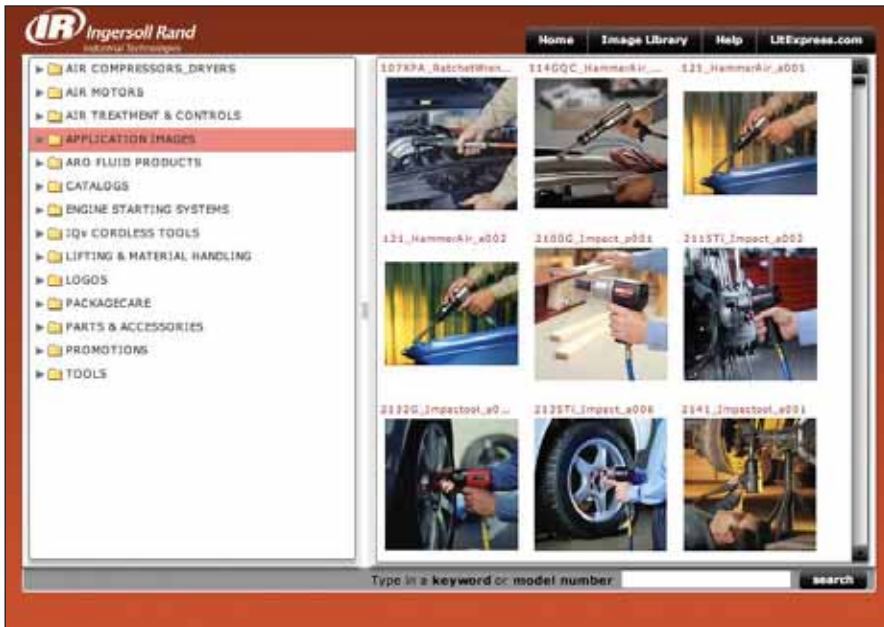
Ken Cook Co. ships worldwide, using carriers that offer the best price and delivery records. We use a local customs broker for clearing international shipments, ensuring fast-track processing and delivery.

Ken Cook Co. developed a custom software package that provides online pricing, control of the carrier and integration with your delivery requirements. It features live tracking, full reporting capabilities and lowest cost options.



Get it There on Time

With our complete distribution service, you can expect a quick response to product requests, shipping same or second day, and supporting activity reports.



MAINTAIN BRAND IMAGE WITH AN IMAGE GALLERY

Give your dealers greater flexibility in developing marketing content, and share common information and branding efforts directly from your corporate headquarters with the Ken Cook Co. Image Gallery.

Whether you have 1,500 or 15,000 files, the Image Gallery allows you to easily track corporate graphics and images from one central repository.

Any authorized user, dealer or corporate employee can quickly locate product- or part-specific graphics for all images used in your marketing pieces and catalogs. Just upload your files to our web-based application and the Image Gallery will convert them to the formats needed including color and grayscale.

Benefits of an Image Gallery

- Saves you time locating files
- Serves as a central database for your corporate images
- Provides instant, worldwide access for authorized users
- Can be a stand-alone website or an add-on to your current site
- Offers high- and low-resolution image files (i.e., jpg, tif, svg, eps)
- Offers a shopping cart with an option to either download or order a custom CD



E-COMMERCE

Orders can be received via phone, fax, email or a customized e-commerce site with secure online ordering. Your product support literature, technical publications and training programs are stored in our warehouse and can be picked, packed and shipped to any destination worldwide.

A flexible literature fulfillment program can be customized to your needs:

- Full-service call center support
- Customized web bookstore
- Secure e-commerce and online order processing
- Warehousing and storage
- **media1off**® printing for frequently updated or infrequently ordered publications
- Short or long print runs
- Large-format printing for engineering drawings, wall charts and posters
- Electronic subscriptions, distributions and downloads
- Various activity and usage reports
- Same-day shipping (Monday through Friday)
- Automated carrier selection for lowest cost shipping
- Automated email confirmations and shipment tracking links

CUSTOM IT SOLUTIONS

AdBuilder

Ken Cook Co. AdBuilder provides everything your dealers need to create custom advertisements, direct mail pieces, flyers and other creative traffic drivers to promote their products.

The AdBuilder walks your dealers through the process of creating custom pieces from corporate-approved templates by allowing the dealer to add photos and text.

Once created, the ads are processed, printed and shipped directly from Ken Cook Co. to the dealer who ordered them.



Benefits of Ken Cook Co.'s AdBuilder

- Links seamlessly to your custom Image Gallery
- You control the look and message of your dealer marketing pieces
- Provides easy-to-use templates and text
- Dealers can create and order custom flyers
- Instant PDF download or printed flyer

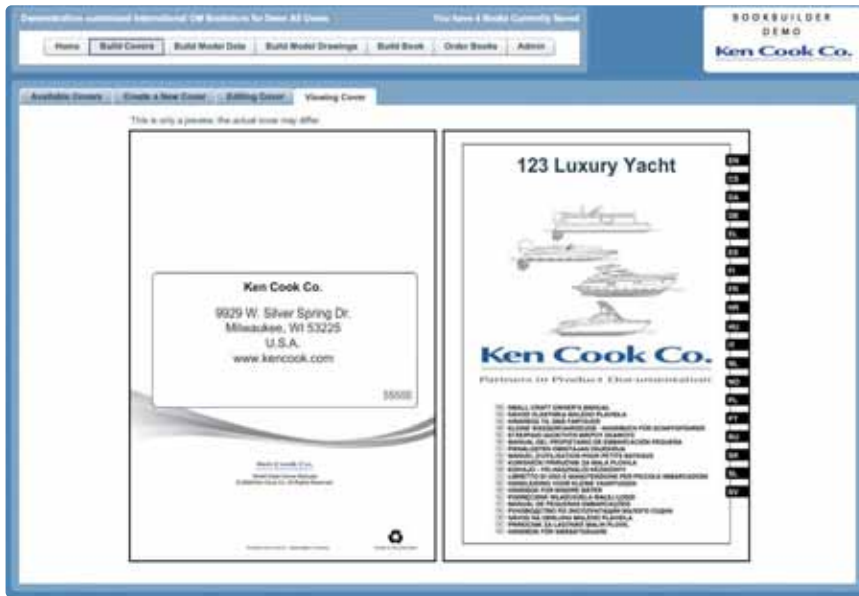
OUR DOCUMENT MANAGEMENT SYSTEM

Project Title	Part Number	Completion Date	Priority	Status
YDG Service Manual - Rev0	08YDG-U00100 / 08YDG-000100	28/Feb/2008	Complete	Project Complete
YDG Operation Manual - Rev 1	04YDG-U00101 / 04YDG-000101	29/Feb/2008	Medium	1st Draft - Posted for Review
YA - Dealer/Distributor Directory - Rev0	01Jun2008	31/Jun/2008	Medium	KCC - Finishing Manual
TNY Operation Manual - Rev 2	04TNV-U00102 / 04TNV-000102	09/Sep/2008	High	New Project
TNY JD Service Manual - Rev 1	08TNV-U00201 / 08TNV-000201	30/May/2008	None	1st Draft - Posted for Review
TNY Electronic Control Manual - Rev0	00TNV-U00400 / 00TNV-000400		None	Waiting for Initial Input
TNY Di Service Manual - Rev 2	08TNV-U00102 / 08TNV-000102	29/Jun/2009	High	1st Draft - Posted for Review
TNY Application Manual - Rev1	00TNV-U00301 / 00TNV-000301		None	1st Draft - Missing Info
TNM Service Manual Rev 0	08TNM-U00100	30/Sep/2009	High	1st Draft - Posted for Review
TNM Operation Manual - Rev 1	04TNM-000101	16/Sep/2008	High	1st Draft - In Process
Mi Pump Service Manual - Rev0	08MLG-U00100	31/Dec/2008	Medium	1st Draft - Missing Info
LV Service Manual - Rev0	08LVG-U00100 / 08LVG-000100	26/Mar/2007	Complete	Project Complete
LV Application Manual - Rev0	00LVG-U00100 / 00LVG-000100	26/Dec/2007	Complete	Project Complete
L-Series Training Kit - rev1	YVTKD-V-LV1	24/Jun/2007	Complete	Project Complete
Int. Global Serv. Proc. Man. - Rev1	T80	31/Dec/2007	Highest	Project Complete
ZV Application Manual - Rev0	Needed		None	On Hold

Ken Cook Co. hosts a document management system (DMS), a quick and easy interface through which information on all projects is shared.

Your project team can post files and comments, and track the history of all projects – regardless of time or location. The DMS needs only an Internet connection and a standard browser for use.

The DMS 3.2 version allows multiple uploads from a single screen, reducing the time and complexity required by multiple back-and-forth emails. Workflows are fully documented as the project progresses.



BookBuilder

BookBuilder is Ken Cook Co.'s award-winning online interface that is set up to meet your customers' specific requirements for safety information, accurate content, variable information and drawing types; it is especially useful when creating a simple product manual that will be translated into various languages.

Manufacturers marketing products in other countries can provide specific user information in specific languages including required or approved content. When your document is set up and translated, end users can build and print the required manual at their convenience.

YOUR WEB BOOKSTORE

media①off® allows you to have your own web bookstore, through which we process your literature orders. The bookstore seamlessly integrates with your corporate website, making it easy for distributors, consumers and employees to find and use. It will appear as if the literature is ordered directly from your company.

The site has standard e-commerce features such as an intelligent search engine, secure credit card processing and auto-calculated shipping, handling and sales tax charges.



GRAPHICS TRACKER

Organize new and/or historic company graphics with Graphics Tracker, a unique program that sorts, backs up and provides remote access to all your graphics.

It is a central location for file management and has a conversion feature that generates multiple formats for downloading.

The Graphics Tracker is remotely accessible through any web browser.

Graphics Tracker Features Include:

- Thumbnail display for accurate identification
- Automatic file numbering and version control
- Associated metadata for quick searchability

FROM THE PRESIDENT

This brochure describes the essential processes and advanced tools for effective communication.

Ken Cook Co. has led the way in technical communication since 1944. We are a unique single-source producer in that for product documents, training or web bookstores, all components, from design, development, programming, illustration, desktop, editing, proofing, replication, finishing, distribution, inventory and fulfillment, are available completely within our facilities. Full service and total support are given by our professional teams from project inception to completion. We believe in, and encourage, flexibility. By doing so, we can become extensions of your staff, capable of handling all – or part – of your next project. Your need is the determining factor.

Continued research, development and monitoring of emerging technologies help us provide you with better solutions to your needs.

Please visit us, tour the complete facilities and get to know us better so you become familiar with the resources available to your organization.



Ken Cook

President and CEO



Ken Cook Co. has the equipment, experience and personnel you need to support your products. To learn more about the Ken Cook Co., call us, email us or visit one of our websites.

Ken Cook Co.

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sales@kencook.com

Corporate Website
www.kencook.com

On-Demand, One-Off Printing Website
www.media1off.com

Marine Literature Website
www.boatpubs.com

Antique Evinrude and Johnson Literature
www.outboardbooks.com

Warehouse

W136 N4829 Campbell Dr.
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