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## AdBuilderPro Selected By Toro For Automated Ad Makeup and Asset Management

**Memphis, TN - August 15, 2002 - Bloomington, MN** based Toro/Lawn-Boy (TTC), a publicly traded \$1.3 billion designer, manufacturer and marketer of professional turf maintenance, irrigation, landscaping and residential yard products, has selected Graphic Resource Center's AdBuilderPro for automated ad makeup and asset management (<http://www.adbuilderpro.com>).

Having produced its first lawn mower in 1921, Toro/Lawn-Boy markets its residential products through a variety of distribution channels, including dealers, hardware retailers, home centers, mass retailers and over the Internet. With their multiple channel distribution array, cooperative advertising, consistent branding and ad messaging provided logistical and management challenges.

According to Ms. Faye Bliese, Toro Account Representative, for Campbell Mithun, the agency which implements cooperative advertising for Toro/Lawn-Boy, "The way the AdBuilderPro personnel have worked with us is fabulous. There was a lot of work and many issues that needed to be dealt with—they always have a positive attitude and are easy to work with." Jimmy Smith, AdBuilderPro's Project Manager, said: "Toro/Lawn-Boy and Campbell Mithun are results oriented and looking for solutions that will make it easy to distribute and effectively manage advertising materials."

"We sent them a Quark file with images and layouts," according to Bliese. "Our web development team took a look at what Toro/Lawn-Boy had on CD and made the transition—the site went live in about 5 weeks," said Smith. Toro/Lawn-Boy's Quark documents included all the needed components for the *rules based* AdBuilderPro system. When logged into the AdBuilderPro site, Toro/Lawn-Boy/Campbell Mithun are able to see who is building ads and what asset combinations are being used—information which was unavailable using the former method, printed ad planners. "Printed ad planners were bulky, expensive to produce/distribute and difficult to keep updated. Now when something needs to change, (MAP Price Point, Bullet Point Copy, Headline, etc.) the change happens right away. The new information is available immediately," according to Bliese.

Although AdBuilderPro is currently being used to generate Newspaper ads, there is more capability which will be utilized as the Toro/Lawn-Boy team becomes more familiar with AdBuilderPro's features and extended capabilities. This includes: custom ads, outdoor board advertising, product photography, radio scripts, red tag signage and features and benefit layouts. Additionally, Toro/Lawn-Boy also offers on-line product advertising information for their dealers, such as *AdGuidelines* and *Advertising 101*. A 1-800 tech support line ("which is hardly ever used," says Smith) is also part of the overall package.

Mr. Bob Judson, of Turf Equipment and Irrigation Inc., a Toro retailer in Salt Lake City, commented: "What I can do on the AdBuilder site in two hours, saves me two weeks of work done the traditional way. "

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