

COVER YOUR ASSETS

(Illustration of Adam, Eve and the leaf)

**It's better to be just ahead
of the current fashion,
or a long way behind.**

Orson Welles

Life's a crap shoot and this round could go either way. So what if he did get the better desk, a corner office, three phone lines, window with a view. You got the big guy's ear, management's eye, the entire office crowding your desk and a renewed fondness for uproar. Who cares who thought of it. You were the first to get it.

**The best way to predict the future
is to invent it**

Alan Kay

FOR MONITOR FIT

Measure height and width of front
Actual size, not screen size. Meant to fit large.

(Drawing of cover)

Embroidered logo & URL

	H	W
Small	15" +	16"
Medium	17 "+	18"
Large	20"	20"
Xlarge	21"	21"

S	M	L	XL
Gauguin Green	Tallulah Taupe	Wilde Wine	Bogart Blue

Over grappa, you introduce yourselves. You're a world renowned software designer, she's a famous model hiding from the world. One thing leads to the next, and you're back at her place. She asks if you'd like to see her quote collection. Computerized, of course. How can you resist? She leads, you follow, expecting to identify her by the company she keeps -- Mac, IBM, Compaq? But to your delight and surprise, you find her taste in technology is as rare and original as her preference in men.

**"It is better to fail in
originality than to
succeed in imitation ."**

Herman Melville

He'd never seen anything like it. This had to be the original, or what would, in time, become standard issue. Sturdily constructed, made without shortcuts, class at its unpretentious best. Handsome and aristocratic, effortlessly chic, styled with a double stitched cargo pocket flawlessly embroidered with a young millionaire's name. What a brilliant touch, he mused, a personalized pocket! Perfect positioning to showcase his company logo, URL. Subtle, but memorable. Marketing that maximizes. Clever.

And check out those lines. This is how a cover is supposed to fit, loosely casual, punctuated with six expertly hand-sewn pleats on the front, three to each side, and two rear casings for a pair of removable birch dowels. Squared off for that 'fitted' look, or swathed naturally for that Soho feel. Cynic that he was, he immediately thought: all form, no function. Only to discover, it was 100% duck cotton canvas, protectively lined, spill resistant, and best of all, machine washable.

Versatile enough for all sorts of bad behavior. Just the thing to get you through spreadsheets, champagne lunches, zip drives and internet nights.

**It's a funny thing about life;
if you refuse to accept anything
but the best, you very often get it.**

Somerset Maugham

She had an obsession for research, precision instruments, and pure silk underwear. An unnatural weakness for wire rimmed glasses, combustible interludes, and transcontinental rendezvous. Journeying to his outpost in the Sahara, they toast the unexplored, the undiscovered, the unforbidden. All at once the scene begins to blur, the world totters. She's overcome. Transfixed. Her eyes riveted on his...cover! Gloriously draped, ruggedly luxe, a classic new trend in computer software. She's breathless. He pulls her toward him for a closer look. That style, that panache, that pocket, so close. Holds all the essentials, passport, compass, sunglasses, disc, a photo of you. The epitome of swank. Best of all, it's got your name embroidered on it! She had no idea fame could be had so easily.

**"It don't mean a thing
if it ain't got that swing"**

Duke Ellington

BE A TREND. It is becoming increasingly difficult to be an individual...in a crowd. So we continue to seek out things that aren't quite like anything else. With looks, style, uncomplicated smarts, dependability. A leveling influence over the swirling maelstrom of your desk. Cleverly conceived, classically simple. A new kind of computer cover. Your eyebrows shoot up, your teeth grate, lips lock. Computer cover! Never! But wait...it's true what they say -- love **IS** wonderful the second time around.

Reinforced seams, authentic birch dowels, 10-oz. khaki cotton canvas with a fully lined water resistant interior, combining the best of the old with the post-modern panache of the new. Easy to maintain, guaranteed to improve with age. Reminiscent of vintage rainwear with 100% unbleached cotton canvas. Packaged in a environmentally friendly recycled corrugated cylinder. Anti-static, anti-dust, kind on the eyes. Who would have thought a computer could clean up so well?

**Everything uncommon raises a
pleasure in the imagination**

Joseph Addison

CUT TO THE CHASE

The future is called "perhaps."

Tennessee Williams

What's the gimmick, you wonder. So it looks great in a room, works with the furniture, keeps your computer and the world a little tidier. Your office, homier. It certainly

protects your investment and your 'significant other' thinks it stylishly chic, irresistibly decorative. And you have to admit, it does add certain character. You don't look uptight or disheveled anymore, merely at ease. And just think, that's your company's name and URL on the pocket. Why not pass it around? Your clients won't soon forget. Neither will your boss next time she's passing around the Cohibas.

CLASSIC SOFTWARE® like nothing else. Personalized pockets (minimum order required). Four easy made-to-fit sizes (sm, med, lg, xlg). Simple to calculate. What's sure to be the next coveted essential for the good life. A little relaxed, a little unstructured. **Accessories for the next millennium.** Including our exquisitely framed "classical portraits collection" (see attached) and covers for the new flat panel monitors. And don't forget to ask about our matching pocketed keyboard covers to tie the whole look together.

Gotcha Covered. Defies comprehension, categorization, caution. But then, the noteworthy always does.

(Last page)

TO PLACE AN ORDER

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888-472-2683
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626-355-7985
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www.gotchacovered.net
we@gotchacovered.net

We'd like to hear from you. Fax us.

Visa MC AmEx

NAME _____
COMPANY _____
CORPORATE ORDER PERSONAL ORDER INFORMATION
ADDRESS _____
PHONE _____
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BEST TIME TO REACH YOU _____
HOW DID YOU HEAR ABOUT US? _____

SHOW ME THE COVER!

What are you waiting for? Even if it's just to request additional information, or learn the source of our quotes, we'd like to hear from you. In fact, we're glad when we do. What could be better than talking to someone who shares the same discriminating taste? And we guarantee VIP service, even if you've still got a way to go. Contact us to discuss volume pricing, delivery dates, logo specifications for front/side pocket embroidery (minimums required), and just how far computer covers have come. People always ask us where we got ours. They're going to ask you too.

(Insert - biz card)

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