



HYSTER COMPANY

Americas Division

SUBJECT: 2007 S.W.O.T.S. Analysis

ACCOUNT: *Visant Corporation*

BACKGROUND:

A marketing and publishing services enterprise servicing the school affinity, direct marketing, fragrance and cosmetics, and educational markets. Operating in the segments of scholastic, yearbook, and marketing and publishing. Visant is privately held by KKR and DLJMBP and has the following affiliates.

- Jostens: www.jostens.com
- Lehigh Direct: www.lehighdirect.com
- Dixon Direct: www.dixondirect.com
- Arcade: www.arcadeinc.com
- Neff: www.neffco.com
- Lehigh Lithographers: www.lehighpress.com
- Visual Systems, Inc: www.visualsystemsinc.com

STRENGTHS:

- Extensive Hyster Dealer Network
- New warehouse products are competitive with probably incumbents

WEAKNESSES:

- No relationship with Visant
- No sales history in the last five years
- No contacts

OPPORTUNITIES:

- Decentralized affiliate companies might have purchasing authority for lift trucks

THREATS:

- No relationship with anyone at Visant Corporate or locations

STRATEGY

Identify location of DC's and plants, possibly through company website. Ask dealers to call on locations.

