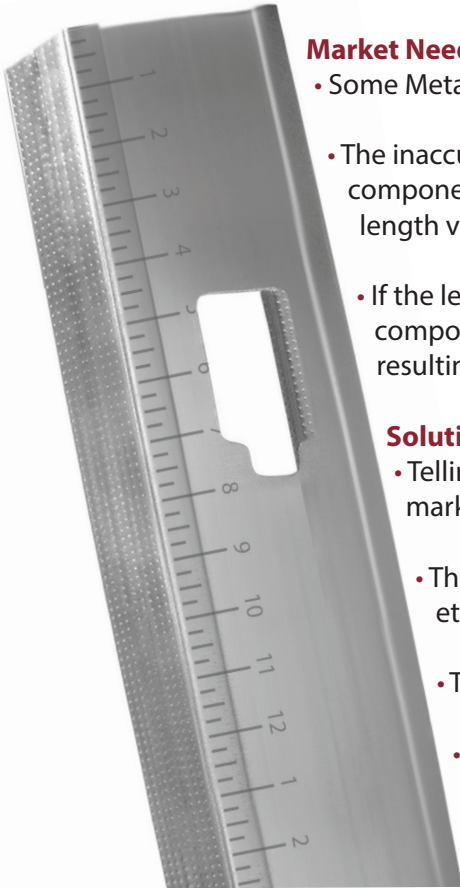


TRUE-Rule TECHNOLOGY



Patent Pending

**INTRODUCING
TRUE-RULE TECHNOLOGY,
A NEW PRODUCT INNOVATION
FROM TELLING INDUSTRIES**

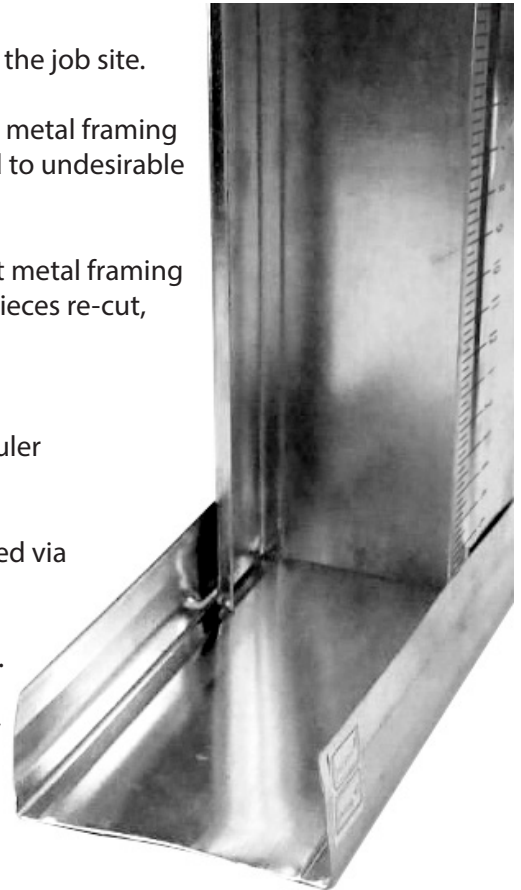


Market Need:

- Some Metal Framing must be custom cut to length at the job site.
- The inaccuracy of stretching a tape measure across a metal framing component, marking it, then field cutting it can lead to undesirable length variation.
- If the length variation is too excessive, the field cut metal framing components may need to be scrapped and new pieces re-cut, resulting in higher material costs.

Solution:

- Telling has a Patent Pending invention to add ruler marking to metal framing stud & track.
- The ruler markings will be permanently applied via etching/embossing.
- The marking will be in $\frac{1}{4}$ ", $\frac{1}{2}$ " & 1" increments.
- Each Stud/Track would have approximately 2' of etched ruler marking.



NO MORE MEASURING TAPE! TRUE-RULE TECHNOLOGY MAKES CUTTING STUD AND TRACK A BREEZE!



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