

## Newsletter Fall 2016

### Introducing the Walker Tape Co. Quarterly Newsletter

As you may know, Walker Tape Co. is a family run business. Because of this, we have a unique business environment that truly fosters relationships. We want to be able to build meaningful relationships outside of our own four walls as well. This got us thinking, there are some of you that we only connect with once or twice a year. We want to change that! We want to be sure that you know what's going on here at Walker Tape. We want you to know who we really are so you can feel comfortable knowing that you're getting the best products, prices and service around. We want you to know that you can reach out to us for business insight, product tips and tricks, and anything else you might need us for.

That brings us to our new newsletter! In our newsletter, you'll find information about Walker Tape happenings, tips and tricks, product spotlights, industry news, salon spotlights and more. We hope you'll find that our newsletter is a valuable resource for you and your business. If there is anything you'd like us to talk about, let us know! If you would like us to spotlight you or your business, we would love to hear from you. We want to make sure that you are getting everything you want from us and more. And we want to make sure that the 'more' you're getting from us is valuable. If you have comments, questions, suggestions or requests, contact us by phone or email.

### Message from Shane Stott, CEO



My grandfather, Brent Bonham started Walker Tape Co. in his basement. He began in 1985, building custom machinery that produced innovative products. The quality of his products along with loyalty from

our customers quickly established Walker in the hair replacement industry. Which means that without YOU, we wouldn't be where we are today. We want to continue to show our thanks through providing you with not only the highest quality products, but valuable information on how to use them and help your business in the process. We're excited to now provide you with more information through our newsletter. We hope you find it helpful in running and growing your business. Just as you help us to run and grow our business everyday.

-Shane

### Connect with Us!



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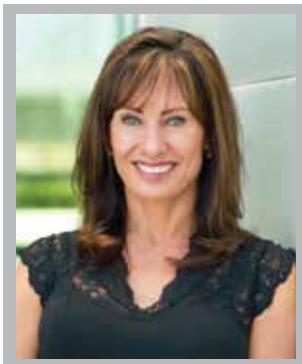


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## Meet the Family: Diane Bonham



Diane grew up in Sandy, UT with her parents and five siblings. She has three children, two grand-children and another grandchild on the way. In her spare time, she paints, writes childrens books and loves to eat ice cream. You can see her artwork and book on her personal website at

**DianeBonham.com.** Twenty-two years ago, she was a single mother of three. She was running her own Interior Design business and teaching fitness classes, but looking for a more steady income. Her father, Walker Tape founder Brent Bonham, was looking for someone to help his growing business and Diane was a perfect fit. In those days, Walker had just four employees. She started by doing customer service and moved into purchasing, new markets, key accounts and trade shows. She's also excited to be designing the interior of the new Walker building set to open in 2017. She has been the president of Walker for the past five years. She says her most important and rewarding role is that of a mother. Find out more about Diane and her story on our blog as part of our new series, Walker Wisdom at [walkertapeco.com/blog](http://walkertapeco.com/blog).

## Coming Soon: 2017 Catalog



If you're a wholesale customer with Walker Tape, you'll be receiving our 2017 catalog in December. Inside, you'll find our complete line of products for 2017 including sizes and price breakdowns per units ordered. We've introduced some exciting new products in 2016 that you'll find inside, as well as some new products you haven't seen from us before.

## Lace Front Minis Spotlight



Have you checked out our Lace Front Minis yet? They're for use with lace front systems, have the most natural look and hold for about 4 weeks. Because of their smaller size, you can place them

right where you want on the unit and don't have to cut them down in size. Their size also makes them great for touch-ups between installs. Using our mini-tapes is easy with these simple steps:

1. Peel off the white liner
2. Place the tab on the hair system
3. When ready to apply to scalp, peel of the remaining blue liner.

Find more info at [walkertapeco.com](http://walkertapeco.com)

## Quick Tip: Make Your Client Feel Like a "VIC"

The Walker Tape Blog is full of insight about using our products and running your business. Here are some tips on making each client feel like a "Very Important Client".

1. Offer Beverages
2. Offer and Explain Every Option
3. Obsess Over Names
4. Send Handwritten Cards
5. Take Pictures of Your Client After the Appointment

Find out more on our blog at [walkertapeco.com/blog](http://walkertapeco.com/blog)