

- when it has to be **right**



Thursday, July 19, 2007

Creative Brief
Print Advertising

BU: Construction/ BA: Precision Tools

Image: Split Shot- Indoor & Outdoor applications w/ Rugby 55 in foreground on tri-pod
Inset Image: Rugby 50

Product: Rugby 55

Headline:

Leica Rugby 55
The Contractor's First Choice

Subhead:

The Leica Rugby 55: built watertight for dependable and accurate laser leveling & alignment- rain or shine, inside and out.

Copy:

Once construction lasers were optional; today they are indispensable. And the Rugby 55 from Leica Geosystems is the only leveling alignment tool you'll ever need- whether you work inside or out.

- Easy-to-use keypad
- Watertight seal
- Variable head speeds
- Selectable scanning modes
- Bright red beam
- Much, much more...

So no matter what kind of leveling and alignment tasks you're doing, and no matter where you're doing them, when it has to be right, the jobsite-tough and thoroughly reliable Rugby 55 should be *your* first choice.

For more information call 1-800-367-9453 or go to www.buy.leica-geosystems.com.

Leica Geosystems Inc.
Peachtree Corners Circle
Norcross, GA 30092
USA
Phone +1 770 326 9500
Fax +1 770 447 0710

- when it has to be **right**



Inset Image: Rugby 50

Inset Copy:

Also available: The Rugby 50 is the tough, one-button construction laser

Schedule:

This ad is due for September publication

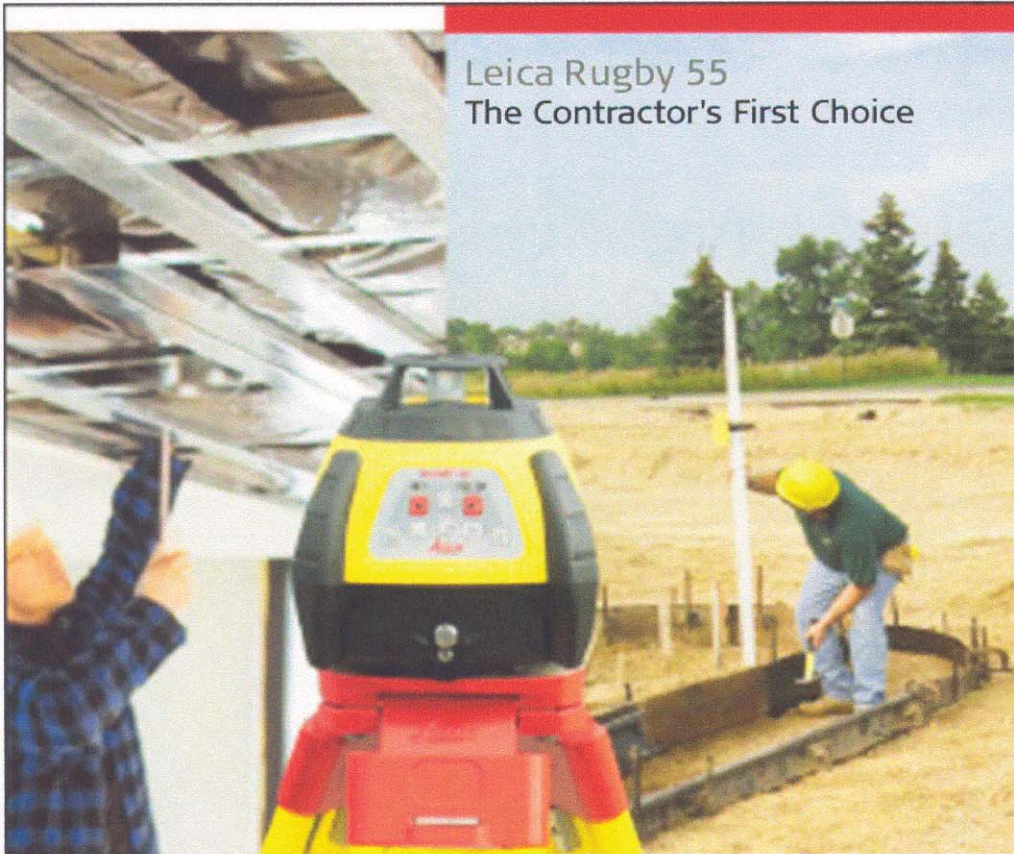
Material deadlines: Approx. 8/4

Contact re: Creative Brief

Debbie Whiting
770-326-9566
Ext 1566

- when it has to be **right**

Leica
Geosystems



Leica Rugby 55 The Contractor's First Choice

The Leica Rugby 55: built watertight for dependable and accurate laser leveling & alignment - rain or shine, inside and out.



Also available: The Rugby 50 is the tough, maintenance and affordable standard laser level.

Once construction lasers were optional. Today they are indispensable. And the Rugby 55 from Leica Geosystems is the only leveling and alignment tool you'll ever need, whether you're working inside or out. The Rugby 55 features an easy-to-use keypad, watertight seal, variable head speed, selectable scanning modes, a

bright red beam and much more. So no matter what kind of leveling and alignment tasks you're doing - and no matter where you're doing them - when it has to be right, the job site-tough and thoroughly reliable Rugby 55 should be your first choice. For more information call 1-800-357-6452 or go to www.buy.leica-geosystems.com.

BUY.
Leica Geosystems
2008

- when it has to be **right**

Leica
Geosystems