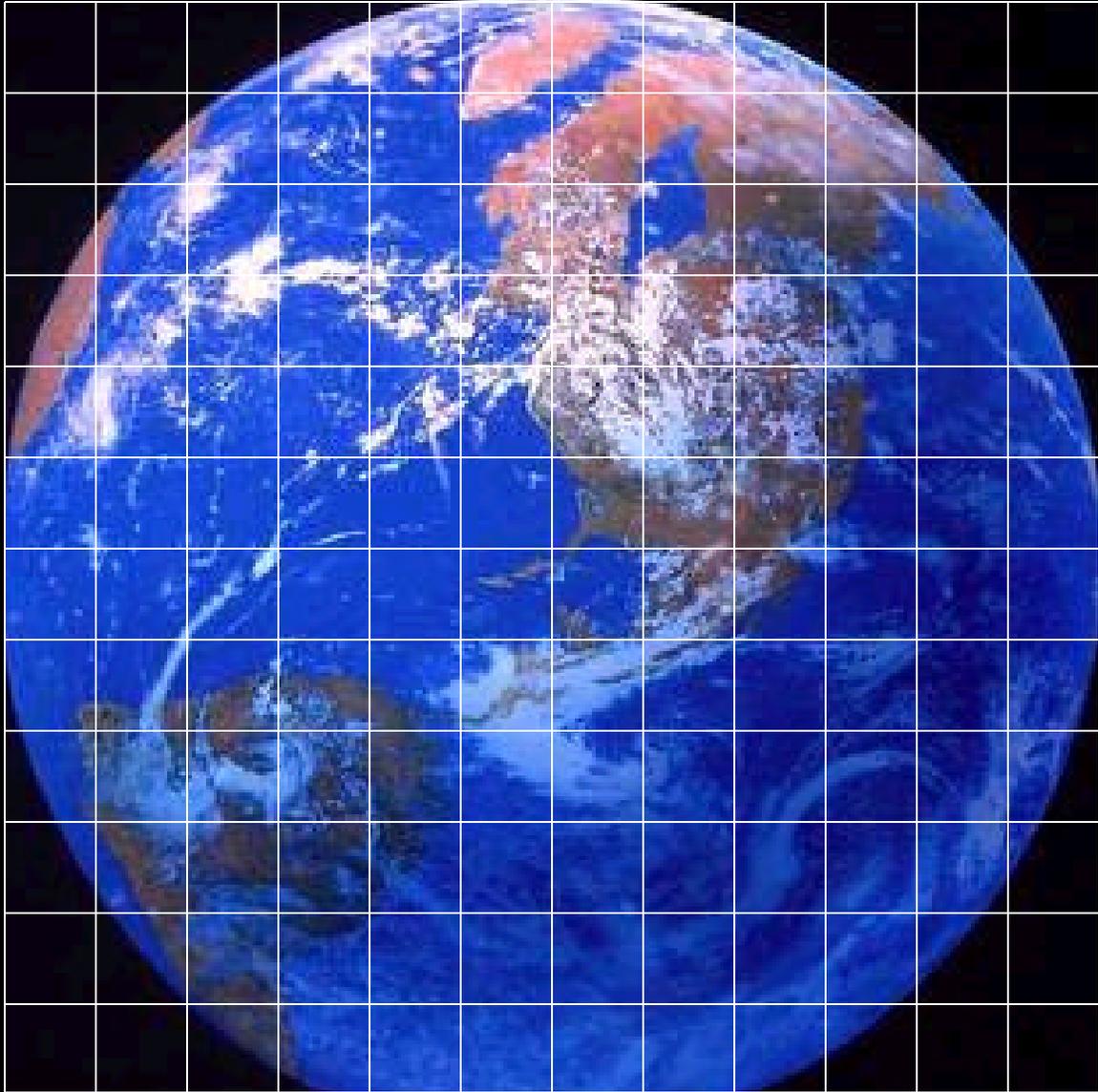


W A COMPANY H THAT DARES Y TO ASK. ?

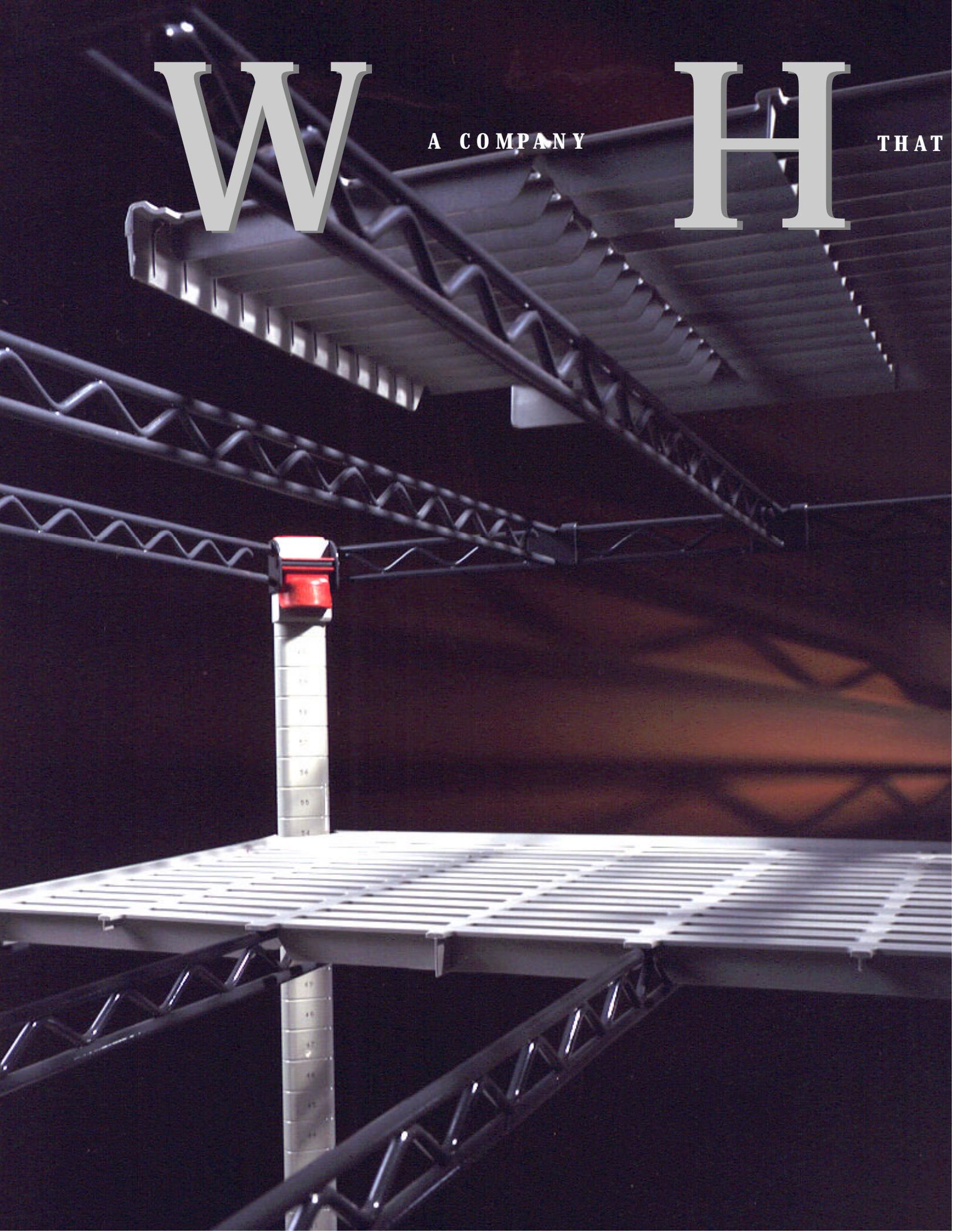


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TO ASK.



“Why?” is a question that has sparked imaginations for centuries.

“Why” is the basis for discoveries, inventions and actions that have changed the course of history. “Why” challenges the *status quo* and continually anticipates the future.

InterMetro Industries Corporation is a company that dares to ask “Why?”

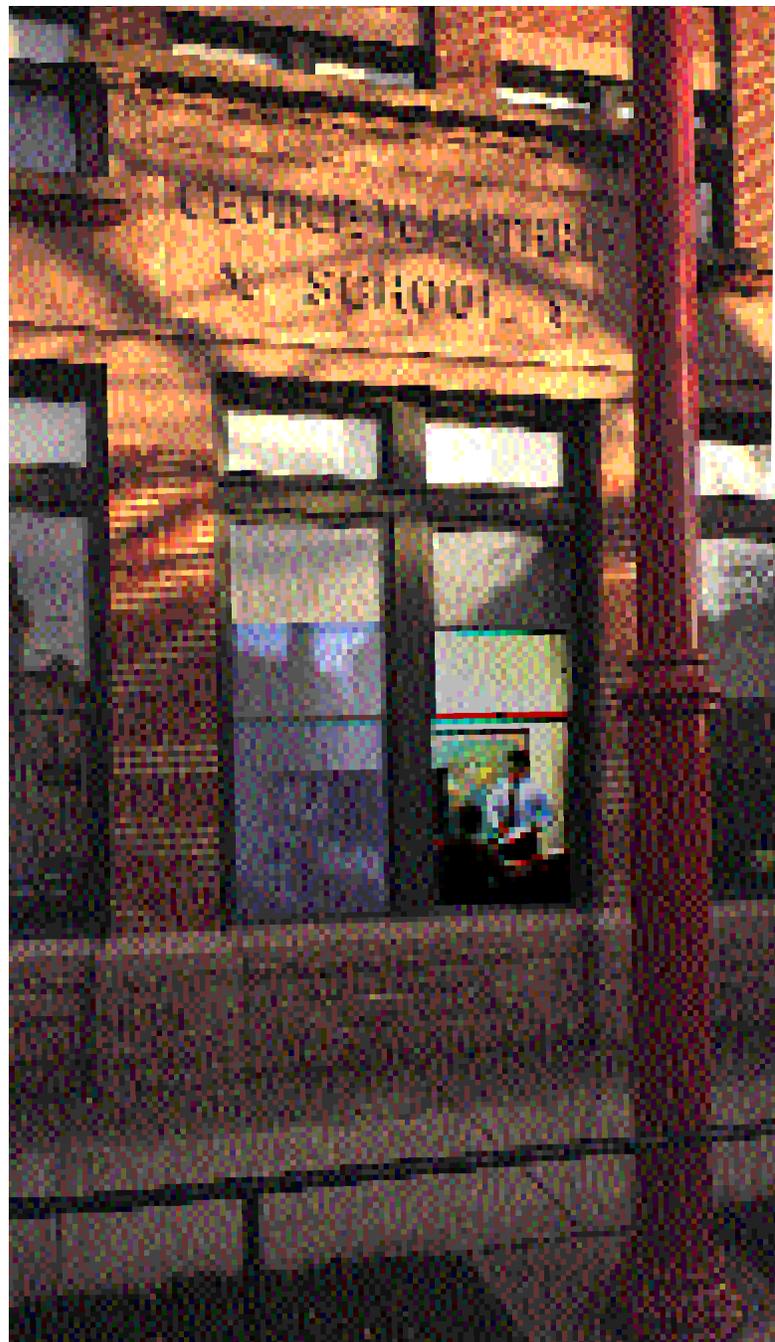
Why? Because we are committed to understanding our customers and serving and anticipating their needs.

To do so, we must remain a company that listens before it speaks, questions before it answers, understands before it promises. Then delivers on that promise.



“The only way to chart the future is to listen, to learn, to envision, to act, and to continually ask “Why?”

*John G. Nackley
President and Chief Executive Officer*



At Metro® we go to school every day. Our Corporate Headquarters is the symbol of Metro's commitment to learning. First opened as the Guthrie School in 1915, it has been transformed into a modern corporate center where listening and learning are still the goals of the day.

W

CUSTOMERS

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WE



FOODSERVICE

The worldwide leader in foodservice storage, warehousing and transport systems, Metro® solutions can be found in virtually every aspect of the industry. From major restaurant chains, world-class hotels and local white-tablecloth establishments, to business and industry settings, institutions and school cafeterias, food professionals rely on Metro products to assure the ultimate in cleanliness, productivity and efficiency. The complete range of Metro products puts space to work in virtually every area—cooler, freezer, dry storage, food preparation and front of house—flexible solutions for an industry that thrives on change.

HEALTHCARE

Focused on innovation and customer solutions, Metro Healthcare is driven to provide systems that take into account the constant need for change. You'll find Metro products in all major departments of hospitals, as well as a variety of long-term care and outpatient facilities. Departments from Central Sterile and Central Supply, to the OR and ER, are well equipped with Metro solutions, such as the revolutionary Lifeline® Emergency Cart, designed specifically for immediate and effective code response.



O

SERVE.



Who are Metro's customers?
Chefs, nurses, material managers, manufacturing engineers, scientists, retailers, homeowners. People who need to put space to work. They are people that are driven to find new ways to do things better . . . faster . . . more profitably.



COMMERCIAL

Commercial material handling and fixturing has been revolutionized by Metro's innovative product development. These storage and transport systems can be found in manufacturing, laboratories, clean rooms and other processing situations where equipment must be easily adaptable to constant change.  The latest, Starsys™, allows manufacturing customers to quickly and safely reconfigure their just-in-time and work-in-process systems on a daily—or hourly—basis if necessary. Other commercial applications include supermarkets and retail merchandising, where Metro display products are available to designers with a wide selection of colors, finishes and accessories.

CONSUMER

A popular "high-tech" interior design statement, Professional's Choice™ and Office Organizer's Choice™ are complete Ready-To-Assemble lines of fully adjustable posts and wire shelves and accessories, based on Metro's trademark Super Erecta® system.  Prepackaged and sold through specialty retailers, home centers and catalogs, they're used to create entertainment centers, home offices, and specialty storage in all living and storage areas of the home.



W H E

AT ANY POINT IN TIME, AROUND THE WORLD

Today Metro® is a company with a global mandate to create innovative solutions to help businesses run more efficiently, and to give employees the power to do their jobs better—no matter where in the world they happen to be.

A systematic expansion of our manufacturing and distribution operations has helped us realize this mandate. It includes a strong dealer and distributor partnership network on every continent of the world.

With sales offices serving ▼ Europe, ▼ Asia and ▼ Latin America, as well as throughout the United States and Canada, a Metro representative can be reached by customers whenever—and wherever—solutions are needed.

In addition to two ■ Wilkes-Barre, Pennsylvania,

8:15 am in Fostoria, Ohio, work continues on new flexible manufacturing processes for Metro® Starsys™ components. The solution will streamline and simplify order fulfillment of custom configured storage units.

8:15 am at the Louis Maslow Research Center and Metro designers are developing a new lifetime space saving solution. A typical work day.

1:15 pm in Madrid and a new restaurant is having MetroMax® shelving installed in the cooler, in anticipation of a festive grand opening celebration. On time and on budget.

6:15 am in Denver and a Metro field representative is already on the job, overseeing the delivery of new Starsys™ material handling carts that will improve the production efficiency of a major automotive OEM subcontractor.

8:15 am in Orlando and a technician at the Epcot Center Plant Pavilion is rolling out Metro racks for the public to view. The racks contain plants cloned and raised hydroponically, a study that will benefit third-world countries.

8:15 am at the Kennedy Space Center. Workers in The Logistics Center are loading totes onto Metro Super Erecta® carts, replenishing provisions for the next mission of the space shuttle Columbia. Many components are also routinely replaced after each mission.

10:15 am in São Paulo, and the corrosion-resistant MetroSeal™ shelving in a restaurant's coolers are being reconfigured and stocked with fresh vegetables. The shelving has been in service for ten years—no rust.

2:15 pm in a Rome manufacturing facility. Four MetroMax Q™ carts are being reconfigured to adapt to a rush order that must be filled by the next morning. Q's shelves, instantly adjustable without tools, make the task quick and easy.



R E ?

LD, METRO PRODUCTS ARE HARD AT WORK.

1:15 pm in London and a nurse begins her afternoon rounds after restocking a MetroFlex™ cart with IVs and meds for patients in the cancer wing.

4:15 pm in Riyadh and doctors are working quickly in a hospital ER to save a life. A Metro Lifeline® Emergency Cart is close at hand.

10:15 pm in Seoul and automotive fuel injectors are being transported between assembly processes on specially configured dust-free MetroMax™ carts.

10:15 pm in Sasebo and a clerk is restocking Super Erecta® qwikSLOT™ retail display shelving. It's going quickly because the shelves adjust so easily.

10:15 pm in Taipei, and workers are loading ABS brake assemblies onto a special oil-resistant MetroMax™ cart.

11:15 pm in Sydney and someone is watching the nightly news on an entertainment center created from Super Erecta® shelving.

3:15 pm in Johannesburg and Metro representatives are meeting with hospital department heads to help create a state-of-the-art pharmacy system for more efficient and accurate medications control.

4:15 pm in a plant in New Delhi, circuit board manufacturing is going smoother than ever, thanks to new high-productivity Metro wire pallet carts, designed to transport circuit boards of many sizes and shapes.

7:15 pm in Hong Kong and a Metro representative is helping a top grocery chain put more product in less space. Business has never been better due to high visibility Metro shelving.

facilities, modern production operations put people—and space—to work throughout North America, including:

- ▼ Mississauga, Ontario, Canada;
- ▼ Cucamonga, California;
- ▼ Fostoria, Ohio; and
- ▼ Douglas, Georgia.

It is in these locations, as well as 7 distribution centers throughout North America, that we have reinvested—both in production technologies and the people who use them.

The end result is quality that is crafted, not added as a final step. It is a never-ending process that begins with raw materials and ends with a satisfied customer.



We Put Space To Work.™

HOW?



We are not so much the products we make as we are the process that led us to those discoveries.

At Metro, true understanding means knowing our customers' businesses and learning. Watching how they work to find ways to make their tasks easier, deciding what works well, and what must be improved.

Sometimes we solve problems the customer never knew they had. Whether it's a single shelf, a storage system, or furnishing a complete facility, true understanding means anticipating needs and devising solutions to keep the promises we make.

Designed on the latest CADD system, thoroughly tested for ergonomic efficiency, and manufactured with innovative techniques, Metro products are built for today's needs—with an eye toward tomorrow's.

We promise to develop application-specific space management solutions.

Case in point: The Starsys™ storage system is a technologically advanced system human engineered from the ground up to make the most of time and space. Key issues: user comfort and safety, efficiency, access and versatility have been challenged ... and answered.

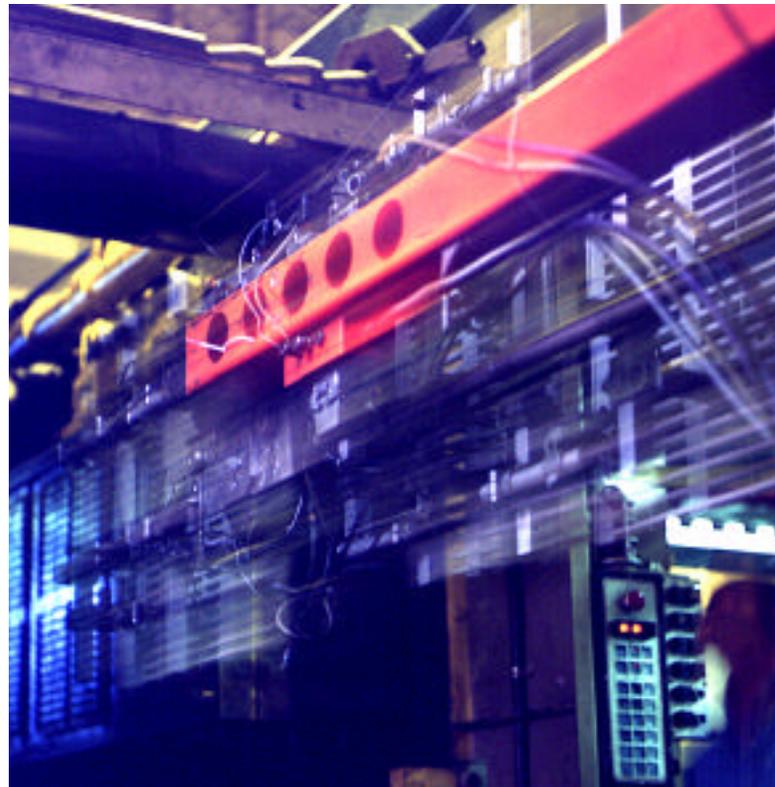


Starsys components are modular and interchangeable, fabricated of high-strength polymer, aluminum and steel. Starsys' ergonomic design provides the unique ability to react to changing demands in a rapidly changing environment. Starsys ... a bright new way to work.

Second case in point: The evolution of MetroMax Q™ illustrates our commitment to technological diversity—change for the sake of constant improvement. As in the Super Erecta® system, MetroMax Q combines the proven strength of our pioneered wire construction, with the cleanability and corrosion resistance of advanced polymers. A unique corner-lock system operates with just a single finger, allowing height adjustment of shelves in seconds. A series of key refinements to a time- and industry-tested shelving system created an evolutionary new solution.

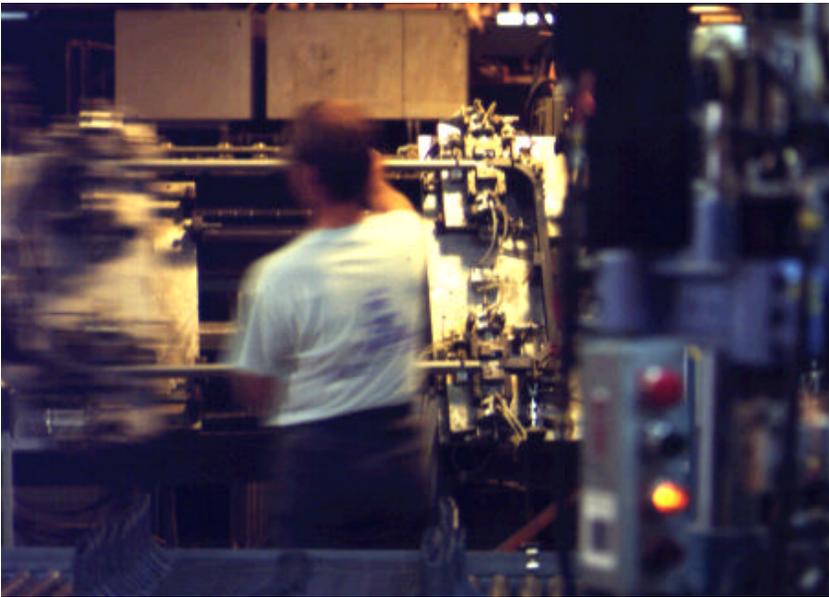


Computer-aided design—Research and Development Center, Wilkes-Barre, Pennsylvania.



Injection molding and robotics at the Metro Fostoria, Ohio, facility.

N O W !



Where's the future? It's here, *now*, right before your eyes—a shared responsibility between ourselves and our customers.

If tomorrow truly is a new day, then only a company wholly committed to innovation and reinvention is ready for it. In today's environment of rapid and constant change, thinking must be evolutionary as well as revolutionary.

Our strength is in technological diversity, as evidenced by our advanced manufacturing techniques: wire fabrication; stainless steel, aluminum and steel fabrication; plating and powder coating; as well as advanced polymer injection molding and rotomolding technologies.

Solutions—right now. This commitment to our customers is in the right solution—not to any given technology. It is a vision that gives us a clear and unobstructed view of both today and tomorrow . . . and exactly what it takes to get there.

Our emphasis on human engineering defines how we look at solutions; our expertise in space management determines how we create it; our technological diversity enables us to precisely manufacture it.

Metro: Now—and beyond. We are a company unafraid of change, but not unmindful of our traditions. A company continually ready to deliver the ultimate in user value, through our time-honored principles of People, Quality, Service and Innovation.

This vision comes from listening before speaking—by questioning before understanding—by understanding before promising—*and by delivering on that promise.*



