

# The 2017 *Daily Hound*



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Tidbits for the crime scene investigator • February 2017

## *We can't keep the secret bottled up anymore.*

You've probably heard about our red-capped FiberDuster Smooth™. It has a patented treatment process that allows for up to 40-50% less friction with the evidence surface (and on latent print residues.) The result? More consistent print development! (We even prove the test results with a one minute video on our website.)

We have literally **given** away thousands of these red-capped brushes at trade shows in the past several months to promote the new treatment option. But if you haven't seen the difference for yourself, ask for a free one.

These are **NOT** cheap China-made brushes...far from it...

We individually make, trim and treat them here in our facility. So please keep that in mind. It gets pretty expensive sending out hundreds or even thousands of free brushes. Free offers like this don't come cheap for us... if you are serious about quality print development though, please call.



If you care to place an order for some, remember this little symbol always applies.

Item #05510.  
Price \$10.35 each.



## ***Smooth™ first-timers win big!***

We've got thousands of you who are used to using our black capped Fiber Duster.

Fantastic...but if you switch to the red-capped brush (the Fiber Duster Smooth) you get them for just... get this...**\$6.99 a brush!** That is approaching **40% off!** For a better brush!

First-time smooth purchases only, and limit 50 brushes. Offer good until March 10, 2017. Item #05510.

And if it is for one of our kits, discount the price by \$3 per smooth brush per kit!



## ***This little logo means something***

Just thought we'd mention this as for over 36 years we mean it. We don't want to stick you with a product you don't like. If it isn't as good as we say it is, send it back. It's just good business.



## ***Are you an early adopter?***

Sign up today to help us evaluate new, crime scene related product concepts or prototypes. Sometimes, it's a bust. Other times it's a gold mine. Be on the cutting edge of innovation!

This free stuff comes to you under no obligation, but all we ask is that you give the product a shot then give us your feedback. A promise of confidentiality might be nice too. Don't want the competition to get a leg up on what we've got cooking!

Just give us a call or send us an email and say you want to enroll in our "Early Adopter Program."

The first Early Adopter Program for 2017 is related to "Fingerprint Powder Applicators."

*Another one of those free packages came in for you!*



## ***A movie-star is in our midst***

You will hear more from him in future issues of the Daily Hound. Daniel Holstein, Sr. Crime Scene Analyst (Retired) with the Las Vegas Metropolitan Police Department, is the guy who Hollywood TV producers directly based William Peterson's character "Grissom" from the hit TV show CSI: Crime Scene Investigations (Las Vegas).

He has a extensive background in death investigations and bloodstain pattern analysis; as well as Crime Scene Investigations. Prior employment includes the Los Angeles County Coroner's Office (Reserve Investigator) and Riverside County Coroner's Office (Deputy Coroner II).

A trusted advisor, consultant, trainer and overall sounding board of ours, Daniel teaches at the University of Nevada, Las Vegas, Department of Criminal Justice. He has worked over 15,000 cases in his career and surely can come up with more than enough stories, slides and training to keep



crime scene technicians/investigators and students mesmerized. Call us if you are interested in booking him for a training course or conference.

You may even find yourself reaching in your pockets for a Bic-lighter (for an encore) after one of his presentations! You can give him a shout either through us, or his email: [d3861h@gmail.com](mailto:d3861h@gmail.com).

## Never tried Diff-Lift™? Really?

Get with the program, man...

So what do you do to try and lift prints off rough or textured surfaces? Just give up?

We would recommend before you toss it in, you go to our website, and view the demo video by one of our trainers, Sgt. Mike McCutcheon. More on Mike in a future issue. Let's just leave it for now that Mike is making his mark as a movie star as well.

Mike has convinced us to offer first-timers of Diff-Lift an unbelievable deal. He is a strong guy and in pretty good shape, so he can twist an arm pretty darn good.

For the month of February, you can buy a roll of Diff-Lift tape not for the regular \$13.50 a roll...but for just **\$6.95 per 1.5" x 60" roll**. Yeowch! That's painful. Item #08200.

*\*Has to be for a first-time order of Diff-Lift, with a limit of 10 rolls. Offer expires March 10, 2017.*



## Fake News has hit!

*AP - Washington...Lynn Peavey Company, the largest supplier of custom and stock evidence tape in the free world is now not making evidence tape available anymore. In an exclusive interview, Doug Peavey (President) has said that the decision is true marketing genius and is sure to help the company grow exponentially in the future.*

### Not hardly.

Actually just the opposite. We have recently invested in a new, lightning-fast 7-color press to add to our printing press fleet. (We also staffed up with another experienced pressman.) You may have noticed that lead times have dropped down **significantly** on custom runs.

"Our press capacity and speed is unmatched," says Doug Peavey. "If you have a need for anything with a

sticky-back...**anything**...Zipr-Weld evidence tape or any size or shape of label...in any quantity or custom message...now's the time to ask for a quote."

*We think that Doug may be feeling the pressure of hundreds of thousands of dollars tied up in the printing area. Sounds like he might be willing to make a deal for you. Just a little hint.*



 *off the*  
**CUFF** **by DOUG PEAVEY**  
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## *I say to heck with them.*

All of the nay sayers. The experts who say cops just don't care anymore. Unique or innovative marketing is dead. That all you want is "just the facts." Less words and just the lowest price.

Well, to heck with them. If I want to write a little bit about some of the products we individually make and package and talk about our innovation, I will. I've admittedly listened and heeded their advice in the past few years...all to try and save a couple extra bucks. I have felt stifled. Like my true personality hasn't come through. **No more.**

If you don't want the long version, you are big enough to skip through to the price at the end. And you if think our price isn't low enough, you can always rely on our **price matching guarantee.**

You will start to see more of the old Doug Peavey in all that we do. **Warning** - If you didn't like us 20 or 30 years ago, you're probably not going to like us much better now.

The folks at the Lynn Peavey Company are the best at their craft... whether it be making the best crime scene investigation products...or servicing the sale after it is made. Every one of them is personable, honest and

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down to earth, and I think it's time again to accent those traits.

Enough said here. There's more to come. We hope that our renewed efforts don't turn you off and cause you to "click the unsubscribe" button. We just want to express ourselves and explain how we are different from everyone else. That's all.



## **The Daily Hound**

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This newsletter is published by the Lynn Peavey Company as a service for law-enforcement professionals.

If you have an idea that would be of interest to those who read The Daily Hound, fax it to us at 913-495-6787.

Or e-mail it: [doug@lynnpeavey.com](mailto:doug@lynnpeavey.com)



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