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Quarter 3, 2009

## Quality in everything we do...

by Don Laux, President and General Manager Colson Caster Corp.

Dear Valued Partner,

Although my first six months here at Colson have proven to be very challenging and ever-changing, one thing has become crystal clear to me - In every part of this organization, I always find a commitment to quality. Most companies, willingly or unwillingly acquire a reputation for certain things. It is obvious to me and our customers that Colson's brand is synonymous with quality caster and wheel products. I am proud to be a part of this wonderful legacy.

I appreciate and welcome the trials that accompany the Colson commitment to quality in everything we do. Sometimes being one of the largest companies in a particular industry leads to complacency but not in this case. We see the end-user in everything we do. That means ensuring that our products perform and withstand as promised. That's why Colson was the first in the industry to offer a 3-year warranty on all Colson branded products.

A wise man (William A. Foster) once said, "Quality is never an accident; it is always the result of high intention, sincere effort, intelligent direction and skillful execution; it represents the wise choice of many alternatives." Rightfully so, I commend Colson employees for adhering to the highest quality standards, and to our customers for holding us to them.

An important contributor to our offerings of quality products is the Colson Engineering team. Through the development and deployment of unique and extensive testing regimens, from proprietary ergonomic testing to static and dynamic testing and 3D modeling, our engineering team gives us the assurance that our products will live up to the specs and the standards we have always demanded. Colson continually evaluates all products to make sure our clients receive the best quality products at every price point. And, if a product should fail, we conduct extensive root-cause analysis to determine the reason for the failure and take immediate corrective actions to make sure the problem does not occur again.

We are a quality establishment, from the products we offer to how we run our business...from more than 3 ½ years with no lost time due to work-related injuries to becoming a Siemens's Certified Supplier, to recertification of the ISO9000 Quality standard, to shortening the time required for building and testing non-standard products, to continual enhancement and scrutiny of our product testing capabilities.

I have found in my short time here, and firmly believe, that Colson is a quality-driven organization and justifiably the premiere, quality Colson Associates' company. It is a great advantage for our business in today's extremely competitive climate. If we need to discuss a differentiator with our partners and customers let it be our proven commitment to quality in all of

### News Products



**Trans-forma HD Wheel**  
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**TPE HI-TEMP Wheel**  
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**Trans-forma™ Wheel**  
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**Colson in the**

our products, programs, and services. Congratulations to all!

## Colson Highlights

**China Direct Pallet Program Coming Soon:** You asked for it, and it's in the works! Colson is expanding our Container Program even further to include pallet size purchase capabilities at container size pricing!

The ultimate goal of our new China direct pallet program is to make your business more competitive and more profitable in 2009 by expanding choices for all of our customers. To date, only our largest distributors have been able to take advantage of the ultra competitive container pricing due to the large quantity of product required to fill a container. Expanding our container program to include pallet sized orders will now make those same savings available to all Colson distributors. Now, everyone can take advantage of the expansive variety of product available (over 1000 products) at container pricing without having to bring in huge volumes of inventory.

The new pallet program is currently in testing phase with freight-forwarder locations strategically located in Los Angeles and St. Louis. Ask your CSR or Regional Manager how you can participate in this program to take advantage of high volume pricing at pallet size load.

It's all about you. We are committed to making the expanded container program exactly what you want and need to expand your business. Therefore, if there are additional products you need available on containers, let us know what they are. We will do our best to make them available for you!

**'Sell'-abrate Caster Sales:** The goal of selling casters is all about matching the right caster to the right application. If the proposed product is an over or under specified caster product, you are not only wasting the client's time and money but probably losing a repeat sale. Therefore, in everything you do during the sales process, ask yourself 'does each behavior I engage in for this sale focus on providing a solution for my prospect's need'. By following this proven and successful line of thinking, your end result will be a happy customer and a 'sell'-abration for you.

Below are some quick tips to help you specify the right caster product for a job. If you take the time to find out the following before specifying a caster to your customer you not only will provide the best product, but also show a real interest and knowledge of your customer's business.

- **Dynamic Load** – What is the load while in motion requirement?
- **Floor Conditions** – What is floor made of: any cracks, holes, debris, liquids, sharp edges or obstructions?
- **Rollability** – What ease of starting and rolling are required?
- **Unusual Conditions** – What's the environment like: temp, water, oil, chemicals, salt, steam, metal shavings, etc?
- **Slope of Ramps or Obstructions** - Are there any inclines? If so, a brake might be needed.
- **Space Available, Method of Mounting** – Consider the mounting area. Is a top plate or stem mounting required? And, how much area is available for the mounting?
- **Maintenance of Casters** – Does the customer require a maintenance-free caster or will the caster be maintained?
- **Cost (including installation)** – You shouldn't offer prospects caviar when they have a pizza budget!

As a final note, don't forget to put our sales staff to the test once information has been

### News

**Modern Materials Handling**  
**Colson keeps the wheels moving!**  
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**New Equipment Digest**  
**Trans-forma HD Wheels**  
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**New Equipment Digest**  
**Industry Coverage:**  
**Plant Operation**  
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gathered. Collaborate with your regional manager to ensure the proper caster product is recommended for each job.

**Safe Workers = Happy Customers:** Colson recently celebrated 3 ½ years with no lost time due to a work-related injury. This is quite an achievement for a busy engineering and manufacturing company, and it is our hope and intent to continue this successful record. Workplace safety carries many benefits and is important because:

- it **protects** employees and the employer from death or injury.
- it **teaches** workers how to work in a safe environment.
- it keeps everyone feeling **safe** and **happy**.
- it improves **productivity**.
- it **teaches** the workers to pay attention to their surroundings.
- it **prevents** companies from expensive law suits that could cost jobs.

However, it is easy to forget how workplace safety here at Colson flows down and becomes an added benefit to our end-users, too. It is only when employees feel safe at work that they can invest their full attention to developing and delivering their best professional efforts. What is that to you? Well, that means a better quality product for our end-users. Not to mention protection from unnecessary price increases due to lawsuits, lost time or jobs, or inflated insurance premium increases.

Ultimately, workplace safety is about considering people - the people who work with you. We have always believed that the most important assets of Colson are its employees - employees who have continuously upheld our legacy of performance and innovation. Their safety and well-being is of utmost importance. Bottom line - We must always uphold their safety needs and remember that human lives are priceless!