

Reflection of Efforts...

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

Dear Colson Partners,

Once again, it is good to be speaking with you through this newsletter. This time the thoughts are short and sweet and really more a reflection and examination of the past year's efforts.

2010, with your help, was another good year for Colson. It caused me to wonder... "What other items might have been contributing factors to the year's success?" I went through many different thought processes...was it luck, was it due to market changes in the economy? If so, that meant we had no active part in affecting the positive winds of change and good fortune. Try telling that to the owners of the caster businesses that didn't make it in 2010.

One thing I do believe is that the good Lord had a hand in it all, and always does. Then, I found that my next thought seemed to go along with this statement - many times companies are rewarded not by a huge revelation or by launching radical change but by simply doing the right things in business. Just like in our own personal finances, we had to watch spending, which we did. We needed to cut back where we could; we were careful where to invest in new products and programs; and we were responsible when it came to adhering to tighter budgets. We did, and will continue to do all of these things. In essence, I realized that we are always vigilant in upholding Colson's long-standing and distinctive place in the caster industry with its legacy of expertise, quality, good people, and good business practices. That being said, it's my promise that Colson will continue to uphold these qualities and, as always, we will continue to listen to you along the way, because we believe we don't always have all of the answers. You needed a camera system to see engineering programs? You got it. You needed lighter duty and economy casters? You got those, too. Our partnership with you is perhaps the most powerful of all of our 'best practices.'

Let's continue our work together in 2011 for another successful year!

Colson Highlights

Partner Spotlight—RH Brown Turns 100: Colson would like to congratulate RH Brown Company on 100 years in the material handling industry! Founded in 1911, the company maintains a multigenerational reputation for critical and custom designed solutions for all material handling needs. "We started as a family with a vision of strong customer service and a quality product offering, said Scott Larsen, RH Brown's fourth generational President. "We are happy to say we have kept to that standard for more than 100 years."

Quarter 2, 2011

New Product



Hand Truck Precision Ball Bearings

[\(Click here for more info\)](#)

News!

Colson 2 Year Safety Milestone

[\(Click here for more info\)](#)

Did You Know?



Trans-form LT Wheels

-Very Economical

-Made in USA

-Light weight for freight savings
-Applications: dumpsters & flower carts among many others

[\(Click here for more info\)](#)

Colson In The News

Modern Materials Handling:
ProMat - Colson L/G Series

[\(Click here for more info\)](#)

The company has always operated from two separate locations: one in Seattle, Washington and the other in Portland, Oregon. Each of the RH Brown locations provides a full variety of on-demand material handling equipment. In addition, they offer turnkey services for both conveyor and automated storage systems. From concept through implementation; their experienced staff and engineering installation team are what have made them successful for more than 100 years. In fact, RH Brown happens to be Colson's longest standing distributor relationship with over 93 years in the making. We congratulate them on this impressive anniversary and look forward to another 100 years of continued partnership! For more information on their products and services, find them at www.rhbrown.com.

Congratulations RH Brown!

Sales Tip—The Question Sales People Should Be Asking: We have all gone through those sales training programs that offer all kinds of tips for success and, let's be honest, some work and some don't. Finding the right program for your sales style and comfort level is always a challenge. That being said, we all have been told about probing our customers and prospects for "pain," to find out what's wrong, what they aren't happy about or what they don't like about their current situation.

So, why don't we just ask "What do you like about the product or vendor you are using now?" Hmm...are you thinking it sounds silly to ask a question that would open the door for a customer or prospect to say something nice about your competition? Well, you are doing just that. Here are three reasons why this question makes sense:

- 1) The question builds rapport by giving your prospect an opportunity to validate his previous buying decisions.
- 2) It forces the buyer to evaluate their current situation, which is especially important if they are buying out of habit. The question might make them discover there isn't much they really like about their current vendor.
- 3) It tells you straight out what you'll need to provide as part of any solution you will propose.

Simple and sincere! Just a little note of caution though—don't let this question put you in the mindset of putting down your competitors. How tacky! Stick to the facts about your own products. That is when you win!!

Specially Engineered for...YOU!—2 Ser. Low Profile Dual-Wheel Casters:

Made to Fit the Application - Take Advantage of these newly developed 2-Series, Low-Profile, Dual-Wheel Casters.

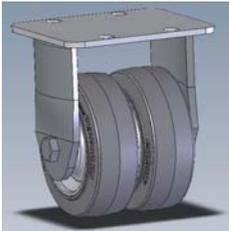
Customer Request:

In late 2010, Colson custom-engineered a solution for a material handling cart manufacturer—the 2-Series, Low-Profile, Dual-Wheel Caster. As required by the customer, the caster needed to be low profile, have the ability to transverse over a 2" wide gap with ease and swivel effortlessly...all on various floor types, including carpet.

The Solution:

- This mighty little swivel or rigid, top plate caster withholds capacities up to 500 lbs. over just a 2-1/2" foot print.
- The custom caster is outfitted with Colson's hallmarked Performa wheels for rolling and swiveling ease, as well as a smooth, quiet ride.
- Colson's new 2-Series, Dual-Wheel caster is ideal where a very wide footprint, ease of swivel and low profile are a must, such as in electronic enclosures, on medical carts and for in-store fixtures.

If your customer has an application this might fit, please know that this custom design is available now and has been 'Specially Engineered' for your use!



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