

**Colson Caster Corp Newsletter, Q4 2011**

**In This Issue**

- [Letter from Don Laux: Why am I here at Colson?...](#)
- [Sales Tip: Phone Tag, Fun or Foolishness?](#)
- [New Brake & Swivel Lock Pages Added to Colson's Website](#)
- [Did you know?: Caster Maintenance Tip](#)

**Product Spotlight**



Colson's new Hand Truck Precision Sealed Ball Bearings are the perfect match for Performa Hand Truck wheels.

Here's why:

- No maintenance or lubrication required
- Bearings are completely sealed to keep grease in and debris out
- Sealed Precision ground ball provides maximum rolling ease and quiet operation

[Click here to learn more!](#)

**News**

Colson Donates casters to unique treatment facility. [Learn More](#)

Colson earns new ISO certification. [Learn More](#)

Colson adds engineering position and service rep. [Learn More](#)

**Letter from Don Laux: Why am I here at Colson?...**



Dear Laura,

Do you ever have those days where, despite your best efforts, something doesn't go quite right and starts you questioning the universe? Well, everybody does, unless they are lying to you. I had one of those days recently and it made me think- Why am I working here at Colson? It took only a moment to answer really, and that is all the time I needed to get me back into the right frame of mind. Here were my thoughts, even in the order they came to me!

1. I love what I do because I'm crazy about caster products. Seriously, they do make the world go 'round. Just look around your office or check out everything inside AND outside at the next airport you run through.
2. I enjoy working with other people who love casters - the vendors, customers and our employees. I would not be a good at a job where people weren't involved- I need people!
3. The challenges are cool. I get to help come up with caster and wheel solutions for our customers. Our engineering team just asks what it needs to do and then goes to work!
4. Lastly, I can't forget this one. I'm thankful that I am healthy and able to work at all. Like many of us, I think I take this element for granted but have determined this element is the strongest ally when days get really hectic.

After completing this exercise, I got to wondering what other folks around here liked about their jobs or about just working. Here are some of the thoughts they shared with me:

"I like my job because it's rewarding to help customers satisfy their needs while knowing I'm providing the best caster products on the market."  
*Customer Service Representative*

"I am very thankful to have a job at all, but most of all I love my job because I get to help other people within Colson. That means their jobs are easier, which hopefully spells more sales for Colson." *Engineering Assistant*

"I like my job because I enjoy finding new sources who offer quality products for less." *Procurement Engineer*

"I like my job because Colson gives back to the community. From March of Dimes, Special Olympics to the Northeast Arkansas Child Advocacy Center, it's nice working for a company that believes in helping Jonesboro and the surrounding areas." *Product Developer*

In closing, I ask you to take a moment and think about why you like your job. You might be surprised to see, as I did, how reenergizing it can be!!

Since I will not be talking to you through our newsletter again until 2012, I wish you the happiest of holidays and extend a special 'thank you' for helping make 2011 another successful year for Colson and yes, for all of us!

Sincerely,

Don Laux  
President & General Manager  
Colson Caster Corp.

## Sales Tip: Phone Tag, Fun or Foolishness?



Phone tag sounds like a fun game, but it's not. We've all been there...you call a prospect or current customer, but the other person isn't at his desk or is screening calls through caller ID. You're not at your desk when he calls back, then he's not at his desk when you call again. It may take several days or even a week before you're able to talk to the other person. In the mean time, you may not be able to complete your work or someone else might have gotten your sale.

Here are some tips for dealing with phone tag:

- Stop playing! Phone tag is bad customer service, and it can kill a deal. Plan A: Schedule your calls when you know your prospect will be in their office. Early morning, midweek and mid-month are good times for business development. Calls made on Monday mornings, Friday afternoons, and at the end of the month are likely to genuinely net undesirable results. Plan B: Send an e-mail suggesting a time you will call and have the customer hit the reply button to confirm. Bonus Tip! Avoid calling at the start of the work day, just before or just after lunch, or at the end of the day.
- If a customer calls you and leaves a message, but you call them back and don't reach them, leave a message stating that you returned their call. Also in your message, make sure to tell the person what time you will call them back. Remember to follow through!
- Just in case: If you anticipate you'll need to speak with your prospect or customer again after a meeting or conversation, schedule that next conversation at the end of your meeting or call. It's a good idea to confirm that call day and time by e-mail as follow-up.
- KNOW WHEN TO QUIT. If you are calling a prospect, stop calling when all methods have been exhausted. Your business development time is too valuable.

The phone tag game is inevitable but manageable. We all know that relationships are key to successful partnerships, and the winners will always be those who use thoughtful steps to pursue or maintain their customers.

**New Brake and Swivel Lock Pages Added to Colson Website!**



At Colson, we recently updated our website to help customers visualize the solution to their caster and wheel product needs. Colson's new web pages contain photographs and specs detailing Colson brakes and swivel locks with explicit product detail to help you, our customer, make the best decision for your new or replacement caster needs.

"Before we added the product photos the customer could not be sure that the brake or swivel lock was appropriate for their application and environment," said Don Laux, Colson's President and General Manager. "You asked for the visual representation and the added data to help with the selection process, and we were happy to oblige."

Before the images were added with the new web pages, there were only written descriptions on the pages regarding brakes and swivel locks available for each caster type. Now, after responding to your valuable input, Colson website users are able to visit the site and view the complete wheel, fork and swivel lock or brake design and determine if that pairing is the best for their particular need. In addition to photos of the caster brake or swivel lock models, data is also available on swivel radius for each to further fine tune the installation selection. Individual kit part numbers are listed on the new web pages, as well, for selecting components for field installation on casters already in service.

The web-based product information is easily accessed through Colson's main website or via the following link: [Click for Colson's Brake and Swivel Lock Pages](#).

## Did You Know?: Caster Maintenance Tip



So you can't say you didn't know...(Just kidding...no, really! ). Here are some simple preventative maintenance for your casters that will greatly extend fork and wheel life. The following steps will help ensure that your casters live up to your expectations and application requirements.

### **Periodically Examine Casters and Check These Upkeep Items:**

- If your caster has a king bolt nut, make sure it is securely fastened.
- If the swivel assembly does not turn freely, check raceways for corrosion, dirt or lack of lubrication.
- If equipment has rigid casters at one end, make sure the caster housing/rig is not bent.
- When necessary, retighten caster mounting bolts and, if casters are welded to equipment, check the welded elements for cracks.
- If swivel assembly is loose, it may need to be replaced.

Sometimes, caster and wheel products wear quickly by unwitting exposure to abusive or unreasonable demands. The above examination tips will help to point out the warning signs that demands on the caster could be too strenuous and that an upgrade might need consideration. That being said, the most important factor in making your caster and wheel products last, when doing the jobs they were intended, is choosing the correct caster for your needs from the very beginning. We are always happy to help analyze and select! So, we invite you to routinely talk to a member of the Colson team before making your caster purchase to ensure that you will select the best caster to meet your material handling needs. Our goal is to always be available to keep things rolling smoothly for you!