



Colson Caster Corp Newsletter, Q3 2012

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Letter from Don Laux: Why Should You Buy Colson?

Dear Laura,

During my tenure, I have made it very clear that I love Colson. But, it's important for me to take a step back. Collectively our distributors are the biggest Colson customer, so I wonder what you think. With this in mind, based on how our products perform, what I see, what I read, and the level of service and solutions Colson employees bring to the table I ask myself the following question: "Would I buy Colson if I were you?"

I like lists, so I made a list of the top 10 reasons why anyone would buy Colson. Check it out below and feel free to send me your thoughts or additions...

The top ten reasons to buy from Colson:

- Quality, exhaustively tested products at competitive prices
- 125-year legacy of innovation with top-notch engineering support and capabilities
- Unwavering commitment to Distributor Channel
- Industry leading 3-year warranty on Colson products
- Dedicated Regional Managers, Sales Engineers and Customer Service Reps who know you and your specific business needs
- In-house marketing program and free Colson marketing tools to help you grow your business (literature, website, interactive catalog)
- Global network of resources and suppliers
- One of the few caster manufacturing facilities in the U.S. (We don't just assemble.)
- Distributor Network of extremely capable caster professionals in each geographically defined market
- Application driven company that relishes opportunity to resolve "special" caster needs
- Management team with a superior wealth of knowledge and experience in both the caster and general manufacturing industries
- Meaningful website that is a resource for technical data (specifications and 3D models) and a tool to make our customers' life easier

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Visit us at www.colsoncaster.com

Product Spotlight



NEW! Quick-Change Caster Pad

- Change casters the quick and easy way
- Fits most 4" x 4-1/2" top plate casters
- Great companion to our 40 Series fork with Trans-forma LT wheel
- Applications include carts, waste dumpsters and more

Quick-Change Caster Pads are in stock and ready to ship. Contact your Colson representative for more information.

[Click here to learn more!](#)

Did you Know?



What to pair Colson's new 40 Series forks with?...

40 Series forks with Trans-forma LT wheel and Quick-Change Caster Pad are the perfect companions when you want a super economical and dependable caster.

Waste containers are an excellent application for this caster combination.

Contact your Colson representative for more application ideas.

- The world's broadest and highest quality medium duty caster products
- And finally, Colson boasts the industry's first and only Distributor Council composed of seven representatives from our trusted Colson distributor network, creating an interactive soundboard for new ideas and other communication

Ok; that was more than 10 reasons! As I drafted this list, I just couldn't edit it down to only ten. We all have reasons and needs that dictate our particular buying practices. Colson just happens to have a multitude of excellent responses to those needs, so as I finished this list I paused and asked myself 'why wouldn't everyone buy from us?'

Sincerely,



Don Laux
President & General Manager
Colson Caster Corp.

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Colson Rolls Out 40 Series Forks

Reliable, Low-Cost Caster Forks with Multiple-Box Purchase Savings



Colson has added a new, exceedingly low-cost caster fork series to its current line-up of more than 35,000 different caster models. Now shipping, Colson's new medium duty 40 Series caster fork is offered with special price breaks for multiple-box quantities.

"The 40 Series is our most economical line of caster forks to-date. It's another direct response to requests from our customers," said Brian Crain, product manager for Colson. "The series was designed and built to address the increasing need for reliable and extremely low-cost movement of materials for both our direct customers and our manufacturing partners."

Specific applications include waste containers and material handling carts, but 40 Series forks should be used in any medium duty application where price is crucial. This new fork line is offered in rigid or swivel models with 900 lbs capacity each. In addition, 40 Series is formed in an attractive and durable zinc-plated finish and features an industry standard top plate design. The unbranded 40 Series fork line is designed to accommodate 2" tread width caster wheels in 4", 5", 6" and 8" wheel diameters.

All sizes are in stock and ready for immediate shipment. For more information on the new 40 Series Caster Forks, contact your Colson regional manager or Customer Service Representative today.

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Sales Tip: Make Good Use of Your Time, and Don't Waste Theirs

To say time is precious is such an understatement... We don't have time to wait more than 3 seconds for a web page to load, picking up dry cleaning the same day as it is dropped off is just understood, and only an instant is given for a first impression. With all of this, frankly there's just no time in your client or prospect's day to be "sold" anything. So much pressure for salespeople to deal with all of this urgency from clients and prospects!

Here are some quick tips that might help you save some precious time:

- 1) **Research.** Learn as much as you can about the client or prospect before



initial contact. Study your subject. You should know what they are doing, key players, key business needs, recent press, etc.

2) **Be direct and concise.** Make your intentions known from the beginning. Don't leave vague voicemails (For heaven's sake, do not leave only your name and number in a voicemail with expectations of the prospect calling you back!) or send emails with subject lines that give no explanation as to why you are approaching them.

3) **Find out how they prefer to communicate.** You can't go wrong with the simple approach -- a phone call followed by an email requesting a meeting or a call. Once your initial meeting has taken place, take the client or prospect's lead and see if other avenues of communication are preferred. You might find that they prefer contact through text message, LinkedIn, Facebook, Twitter, video conference, Webex, etc.

Bottom line -- It's a fast paced world. If you want to close a sale you better make good use of your time, and don't waste your client or prospect's time either.

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Colson & Hytrol Conveyor Celebrate 50-Year Partnership



Gregg Goodner (left), president of Hytrol Conveyor, and Don Laux (right), president and GM of Colson.

In 1957, Colson moved its successful caster manufacturing facility from Elyria, OH to Jonesboro, AR. Five years later, in 1962, Hytrol Conveyor began manufacturing conveyor solutions also in Jonesboro.

For five decades, Colson has supplied Hytrol with all of its caster needs. Colson casters are utilized for Hytrol's in-house manufacturing and production processes, as well as its finished conveyor products.

Colson recently honored Hytrol with a distinctive award commemorating the two companies' 50-year business relationship. "I'm sincerely appreciative of the longstanding business partnership Colson has with Hytrol." said Don Laux, Colson's president and general manager. "Not only is Hytrol an excellent customer, but also an upstanding example of good business practices and corporate citizenry."

The long-lived partnership is a significant milestone in any business. Its success is due in part to Colson working closely together with Hytrol's engineering team to develop custom solutions for their needs. Now, here's to another 50 years!

For more information on Hytrol Conveyor Company, please visit www.hytrol.com.

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Introducing Colson's 2012 Caster College Graduates!



2012 Product School Attendees: (Back row L to R) Lee Bower, Barron Equipment; Glen Farber, Mapp Caster; Eric Garcia, Great Lakes Caster; Roger Ahnen, Central States Caster; Jeremy King, Caster Connection; Brian James, Cicso-Eagle; Michael Hayward, Barron Equipment; Scott Smith, Barron Equipment; Lee Harrison, Add-Vantage Caster; David Adair, Cisco-Eagle (Front row L to R) Brittany Gamelin, Great Lakes Caster; Jeff King, Casters of Jackson; Keisha Puckett, Caster Connection; Ken Kelly, Colson Canada, Eduardo Rottmann, Servirsa (Guatemala); John Own, Cisco-Eagle; Kevin Agre, Central States Caster; Mitch Temple, Casters of Jackson; Diana Paredes, Linco; Fred Proctor, Allied Caster; Jamie Thompson, Caster Connection.

In mid May, Colson conducted a two-day training seminar for you, our distributors. The program was designed for attendees to gain knowledge needed to help define and increase Colson sales efforts and results. It was also a great opportunity to meet Colson's on-site team members whose efforts ensure the quality products and service you deserve.

Attendees took part in plant tours of Colson's Jonesboro, AR caster and Monette, AR wheel manufacturing facilities. In addition, the following topics were presented and discussed during the college:

- Colson History
- Casters 101
- Product Overview
- Wheels and Bearings
- Caster Applications
- Engineering & Ergonomics
- Marketing
- New Products
- Colson Strategy

Colson would like to extend a heartfelt thank you to all of the 2012 Colson Caster College attendees. You are what made the event a success!

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