



Colson Caster Corp Newsletter, Q4 2012

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Letter from Bill Winslow: Common Questions...



Dear Colson Distributor,

As the new President of Colson Group USA, I'm looking forward to working with and getting to know the Colson distributors, especially those I have not had the pleasure of working with in the past. That being said, I understand that you might have questions concerning the consolidation of the Colson Group USA companies and how that will affect your business with the Colson brand after January 1, 2013.

Below are the most common questions and answers we are being challenged with at this time:

- Question:** *Why are the Colson Group USA companies merging into one company?*
Answer: The objective of the merger is to turn several good companies into one great company. Colson Group USA management is making decisions every day that increase efficiencies, reduce costs, and streamline efforts. The results will yield a company better positioned for future success, which in turn will also help grow your business.
- Question:** *Will I have the same Colson Regional Manager after the first of the year?*
Answer: In some cases yes, and in some cases no... We are combining the sales forces of all the companies into one, in many cases reducing the number of salesmen you will need to work with in order to buy Colson Group USA caster products. Your current Colson RM will communicate who your new Colson brand representative is, if there is a change. Even if you have a new RM, their focus will not change--to represent the Colson brand in a way that helps grow your business.
- Question:** *Will I have the same Colson Customer Service Representative?*
Answer: Yes. There will be no assignment changes for our Colson CSRs at this time.
- Question:** *Will my company have access to all of the Colson Group USA brands?*
Answer: Colson Group USA distributors will have access to the same

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Product Spotlight



2 Series Directional Locks

- Transform 2 Series top plate casters from swivel to rigid for straight tracking
- Foot activated directional lock engages simply and securely into lead or trailing position
- Compatible with a full range of Colson wheels
- Applications include food service and laundry carts, medical equipment or where you require swivel casters to become rigid!

Colson 2 Series Directional Locks are in stock and ready to ship. Contact your Colson representative for more information.

[Click here to learn more!](#)

Did you Know?



Encore Dolly Casters aren't just for moving dollies!

Don't let the name fool you. Colson's low-cost and quality line of Encore brand Dolly Casters are ideal for food service carts, medium duty material handling carts, stock carts, and more.

Contact your Colson

brands that they had access to before the merger. For example, if you sold Albion, Shepherd and Colson brands before January 1, 2013, your company will continue to have access to those lines. You will not have access to any additional lines you are not currently carrying. However, this will open up more manufacturing opportunities for the Colson brand. For example, we now have access to a facility that can pour high grade Colson branded polyurethane wheels.

5. **Question:** *How will this merger affect my day-to-day business?*

Answer: Not a lot...It is basically business as usual for you. Again, some of the Colson distributors will have a new Colson RM, but your Colson CSR and the lines you have access to will not change. Our goal is to continue taking care of and to grow your Colson business.

In closing, I would like to remind you that we remain a committed partner to your business. The Colson Group USA is the largest caster manufacturer in the world. We are equipped to take care of your caster needs, no matter how standard or unusual. If you have questions that I did not address above, please ask a member of your Colson account management team or me.

Again, I'm looking forward to working with all of the Colson Distributors. Here's to an awesome 2013!

Sincerely,



Bill Winslow
President
Colson Group USA

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Engineering Colson For You

Colson has taken quality, innovation and reliability very seriously for more than 125 years. That's why we employ a fully degreed engineering staff that shares more than 80 years of caster experience.

To assure our products are of the highest quality, we test to Colson standards, Institute of Caster and Wheel Manufacturers ICWM/ANSI, NSF and applicable portions of Federal Specifications. Colson's manufacturing facility in Jonesboro, Arkansas houses the most comprehensive Engineering Test Lab anywhere. What's more, Colson continually evaluates all production results and processes to ensure our clients consistently receive the highest quality goods.

Yes; all of those engineering capabilities are beneficial and impressive. But, as a Colson distributor, what else can Colson engineers do for you?

Below are just a few ways that Colson's beloved engineering department can help you, our customer:

- **Comparative Testing:** If you are having problems with a non-Colson product, let us test it. Colson's team will verify why the competitors caster product is failing, provide a detailed test report and suggest a better suited Colson product for the application.
- **Rapid Prototypes:** Colson can bring your design concept to life using our exclusive 3D printer. Colson's 3D printer builds fully functioning 3D models from 3D CAD files using thin layers of liquefied ABS plastic. In turn, customers get a functioning prototype of a design concept within hours.
- **Ergonomic Testing:** Within our top-notch Engineering Test Lab, Colson offers ergonomic testing. Designed and built by Colson staff, the ergonomic testing apparatus measures ergonomic values such as start up and sustained forces, along with forces to initiate swiveling. What does that mean? Basically, we can tell you how much force it

representative for more application ideas or to learn more about Encore Dolly Casters by Colson.

[Click here to learn more!](#)



would take to push, pull, stop, swivel or sustain movement of various caster products on whatever floor type is in question.

- **Put Us To The Test!:** Colson's engineering staff is available every day to answer technical questions on products. From how to grease a wheel bearing to whether Performa rubber wheels hold up to acidified bleach, Colson engineers are here to provide answers.

Colson rightfully takes pride in offering the very best caster products with the best engineering department to back them up. That being said, we know that our standard caster products don't always fit your application requirements. We also know that sometimes our customers just don't know exactly what they need. For those times Colson engineers and sales staff are happy to conduct application audits and on-site evaluations to come up with the proper caster solution for you.

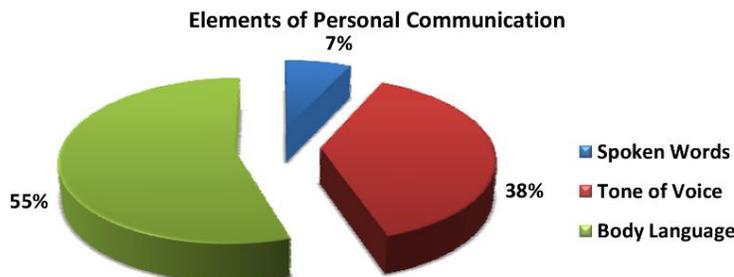
Now... how can Colson's engineering department help you?

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Sales Tip: Sometimes It's What You Don't Say...

Sales are all about communication, right? But, oh how quickly we forget that even when words are not coming out of our mouths, we are still communicating. We constantly send messages to other people through facial expression, tone of voice and body language.

From handshakes, to head tilts and clothing, we reveal things about ourselves to other people. Scientific research has shown that 93% of the message we convey has nothing to do with the words we are actually saying. In fact, studies show that words account for a mere 7% of the message. The remaining 93% of the total are non-verbal aspects of communication. 55% of communication is based on body language, and 38% is conveyed through tone of voice.



Below are just a few examples of non-verbal actions that communicate different messages to the listener:

- **Eye Contact:** Eye contact is the easiest way to communicate interest in what another person is saying. When you fail to make eye contact, it gives the impression that what the other person is saying is not important. That being said, too much eye contact can show aggression.
- **Facial Expression:** A smile sends out happiness and peace in any culture and helps keep the listener at ease. On the other hand, a frown shows sadness or anger. Also consider other facial expressions, such as pursing, biting, or twisting lips from side to side. Those expressions can show that you are in careful consideration of what is being communicated.
- **Tone of Voice:** Your tone of voice tells a lot about you. A shaky voice may show that you are sad or nervous, while a steady and upbeat voice shows that you are under control and confident. Speaking with no variation or emphasis in tone of voice causes others to feel you are boring. A little tip--smiling actually warms up your tone of voice.

- **Proximity:** Leaning forward in conversation translates that you are interested in what the other person is saying and would like to learn more. The amount of "personal space" needed during a conversation differs between people. If you are more than 4 feet away, that is probably too far away. And, if you are close enough to smell the other person's breathe, that is too close!
- **Body Language/Posture:** Good posture is not only good for spinal health, but also shows good communication skills. If you are slumped over or leaning against something, you might appear tired, while sitting or standing with your back straight and shoulders back convey energy. There are seemingly endless examples of body language. Arm crossing might show that you are not open to listening to what the other person is saying. And, continuous leg movement gives an impression of nervousness. A tilt of the head means you are actively listening to what the other person is saying. The book entitled The Definitive Book of Body Language by Barbara and Allan Pease, is an wonderful resource for explaining how body language communicates to others.
- **Appearance:** Not since the days of Adam and Eve has clothing merely fulfilled the need to cover us up. Looks do matter. What you look like will be the first non-verbal clue given in a face-to-face meeting. Appearance communicates how we feel and how we want others to view us. Communicate confidence, not that you don't care. So, find a dry cleaner or learn to iron if you want to communicate sharpness through your clothing. And, maintain hair and nails to show you value yourself.

What's in our hearts and minds come out through non-verbal forms of communication, not just by what we are actually saying. You might not be aware of what you are saying with your body. So, ask a close friend to pay attention to your non-verbal cues. Challenge that friend to tell you what non-verbal cues you provide about yourself. You might be surprised by what they tell you!

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Case Study: Fiberglass Manufacturer Provided Solution for Abusive Environment



The fiberglass manufacturing environment includes the presence of continuous heat, water and chemicals. This environment can take a heavy toll on the equipment involved in the manufacturing process, especially casters.

An environment involving the combination of heat and water is one of the most difficult for caster wheels to hold

up in because:

- Many applications involving water use plastic bearings in order to avoid rust, which fail (melt/warp) in high temperature environments
- Most wheels used in high temperature situations absorb water which eventually leads to rapid deterioration of the wheel

A manufacturer of fiberglass contacted Caster Connection after it experienced caster wheel failure in its manufacturing environment. The customer's wheels were exposed to continuous high heat, water and chemicals. The application involved heavy racks being towed and manually pushed; however, the wheels used in the application made the racks too difficult to push. After one month in service, the wheels the customer originally used were cracking at the hub. After three months in service, the wheels were breaking and chunking.

Caster Connection recommended that the customer switch to Colson's Thermo wheel with a high temperature sealed ball bearing. The Thermo wheel has a higher continuous service rating than the competition and the sealed ball bearings made the carts easier to push/pull and are maintenance free. The Thermo wheel does not get as brittle as other high temp wheels

when subjected to high temperatures and will not crack. In addition to its resistance to high temperature, the Thermo wheel has near zero water absorption and a special manufacturing process enables the wheel to maintain a consistent bearing bore when exposed to high temperatures.

Through two months of the testing phase in the customer's application, there have been no signs of wear on the Thermo wheels that were recommended by Caster Connection. Racks are easier to push/pull (resulting in better ergonomics and lower likelihood of injury) and rack repair is spending less time on maintenance. The product recommended provided a solution for one of the most difficult combinations of elements for caster wheels to operate in. Also, Caster Connection was able to offer the most competitive pricing for this project as a result of Caster Connection's status as a Master Distributor of Colson products.

Submitted by Caster Connection
www.casterconnection.com or 800-544-8978

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