



The Associate

In this issue:

- Municipal Tire Campaign
- Applied Industrial Technologies
- Hunter Douglas
- Trade Show Report
- New Employees

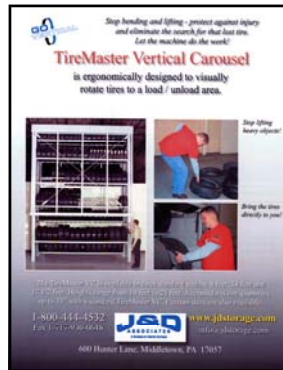
Municipal TireMaster VC Campaign

Occasionally, we are lucky enough to learn from our experience. We learned from the California Department of Water Works and from the City of Jacksonville, Florida that some public works and municipalities maintain and service their own fleets. In addition, we learned that there is high priority placed on keeping public assets in service. This is especially true for police vehicles. In the case of Jacksonville, mounted spare tires for police vehicles are stored on J&D TireMasters to facilitate the immediate replacement of damaged tires.

Suddenly, every city with a fleet became a potential customer for our TireMaster product. That is the good news. Reaching the audience, as with most markets, becomes the challenge especially when it is not known whether our success is the exception or the rule. That's the bad news.

After a few brainstorm sessions, we concluded that it would be advantageous to research municipalities and make a concerted effort to find the correct fleet individual. It did not take long to discover that finding the right denomination is easy. Finding the right

church is a little more difficult. Finding the right pew, now that is a challenge but one we felt could be achieved.



Then what? Once the correct individual is identified, how would we get their attention? Contacting municipal fleet managers by phone and telling them about a J&D TireMaster VC was not a pleasant experience. Uh, go to back of Lowes. Look at the machine storing rolls of carpet and imagine the machine storing tires. Ok, we will send you literature and follow up in a few days. You get the picture.

Brainstorming again we determined that a direct mail brochure accompanied with a motivation letter and a follow up call within 5 days of the mailing, just might work. To test our thinking, we lim-

ited our first mailing to 100, plus or minus, municipal fleet managers.

The success of the campaign is yet to be determined. The first mailing generated 7 quotes for 7 different municipalities. Most of the 7 have kicked the proposals up a level to obtain funding approval. This motivated the second mailing of 100 which are in the follow up process. In addition to this, we discovered that within a few days of the mailing, folks were using our website to configure machines for their facilities prior to any phone follow up. The third list of 100 is almost ready for mailing.

Did you know that next to the common cold, back injuries are the biggest reason that employees miss time at work? The National Council on Compensation Insurance reports the average cost of a low-back injury claim at nearly \$15,000. Did you know that the average cost of a low back injury claim covers the price of a J&D TireMaster VC?

Who is the fleet manager in your city?

INSIDE THIS ISSUE:

Municipal Tire Campaign	1
Applied Ind. Technologies	2
Hunter Douglas	3
Trade Show Report	4
New Employees	4

The Solution for Storing Bulky, Heavy-Duty Material

Do you find it difficult to maneuver your way to needed material? Do you put your operator at risk in order to pull bulky, heavy-duty items? The solution to these common production problems are solved utilizing motorized storage and retrieval systems.

Case in point - Applied Industrial Technologies. Applied is one of North America's largest independent industrial distributors of bearings, power transmission components, fluid power components and systems, industrial rubber products, linear components, tools, safety products, general maintenance and a variety of mill supply products. Applied also provides customized mechanical, fabricated rubber and fluid power shop services, as well as services to meet storeroom management and maintenance training needs.

Applied's Carlisle Distribution Center, located in Carlisle, PA, is a 100,000 sq. ft ISO certified facility that houses nearly 50,000 SKUs of industrial components. The Carlisle location is equipped with a Warehouse Management System (WMS), including automated conveyor sortation. The facility

also houses a hose assembly and reducer assembly center.

Applied looked to J & D Associates for their hose storage needs. The hose reels are heavier than usual (the hoses are reinforced with steel) and cumbersome to handle by hand - just the job for J & D Associates' SpoolMaster Vertical Carousel (VC). Not only can it handle the heavier reinforced hoses, the operator can quickly scan the carousel to find the needed spool. After the appropriate spool is located, the hose is easily taken off the spool, accurately measured, re-spooled into a manageable coil and cut - all in one operation, eliminating the lifting and movement of heavy spools.

While ergonomic efficiency is critical to the daily operation of managing multiple spools of heavy material, time savings is also important. For the handling of lighter material, a forklift platform truck with safety equipment locates the spool of material and brings it down to an "A" frame. At that point, the spool of material is taken off, measured and cut - an operation that takes a little



over five minutes. The SpoolMaster VC is utilized for handling heavier material and accomplishes the same function in under a minute and a half.

The time savings realized through using the SpoolMaster VC is significant for Applied. Their hose assembly center must meet peak demand for certain assemblies, which can be a total of 200 pieces of one component at a time. As you can see, there is considerable time savings per operation. The actual time savings is dependent upon volume and product mix. However, the savings is significant enough to justify the cost of the SpoolMaster VC.



SpoolMaster VC at Applied



Assembly of Hose and Fitting

Hunter Douglas Finds Going Vertical Improves Productivity

Hunter Douglas products are found in millions of homes and commercial buildings worldwide. They manufacture and market primarily window coverings and architectural products. Their North American operation focuses primarily on window coverings. At their location in Columbia, MD, Hunter Douglas has three RollMaster Vertical Carousels (VC) they use in their manufacturing operation.

A popular line for Hunter Douglas is their woven wood shades. They are marketed under the line named PROVENANCE. The Provenance woven wood shades complements living quarters by offering consumers selection among a variety of materials such as choice of colors, textures and appearances.

Before the installation of the RollMaster VC, Hunter Douglas had their rolled goods stored on A-frames and manually moved from the frames, placed on a cart, and taken to the cutting tables. Once in place, the material is measured and cut to length. After the cut is completed the material is moved to the assembly area.

Hunter Douglas has two types of material that they handle; the fast moving (often used) material and the slower moving (seldom used) material. In order to improve efficiency, store high mix, high volume materials effectively and take advantage of vertical space, Hunter Douglas purchased three RollMaster VC's. The RollMaster VC's stand at 20 feet high and are 8 feet wide. Each machine can hold 30 rolls of woven wood material for a total capacity of 90 rolls.

The slower moving production material is still held on the A-frame and in racks of static shelving but the fast moving production rolls are kept on the RollMaster VC's giving Hunter Douglas much needed improvement in manufacturing turnaround. Now material flows from the machine directly to the cutting table eliminating the need for A-frames. As a result of the improvement process, Hunter Douglas realizes significant time savings, thanks to J & D Associates and their RollMaster VC product line.



HunterDouglas

When you need a low-cost provider that offers the ability to organize, secure, pull-off, rotate, measure, cut or maximize your floor space, J & D Associates has the capability to meet your needs.



RollMaster VC's at Hunter Douglas

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New Employees



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Trade Show Report

A total of 6,259 professionals representing every segment of the specialty fabrics industry filled the **IFAI Expo 2005** show floor and educational programs at the Henry B. Gonzalez Convention Center in San Antonio, Texas, Oct. 27-29, 2005. Participants came from a record 51 countries.

Innovative educational programs, exhibitors representing traditional and emerging industry markets, and visitors seeking cutting-edge information on how to improve their businesses, paved the way for an overwhelmingly successful IFAI Expo 2005.

This year's exhibitor count of 437 included 83 new exhibitors to the IFAI Expo. Exhibitors were pleased with the quality and variety of show visitors, saying that those who visited their booths came ready to do business.

