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J & D Associates

# The Associate

**In this issue:**

- Message from Sales and Marketing
- Market Applications for Vertical Carousels
- Hershey's Application
- ISP Contest Update
- Tradeshow Report

**INSIDE THIS ISSUE:**


| | |
|---|---|
| Message from Walter | 1 |
| Market Applications | 2 |
| Hershey's Application | 3 |
| Tradeshow Report | 4 |
| ISP Contest | 4 |
| From the Editor | 4 |


## A Message from Sales & Marketing

J&D fiscal year starts in July and ends in June. Q1 ended with September and we are happy to report that we are on plan with industrial sales. We are on plan because of the individual contributions of our Industrial Sales Partners. Please permit me the opportunity to thank each of you for your efforts toward achieving our goals.

As the song goes, *"we've only just begun"*. October is the start of our Q2 and the goals are more aggressive than they were for our first quarter. So, while we are happy about your Q1 contributions, we continue to solicit a fair share of your time.

The products are hot. Because of our versatility we are not restricted by a specific requirement or specific application. Our products are designed to provide material handling solutions for almost any industry. They become an integral part of the manufacturing process or they are used in a support role. J&D carousels are found in retail stores, distribution centers and in OEM manufacturing facilities as diversified as your customer base. Yes, your customer base.

The price is right. This is one product that will not break the bank. Our carousel prices do not start at $50,000 and go up. When buyers ask how much and wait to see the head go down with a price mumbled, we proudly respond with the specific price. The average price of a J&D carousel is $13,000! Yes, we sell them over $30,000 and we sell them under $8,000. The more bells and whistles that are added will move the price point up. However, $13,000 has bells and whistles.

We hate to admit it but it is true that J&D carousels do not fulfill every need. When my wife advised what a living room makeover would cost, I naturally suggested that, for the same price, we could put a small TrayMaster in the garage. OK! So I have a new living room. Some wants never become needs. However, every maintenance department at every OEM has to store and handle materials from wire to rags. You can provide a solution for about $10,000.

Walter J. Sener
Director of Sales & Marketing

Please, take time to know us, our products and our niche. Understanding J&D's capability will give you the vision required to provide viable solutions for your customers needs.

Thank you again for your continued support.

# Market Applications for Motorized Vertical Carousels

***When you think of improving space and time think vertical!***

There are many diverse applications for vertical storage and retrieval in the marketplace today. Not limited to but focusing on applications such as:

**Carpet, Vinyl, Rolled Goods**
- Home Centers
- Flooring
- Retailers
- Textiles
- Pool Liner Manufacturers
- Blind Manufacturers
- Builders Warehouses

**Wire and Spools**
- Wire
- Chain
- Hose Storage

**Apparel**
- Retail Clothing
- Shoes
- Merchandise

**Tray Storage**
- Bar-stock
- Maintenance Parts
- Assembly Parts
- Automotive Parts

**Print Cylinders**
- Printing
- Gravure
- Flexographic Cylinder

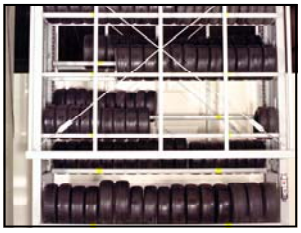
Storage

**Tires**
- Retail Tire Merchandise
- Storage and Retrieval

As you can see, the applications for vertical storage and retrieval systems are not limited to a single applications. If you think vertical, think of J & D Associates, the industry leader in motorized vertical carousels. Whether you need to organize, pull off, rotate, measure, cut, or maximize your floor space, J & D Associates has a system to meet your needs!

SpoolMaster VC

TrayMaster VC



TireMaster VC

RollMaster VC

Heavy-Duty

GarmentMaster VC

PrintMaster VC

# Amusement Park Uses GarmentMaster VC to Meet Peak Demand

In the amusement park industry, the job of pleasing the public has never been an easy one, especially for those peak times when consumers want to leave the ride, browse the vending area and move on to the next new thing. Imagine the dilemma an amusement park attraction vendor site experienced during the peak summer months. This park operates one of the largest and diversified amusement facilities and is located in south central Pennsylvania, Hershey Park. Hershey Park is nationally renowned for the quality of its rides and entertainment. A feature of the park is a free facility that takes the visitor through the process of how the chocolate factory originated and how chocolate is made. At the end of the ride the visitor enters a large vending area filled with chocolate, candy and souvenirs. One of the more popular items the park sells is garments, mostly T-shirts of various themes, related to the area and the park itself. Chocolate world sells more T-shirts than any other facility in Hershey Corporation.

The warehouse manager must see that material moves quickly to meet demand. As garments sell, new opportunities exist to sell as people cycle quickly from the free ride to the park itself. Time is of the essence. It is also important that the garments have a pleasing appearance and are not wrinkled or damaged. This was not happening, people looking for specific sizes or styles of garments could not find the selection item they were looking for. The park was missing significant sales opportunities during peak attendance periods. Out of frustration the manager looked for solutions, on the web (www.jdstorage.com), and came across J & D Associates. J & D sold the park a GarmetMaster VC (vertical carousel) that was in inventory. The unit's success sparked the park to invest and buy three additional GarmentMasters VC of greater capacity (higher storage and retrieval).

Previous to the installation of the garment storage retrieval system, the shirts and other garments were stored in boxes on pallets in pallet racks. The racks were stacked three high with the lower two tiers used for the garments themselves. The rest of the racks held the remaining merchandise. The garments were held in cardboard boxes, on the skids. Material had to be retrieved by hand and carried out as stock in the vending area was diminished due to consumer consumption. The garments themselves took over 80 individual bays of racks. The major problem was searching for and retrieving specific sizes and styles of garments in a timely manner. It was not possible to keep up with demand. This left consumers without the garment they needed either for the size or style that they were looking for. Missed opportunity meant missed sales and unhappy customers.

J & D Associates GarmentMaster came to the rescue. After installation of the four GarmentMaster Vertical Carousels was completed, the park realized significant time reduction in replenishing its inventory. Also realized were reductions in garment damage. Retrieval time was reduced by over two-thirds! Imagine that during peak tourist season! Now the warehouse manager could meet peak demands in a timely manner and the time it took to replenish garments was cut by more than half! When you think of going vertical, realize that you are maximizing company's profits at the same time!

***Do you have an amusement park near you?***

A Famous Landmark in Hershey

The GarmentMaster in Service

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J & D Associates is always looking for application stories, field applications of innovation, documented case studies and customer satisfaction articles. Contact us with your suggestion and we will be happy to develop your application story. Contact the Editor for any editorial comments or suggestions. Input is always welcome. We hope this provides you an effective sales and communications tool.

Tony Mariani
Editor

# Tradeshow Report

J & D Associates will be exhibiting at the Industrial Fabric Association International's Trade Event being held in Pittsburgh, PA at the David L. Lawrence Convention Center from October 27th through the 29th. Visit our booth (# 2029) if you're in the area. Also check out our booth at ProMat 2005 being held in Chicago January 10-13 at the McCormick Place South, booth # 962. Contact us if you need a free pass to either event.

# ISP Recognition Program Update

After three months time the ISP recognition program is off and running. Our top sales-person with a total of six machines ordered since July is Perry Graehling with Material Systemation. Keep up the great work Perry. This is just the first quarter round so there is plenty of time for other ISP's to make a run at the top spot. Several have large deals in the works that could impact the contest.

Remember that the sales-person with the most machines ordered will win a AAA travel certificate valid anywhere Central Penn AAA books vacations. This includes Las Vegas, san Juan, Cancun, Punta Cana, New Orleans, Orlando, Toronto, Los Angeles, Alaska, Montego Bay, Paris, etc. Do any of these sound appealing?

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|---|---|---|---|
| Material Systemation | Cleveland, OH | Perry Greahling | 6 Units |
| Anteon | Chesapeake, VA | Bob Hallstein | 3 Units |
| Advanced Handling Systems | Lakeland, FL | Greg Lipp | 2 Units |
| American Handling | Jacksonville, FL | Dale Proctor | 1 Unit |
| Anderson Material Handling | Lancaster, PA | Rodney Wagner | 1 Unit |
| Material Handling Solutions | Plymouth, MN | Dave Messner | 1 Unit |
| KP Associates | Cincinnati, OH | Mike Pope | 1 Unit |
| Aid Equipment | Sandy, UT | Ray McWain | 1 Unit |
| CSA | Bloomingdale, IL | Mark Schmidt | 1 Unit |

Tom Wolf