

LUBRIQUIP'S DISTRIBUTOR

ENQUIRER

Issue 1 - May 06

LATEST PRODUCTS • INSIDE SCOOPS • MARKETING GOSSIP • BREAKING NEWS

Welcome to the first installment of Lubriquip's new marketing distributor newsletter the "Enquirer". A new issue will be published each quarter containing the latest news, product updates, application stories, case studies, training presentations, etc. *We hope you find it informative. As always your feedback is greatly appreciated.* Have something to add – your input will help ensure that we have valuable content on competition and application success stories!

Jaime Lox

Marketing Manager/Editor



Today's Headlines

Trabon Master Catalogs Now Available back by popular demand complete master catalogs. We will now be offering two versions of the Trabon Master Catalog: the complete set (\$15), condensed version (\$10). Email containing Table of Contents for both versions will be emailed separately.

Please allow 2-3 weeks for orders of 2 or more.



5 Pack Requirement When Ordering Divider Valves

Please remember when ordering MSP, MJ, & MH feeders to order in multiples of 5

Upcoming Trabon School – May 8-11th

Over 75 customers and distributors from around the world will be attending this industry renowned training session. Some are traveling from as far as Singapore and Venezuela.



Current Events - Recent Trade Shows

TMC – Tampa, FL

Feb. 14-17

Work Truck Show – Atlanta, GA

Mar. 1- 3

AEMP – Jacksonville, FL

Mar. 6-7

MetalForm – Nashville, TN

Mar. 23-25

Mid America – Louisville, KY

Mar. 23-25

NA 2006 – Cleveland, OH

Mar. 27-30



The last few months have been jam packed with Trade Shows. The applicable show leads have been sent to the appropriate distributors. Others are still being pre-qualified and will be forwarded shortly. Account Managers will be checking regularly with Distributor Champions to discuss the status of these opportunities.

Know of a Trade Show or Participating at a Trade Show Please Share



Trabon

Manzel

GREASE-JOCKEY

OPCO

IMEX
IDEX CORPORATION

Value Stream Mapping - Make to Order

Due to the efforts of our Value Stream/Lean/Six Sigma initiatives our manufacturing processes are in the midst of change towards a "Make to Order" system. This shift in manufacturing philosophy will enable us to serve you the distributor better - we will be moving away from the old "push" strategy to more of a customer "pull" focus.

This will allow us to shorten lead times, react to customer demands quicker, and identify any quality issues before they reach the field. In the upcoming weeks you will see lead times reduced for the following product families: MSP Valves, Modu-Flo Pumps & Reservoirs, LubeMaster, E-Pump, MVB Pumps, All Manzel Pumps, and Grease Jockey Modules and Trailer Kits.

Please note when checking stock on our B2B site the upper level assemblies for these product families will typically show zero stock. Rest assured that we will be able to meet your needs based on the newly established lead times. This should allow you to reduce your monthly order quantities due to the quicker turnaround. Specifics on new lead times and affected part numbers to be forwarded separately.

Upcoming Product Releases

Available Early May – Tech Notices to Follow

Filters

Replaces old canister filter offerings
Single element available with initial release
10 & 20 Micron Filters
Standard comes with visual indicator or
4 pin micro for electrical connection optional



Hand Pump

Can handle either oil or grease
5,000 PSI rated vs. previous 3,000
Comes in fitted plastic case
Troubleshooting info adhered to cover
Perfect to travel with
1/8 Swivel Connection – NPT Male
Replaces old offerings p/n 142-000-250,450,740
Excellent for maintenance departments



Grease Separation Test Available from Lubriquip

- Available for \$250 Lab Charge
- Helps determine suitability for specific grease for use in Trakon Divider Valve Systems.
- System cycled once per hour for 500 hours. Daily pressure records taken.
- Report summarizes results – Grease will be graded as acceptable, acceptable with qualifications, or unacceptable.
- Designed only to identify greases that may be more or less likely to experience grease separation.
- Contact Application Engineer or Customer Service Rep to schedule

Please help us keep our records up to date in terms of proper contacts for email communications, leads, tech notices, and price books.