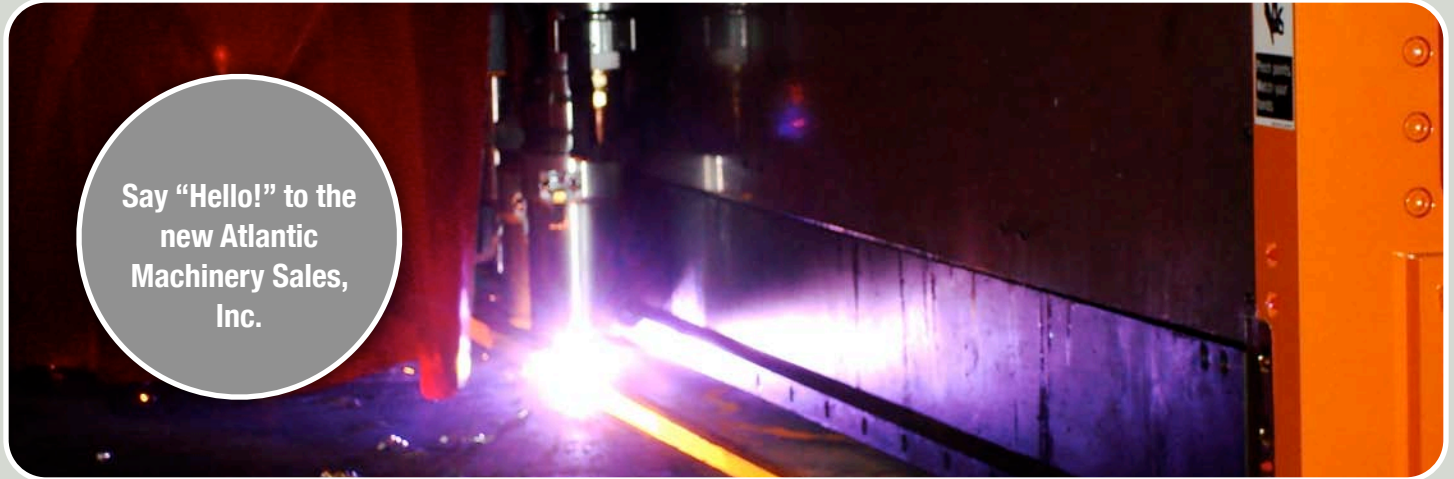


The Atlantic

Say "Hello!" to the new Atlantic Machinery Sales, Inc.

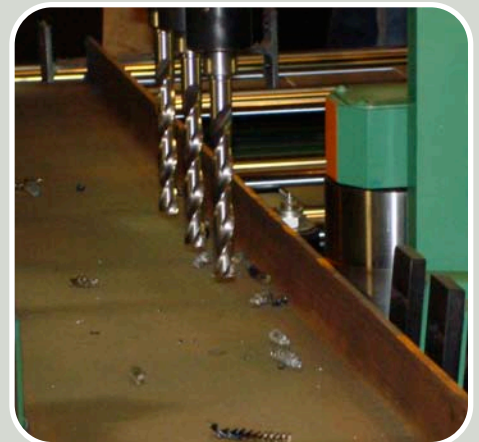


ONLINE STORE AND NEWLY BRANDED... UNSTOPPABLE!

Atlantic Machinery Sales, Inc. has taken itself to the next level. Shopping for consumables has never been easier.

Sometimes taking a few steps backwards can launch you forward beyond your expectations. That's exactly what Atlantic Machinery Sales, Inc. has accomplished. Reviewing the company's business model and past sales results, the conclusion was made to take Atlantic to the next level - but how? So many great ideas on "how to grow the business" have been tossed around for years, but nothing really ever came to fruition. Everyone was extremely busy maintaining the current increase in customer volume and the growing needs of the service department. From the sound of it, Atlantic was busy and they were! President, Craig Van Sant, had a vision of a company that not only provided its customers with the top choices in quality equipment available in today's market, but also to pick up the pieces that

competitors were ignoring. Listening to customers was a huge piece of this. He heard their frustrations and stories about how they had purchased a piece of equipment from company "xyz", and never heard from the company again. Not just for service related issues, but also for equipment consumable replacement. Van Sant has built Atlantic's reputation as being the company for customers, whether they purchased the equipment from him or not. Atlantic will get you up and running as fast as they can. "Building relationships with customers can not be ignored", Van Sant explains. Educating customers on self-service topics, providing them with an online store for consumables, and executing exceptional customer service in the sales and service depts. was the recipe!



Peddinghaus Beam line
Did you know... Atlantic Machinery Sales is the exclusive dealer for the Peddinghaus line throughout New England!

The right consumables for the job!

It may be very tempting with today's economy to skimp and save money by buying cheaper consumables. Unfortunately that is a corner you really don't want to cut. In the consumable business, you get what you pay for. There is a reason, actually several, that a particular saw blade or cutter is cheaper than another, less cuts, more prone to breaking, added time needed for finishing due to poor cuts... With steel prices and labor at their current rates mistakes as well as down time can be very costly.

Knowing a particular blade or cutters performance is something shop foreman shouldn't have to worry about. We're not saying that the most expensive is the best. that is sometimes the farthest from the truth. Do your research, run some tests: different brands may work better on different applications. This in itself is a very important point. Using a brand that has proven to be a strong, steady performer for your particular application is key. Don't rely on price alone to make up your mind.

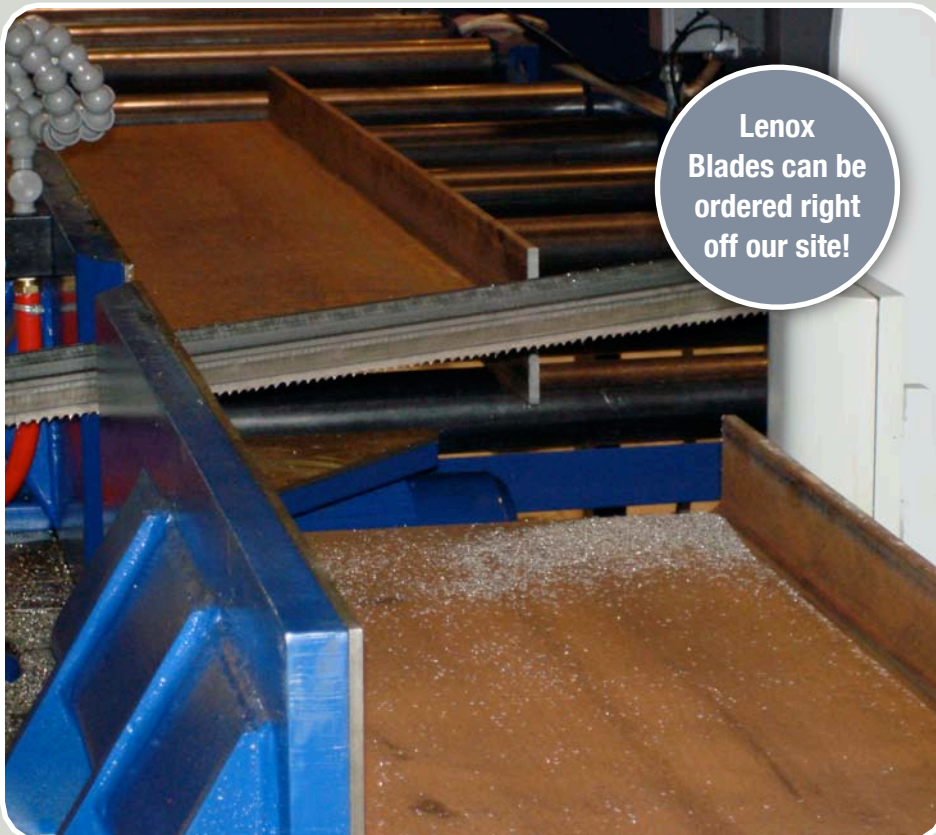
I'm sure you have all heard the saying "if it's not broken, don't fix it." The reason that you may

be looking at cutting costs with consumables in the first place is because business is slower than usual and you have the same amount of overhead as you have always had, which hasn't been a problem until now!

It's time to be pro-active for a minute and fix the issue for the long term rather than trying to find a Band-Aid®. It will fall off anyway. Taking a step back and finding out why business may be slower than usual is a huge benefit. I know what you're thinking - economy, steel prices, gas prices, time of year, etc... Stop while you're ahead. You have no control over those things and if you did you wouldn't be reading this newsletter. I'm talking about evaluating aspects of your business that you have total control over; when changed can make big dollar differences. **Saving a few bucks on a blade or cutter is not going to pull you out of the red!**

J.Duszak, Marketing Director Atlantic Machinery Sales, Inc.

Visit www.atlanticmachinerysales.com and take advantage of some incredible pricing on proven brands such as Jancy and Lenox.



**Lenox
Blades can be
ordered right
off our site!**

BRANDING!



Company branding is very important.

It doesn't matter how big or small your company is, branding is key. With customers shopping around more for the price, you and your company need to stand out from the rest, especially if you're selling a higher quality product or service. Look professional, and have continuity throughout your entire company.

STEEL PRICES



Steel mills are at full throttle!

No time to let up at the mills, they are at full capacity. With the supply not meeting the demand in the USA, it looks like a long road ahead. Making sure to bid smarter not harder will be key. Organization and proper planning can make or break a shop with any job they bid!

China and Russia not allowing scrap export, how does this effect you?

Just type “steel prices” into Google® and you will quickly come to the conclusion that analyses are all over the place. Nobody is really certain as to where the market is going, when it will stop rising, or what is even causing the current erratic trend, rarely seen with this commodity.

All anyone can agree on is that the Asian market is on fire. The demand for the commodity has never been greater. This doesn't even include the incredible rising demand in Dubai and India. One doesn't need to have a PhD to come to the conclusion that the situation is going to get worse prior to getting back to some sort of normalcy.

So what does this mean for you and your shop? Accurate bidding, or shall we say smart bidding, is critical for success. US steel service centers are at their all time low regarding stock level and can't lock in pricing for long periods as they use to be able to do. All of this is going to require you to educate your customers throughout the entire process as to why the price is the price, why the price is only good for

so long, what will it cost them if they drag their feet on the project, and so on. This is the tricky part, putting yourself in their shoes as you are delivering this information.

How this information is passed along and perceived can make it or break it for a potential customer of yours or the entire project for that matter. You are the experts in the steel business, not used car salesman that are under the gun to make your monthly quota. Take the time and educate your customers in layman's terms. No pressure sales wins in the long run anyways, you all know that. Don't let these lean times change your selling strategy! I know you're all eager to close the bidding process and jump on the job, besides you have a shop full of guys that are just as eager. Your customers will appreciate the time you to have spent to educate them. The more information you give them that they understand, the more likely they will be comfortable going with your outfit even if your prices are higher.

J.Duszak, Marketing Director Atlantic Machinery Sales, Inc.



How hot will the market get?

FOCUS, FOCUS, FOCUS...

Staying positive in today's world is sometimes rough, but your customers and employees need you to!

Easier said than done! It's very easy to fall into the negative trap. There is a saying that states "you will only get what you expect." A positive and optimistic attitude can go a long way, especially for a shop's production rate. We're not saying to put your worries aside and pop some Prozac®. Be conscious of your demeanor around the shop and understand that you can easily transpose your frustrations and anger to everyone else very easily. Let's take a look at a few ways to keep everyone on track and positive, including yourself.

Positive work place.

There is nothing worse than coming into a negative work environment every day. We are all, for the most part, forced to work for some reason or another but the main one is for survival. That doesn't mean work has to be a horrible experience that drags you down mentally and physically day in and day out week after week - month after month - you get the point. As a shop owner or foreman there are little easy things you can do that will make a world of difference to overall employee moral and productivity. Promoting a positive and dare we say "fun" work environment is a great start.

To get morale up in the shop, run a contest. Something like... best joke of the week gets a free lunch on the boss. Or maybe free morning coffee for a week to the employee that keeps his work area the tidiest.

You can even get them involved and ask for opinions as to how the shop could save some overhead. Don't ever judge a book by its cover! You'll be amazed the return on investment you get from asking someone their opinion. A valued employee is a loyal employee who works hard for all.

Recognition.

It's very easy to walk in the shop in the morning all upside down about the first thing you see wrong. STOP! Granted mistakes cost money and fuses can be short. Going up one side of an employee and down the other has its place but this isn't it. If your employees only see you focusing on the things that go wrong, how is that promoting anything positive? If the only time you show any emotion is when something goes wrong, that's wrong in itself. You and your shop employees have worked too hard to get where you are at, remember that, and ensure they hear an "atta boy" every once in a while.

Never let up.

Slowly but surely if you sit down and plan your strategy you will see things start to happen. Morale will be up and jobs will start pouring in. This is not the time to sit back and say "Yes! we are in the clear, we beat this.", because you



Keep your eye on the target!

might as well have just said, "I'm settling for what we have going on and I hope it continues." You already have the wheels in motion, keep them going by continuing to increase quality standards, by increasing production time lines and efficiency, and most importantly realizing how important each and every person you have working for you is, by making sure they know it too. Give me a ring and tell me some success story about your shop and employees, we may just pick your and your shop for an exclusive write-up on our next news letter and website update. Sometimes it's the smallest things that make a difference!

J.Duszak, Marketing Director Atlantic Machinery Sales, Inc.

Looking for YOU!

Atlantic Machinery Sales is currently looking for shops that have a success story to share. Contact us and let us know about how capital equipment you purchased changed your business. We will do a whole spread on your business with pictures and testimonies. Your story will then be put on the web as well as in the next newsletter.

FREE ADVERTISING, you can't lose!
Please contact Joe Duszak, Director of Marketing at 603.382.1476 or email him at: jduszak@atlanticmachinerysales.com

Next issue:

- July 2008 "Shop of the Month"
- "A Closer Look", tube and pipe benders
- Peddinghaus Ironworkers
- Customer service strategies

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