

June 2008

Published by STANMECH Technologies Inc.
944 Zelco Drive, Burlington
ON Canada L7L 4Y3
voice 905-631-6161
fax 905-631-1852
www.stanmech.com
www.leister.ca

Free Blow-Off Air Energy Audit Successful Trade Shows Readers Respond to Mailings Rocco Trentadue: Helping Customers Make Money Next Plastics Training Day: Sept. 12

Free Blow-Off Air Energy Audit

STANMECH Technologies has an offer you can't refuse. Are you concerned about high energy costs? If your facilities generate blow-off air from compressed air or belt-drive blowers, we'll conduct a FREE, NO-OBLIGATION energy audit and report of our analysis.

"Compressed air is very expensive," says Paul Subject, president of STANMECH Technologies. "According to a U.S. Department of Energy survey, between 10 and 30 per cent of electricity consumed is for compressed air. Yet the typical compressed air system uses only 50 per cent of its air supply for production. The rest is wasted or lost to air leaks. Similarly, belt-driven blower-based air can also waste electricity and have high maintenance costs for drive belts and bearings."

What STANMECH would do

Our staff would conduct a blow-off air energy use audit in your facility or, if your location is remote, base it on information that you provide us. We'll review your needs and identify any areas where we would have more cost-effective technology for you.

Paul explains further, "STANMECH helps by looking at the customer's current use of high-velocity air generated either by compressed air or by belt-drive blowers, and analyzes where the inefficiencies occur."

If you have inefficient or misapplied equipment, our JetAir air knives systems might be able to be used instead. Then we could customize a more efficient system for your exact process needs.

JetAir air knives systems

JetAir air knives systems can be used for any manufacturing or production process in any industry. Because they work with a blower instead of compressed air, they are more efficient, smaller, easier and less costly to operate. JetAir air knives systems use less energy and lower your energy costs.

STANMECH Technologies is the exclusive Canadian distributor for JetAir Technologies.

"We can do the analysis when others can't," adds Paul, "because their maintenance people might be busy with other work. And we have good knowledge of

Please turn over ➔



Jet Blast air knives are used to dry off bottles prior to labelling at Quebec-based beer manufacturer Les Trois Mousquetaires.

Successful Trade Shows

February and March were busy months at trade shows for STANMECH. Staff attended shows in Las Vegas, Montreal and Orlando.

In February, STANMECH joined their U.S. colleagues in the Leister booth at the National Roofing Contractors' Association annual convention in Nevada.

"We had the opportunity to meet many Canadian customers in the roofing business and introduce them to our newest product for roofing contractors, the Bitumat," says Paul Subject, STANMECH's president.

"The real showstoppers for the show were the welding demonstrations with the Varimat V for TPO membrane," recalls Peter Borris, STANMECH's technical sales representative for Quebec. "We shared and learned many new roofing techniques and applications with our fellow Leister master distributors adding to the diversity of the show. It was impressive to walk through the show and notice that the Leister brand was in every application demo by almost every roofing supplier exhibitor at the convention centre."

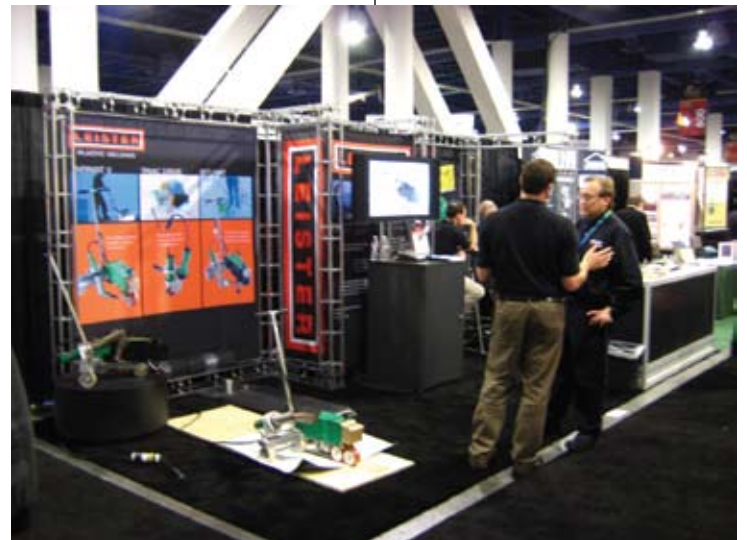
Despite bad weather in Montreal in March, attendance was good at the Industrial Fabrics Association International (IFAI) Show.

"Our mailer marketing and 5% discount strategy really created a lot of incentive, curiosity and good exposure," observed Peter. "As the show was ending we were one of the only booths left standing with people coming up and discussing our products. We also had other exhibitors bringing their customers to our booth as well."

Paul points out that "this show gave us the opportunity to showcase our full range of Leister hot air tools for the industrial fabric marketplace. We met many of our existing and potential clients, showing them the Leister Unimat and Uniplan, our high-tech automatic fabric welding machines."

Peter mentions the welcome reception that STANMECH sponsored and which became an opportunity to profile other products through demonstrations and a video presentation. The president of IFAI and other special guests attended, making the reception a success that generated several new leads.

Please turn over ➔



STANMECH helped staff the Leister booth at the International Roofing Show in Las Vegas in February. Rick Chomiak, right, is with a customer explaining the flagship automatic roof membrane welding machine, the Varimat.

Free Blow-Off Air Energy Audit

efficient air movement. We're also committed to saving customers both capital investment and operating money."

Get your free audit

Call Walt Spence at **905 631 6161** or toll free **888 438 6324**. Or email us at info@stanmech.com.

Successful Trade Shows

STANMECH personnel were in Florida in late March, helping to staff the Leister booth at the International Sign Expo.

"We showcased our latest technology using the Uniplan E for the welding of sign and banner materials," explains Paul. "The trade show was very well attended by leading Canadian companies in this industry, and provided us with an excellent opportunity to demonstrate our leading-edge hot-air welding expertise."

Peter adds that two Leister Uniplan machines were used to weld different sign materials with various welding techniques. He recalls that the demonstrations drew crowds of onlookers. "The results generated many leads from banner manufacturers to sign distributors from all over Canada," he says.

Rocco Trentadue: Helping Customers Make Money



Rocco testing products in the Burlington facility.

Rocco Trentadue has been a technical sales representative for STANMECH for a year now. His territory stretches west from Highway 400 to B.C. but includes the Maritimes.

His responsibilities are the Leister, JetAir and Aline lines of products, and his industry sectors are the automotive assembly parts

market, OEM accounts, industrial reseller/distribution and general industrial manufacturers. His focus is sales, new customer development and customer service.

"I love it when a solution I recommend to a customer works well, saving money and speeding up the process so the customer makes more money," Rocco says.

"STANMECH supports businesses all over Canada, which is a huge accomplishment. This is what makes us the leader in hot air tools."

Rocco's greatest professional achievement to date was the result of solving his most challenging problem. A customer needed an air knife system to dry parts.

"It was a challenge because of the small details that had to be figured out in order to have the air knives set up in the proper spots to dry to their satisfaction," he explains. "The nozzles on each of these knives had to be positioned perfectly because the parts were not always in the same spots."

Rocco adds that Paul Subject and Bryan Sharpe helped him develop the system which was a huge success for STANMECH.

Rocco has been married for 15 years to Alexandra. Their 13-year-old daughter Emily is active in competitive baton and baseball, and their 11-year-old son Jake plays hockey and golf.

"After playing pro hockey for five years, I dedicate a lot of my spare time to training young hockey goaltenders as well as coaching soccer and hockey," Rocco says. "Sunday mornings I like to play golf and the rest of the weekend, if we are not going to tournaments, I like to relax with the family." Reach Rocco at rtrentadue@stanmech.com at **905 631 6161**.

Readers Respond to Mailings

Now that STANMECH has been sending newsletters and other offers by email for a couple of years, we can report some pretty impressive response rates.

More than 4,000 people receive our newsletters, and the open rate is greater than 25%. That means that more than 1,000 of you actually click on the newsletter to read it. With all the email that people get, that is a strong vote of approval.

In addition, the click-through rate is more than 5%. That means that more than 5% of our newsletter readers go on to click our links to read more information on our Web site or to contact us

directly. You are interested in engaging with us more deeply.

"Our email newsletters have been very well received," says Paul Subject, STANMECH's president. "Clearly, our readers are responding to the quality and content."

If this newsletter has been forwarded to you, and you'd like to get future issues coming directly to you, sign up on our Web site at <http://www.stanmech.com/news.htm>.

Next Plastics Training Day: Sept. 12

Your next chance to get your hands on some hot-air tools to learn about plastics welding is Sept. 5. No more than five people can attend at one time, in order to receive individual attention from the instructor, STANMECH's Rick Chomiak.

The participants in the March session appreciated the basic theoretical knowledge and then the ability to practise. "Knowing what you are doing before applying it" and "how to go about preparing yourself to start a project" were two

comments made.

Takeraj Nadine of Organic Resource believes that "this training will help me a lot because the practical demonstration was there and the questions I asked were answered by a certified welder."

"Practice makes perfect," wrote Justin Pereira of Industrial Plastics Fabricators Ltd. "I will be able to use these skills to become a custom fabricator."

As for criticisms, as usual, the only ones were that the training course should be two days, "to learn more welding techniques," and more frequent, "to help keep students up to date." It seems that participants in STANMECH's plastics welding course only want more.

The one-day session costs \$199 plus GST. A light lunch will be served. To register, call **905 631 6161**, go to our registration page on our web site at <http://www.stanmech.com/Training.htm> or email us at info@stanmech.com.

STANMECH now provides certificates to participants who attend the Plastics Welding course. Holding their certificates are left, Justin Pereira of Industrial Plastics Fabricators Ltd. and far right, Takeraj Narine of Organic Resource. Instructor Rick Chomiak is in the centre.

