

▶ PREPARED TO SERVE DISTRIBUTORS AND END USERS

DOUG STITT, PRESIDENT AND CEO, THE CALDWELL GROUP INC.

Two Caldwell programs capture how a modern manufacturer must serve its channel partners while honoring traditional sales methods.

First, SmartSpec is unique in giving customization options to dealers specifically looking for non-standard below-the-hook equipment. Second, our In-Stock program features over 500 items that are on the shelf, many of which ship within one business day — for free — with no additional charges. They each make us more efficient, smarter, and better prepared to serve customers.

Meanwhile, we continue to publish what we call, the Big Book, a catalog underscored by the tagline, “Below-the-hook. Above the rest.” The catalog is nearly 450 pages long and features the complete Caldwell, Renfroe, and RUD product lines. Many distributors have said how much they like having all of the Caldwell lines in one book.

We partner with the RUD Group to unite sales and marketing activities in North America for RUD material

handling and lifting devices within a common organization. The RUD portfolio includes slings and lifting points for the most complex tasks for integration into almost any application. Renfroe makes approximately 200 types of clamps, ranging in capacity from 0.5 to 100 tons. They are used for lifting, with horizontal and vertical forces, and non-marring versions popular in many industries.

Ongoing investment in SmartSpec has created a web platform that allows customers to access pricing, place orders, and even design their own products. SmartSpec is rapidly getting a reputation for facilitating selection of below-the-hook equipment, when customers need it. Speed, especially in today's world, is critically important.

Our In-Stock program is upheld by an understanding that inventory matters in our industry, and we are responding to serve distributors better. When someone needs it, they need it now. You can't always anticipate equipment failure or an urgent need, and it is important to keep the job running.



STITT

▶ WE TRAIN OUR TEAM SO WE CAN BUILD YOUR TRUST

CHRISTINA REYNOLDS, MARKETING MANAGER, LIFT-ALL

Since 1964, Lift-All has been on a mission to be the trusted name in quality lifting and securement products and services by dedicating ourselves to customer satisfaction while providing exceptional value. Lift-All customers rely on trusted products, but they also rely on knowledgeable support to help identify the right solutions for specific needs. This year we will be investing in strengthening product knowledge around our manual chain, lever chain and mini lever hoist product line to better support customers.

Lift-All hoists are perfect for low-headroom lifts and an excellent option for a variety of lifting applications. To better support the industry and improve product knowledge the Lift-All team will be participating in hoist training focused on product

application, proper usage, key features and a hands-on opportunity to work through troubleshooting. Equipped with the training, the Lift-All team will be able to better provide customers with faster answers, improved application guidance and make better recommendations for customer needs.

At Lift-All, ongoing education is an important part of being a trusted name in the industrial lifting industry. Investing in product knowledge helps our team stay current with industry needs as well as gives our customers confident experts to handle specific applications.

The Lift-All mission statement says, “Long-term success will be accomplished by a skilled workforce, committed to the principles of

teamwork, integrity and performance.” This cross-department training will involve members from the Lift-All sales, purchasing, and marketing teams; all in an effort to offer Lift-All hoist users well-rounded support.

This training represents more than product education; it reflects our commitment to continuous improvement and teamwork so we can deliver greater value to our customers. We are excited to expand our knowledge and strengthen the support we provide across the industry. Industry-leading products start with industry-leading knowledge; that's why Lift-All continues investing in training that strengthens both our team and the support we provide for customers.



REYNOLDS