

THOMBERT NEWSLETTER

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New Products

Thombert has provided a razor sipe product for many years; while it is a successful product we would like to offer the customer a new product called **THp-Grip™** that will provide even more life in wet or damp environments. The small dots drilled on the surface help increase traction and will not chunk on abusive surface conditions. This means less downtime and lower labor costs for warehouse operators with wet or damp floors.

THp-Grip™ is offered in Dyalon® "B" 83 shore A and Dyalon® "A" in 95 shore A compounds. If you would like to try this product with one of your customers please give a call today.



Dyalon® "B" THp-Grip™



Dyalon® "A" THp-Grip™



Thombert-True

Thombert now has an OEM quality **Crown Roller** available. Crown part number is 106527. Thombert part number 1001166B2A. This part is used on the Crown PE models as a dampener for the drive unit. OEM quality assures that you get the soft durometer Dyalon® "B" 83 shore A compound that will not debond. Harder compounds do not absorb shock to the drive unit as they should and can more easily debond. Parts are in stock for immediate delivery.



Automatic Shipment Notice

Thombert is now able to automatically fax your invoices so that you know when your order has been shipped. Invoices will be faxed at the end of the business day. Invoices can be directed to a specific department or person to insure that they do not get lost. All we need is a fax number and your approval. You will be able to provide your customers a higher level of service, so call our customer service staff today to get started.

The Longest Ride™

Thombert • 316 E. 7th Street N. • PO Box 1123

Newton, Iowa 50208 • 1-800-433-3572 • www.thombert.com



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Doing More with Less

A recent survey in our industry indicates that a growing number of end users are demanding higher efficiency in all aspects of their business. Industries like ours are constantly looking for ways to do more with less. The survey went on to explain how difficult brand loyalty may be to establish with an ever-present “low price” mentality. We at Thombert couldn't agree more! If you are familiar with our products you already know that when your customers replace a cheaper brand with our high performance wheels or tires they've just saved themselves unnecessary down time. That means they've saved money.

As a Thombert dealer you can rest assured that you have provided your customers with the best, highest performing polyurethane wheels and tires available. Your customers will see that they are spending **more** hours with their equipment rolling and **less** down time week after week, month after month.

Low Price Mentality

It is true that many people get hung up on the initial price of everything from computers to cars. The old story that you get what you pay for is still true. When your customer buys a lower cost polyurethane wheel or tire they may have just purchased higher operational costs and less productivity for their equipment. The small up front savings is never worth the high cost in the end. We know from research that an end-user may pay a fraction more for a Thombert wheel, but will save 20% over the life of that wheel.

Brand Loyalty

Companies spend billions of dollars every year to make their products stand out in the minds of consumers. How many of us have never heard of Coca-Cola, Pepsi, or McDonalds? No matter how many advertising dollars these companies spend to make their products recognizable it would be worthless without consistent quality. Familiarity may produce an initial sale, but consistency and quality will keep a customer coming back. When you provide Thombert wheels and tires to your customers you can feel confident that they are receiving the highest quality products available with every purchase. As a dealer, if your customers are not “Brand Loyal” to Thombert, they should be. We deliver!

Customers are Doing More Research

For some companies an informed customer would be frightening. At Thombert we believe knowledge is power. If every customer did their due diligence in researching cost and performance of their polyurethane wheels and tires, Thombert would have 100% market share! Why? Because our products do the job and do it better. Test our polyurethane wheels and tires against a current supplier. Encourage your customer to make educated buy decisions so they can experience the true cost of wheels and tires.

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