

JDN NEWSLETTER MARCH 2006

J . D . N e u h a u s , L . P .



J.D. NEUHAUS
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THE SPEED TO LIFT YOUR BUSINESS!

It was a normal Monday afternoon for the staff at JD Neuhaus when the call came in. A quote was needed for four three ton, four six ton, and two ten ton units. Each unit was to be fixed on a motorized trolley, with pendant control, and have 20 feet of lift. The application was for a large project in China, and the robust construction of the Profi model was a necessity. Steve Marcin, Regional Sales Manager, took control by checking stock levels and sent the quote out within an hour. The customer was thrilled at the news that all hoists were in stock. The customer was working with a very limited



time frame. Their client was looking for a 24 to 48 hour turn around time to have the equipment. The hoists and trolleys had to be assembled and delivered to the US customs office by Wednesday. Tuesday morning at 8:00 am the purchase order was received by JDN. Mark Hannibal and Caine Hollins, in the service and production department, began the incredible task of assembling all ten major pieces of lifting equipment, on a close to impossible time table. Aaron Wright, Shipping Manager, teamed up with Steve to find a shipping company that could pick up ten pallets on a moments notice and direct ship the freight non-stop to New York City. At JDN, the hoists we make are not the only thing that work hard and come through for you. The team accomplished its task, and at noon on Wednesday, the equipment was picked up for delivery. 28 hour turn around on 10 hoist and motorized trolley units, with a capacity of over 125,000 lbs. JD Neuhaus has The Speed to Lift Your Business.



Actual Cake Iron from 1778

PART TWO: HENRICH WILHELM NEUHAUS

Henrich Wilhelm Neuhaus (April 14th, 1765 to April 2nd, 1881) Tensions in the world were at an all time high, war between the US and England was nearing. The Embargo Act of 1807, ended all imports, and exports from the US. In Europe, trade was slowing and the "Sprockhövelsche Fabrick" or manufacturers guild had come to an end in Germany. But it was not the end for Heinrich Wilhelm Neuhaus and his smithy. He overcame these difficult times by selling his products on his own so that he could hand over a flourishing business to his son Johann Diederich II in 1831. Still in the possession of the Neuhaus family is an iron to make New Year's cakes which was made by the founder of the company Johann Diederich Conrad Neuhaus in the year 1778. On one side of the iron the following words are engraved: Diederich Conrad Neuhaus and Elsa Margareta Beckmann; Anno 1778.

JDN WORKS: *The Need for Speed*

A common concern when looking for the right lifting equipment is the speed of lift. Sometimes we want the fastest possible technology, and other times the lift is too fast. Here are some practical examples:

Profi 0.25 TI 550 lbs. of Lift Capacity

- 65.6 feet per minute
- A lift of 26 feet takes 24 seconds
- A lift of 10 feet takes 9 seconds
- A lift of 2 feet takes 2 seconds

Mini 250 550 lbs. of Lift Capacity

- 26 feet per minute
- A lift of 26 feet takes 60 seconds
- A lift of 10 feet takes 23 seconds
- A lift of 2 feet takes 4.5 seconds

Small lifts, of under five feet, are the most common in our market. You can see that the difference in time is not that substantial. For longer lifts, the speed can have a dramatic effect. The most important question is the amount of lift in your application. The shorter your actual lift, the less important speed is.



JD Neuhaus Training Seminars

In our industry we know that the most important consideration is safety. Knowledge and training is the only proven method of maintaining a safe environment on a worksite. JDN's service department offers a two day training program for our hoist, winch, and crane products for service personal. Service Manager Mark Hannibal offers a thorough tutorial on our lifting equipment. The course is free for a company's initial program, and is open to all distributors and product end users. You pay for the travel and accommodations. There is a maximum of three service technicians per course. JDN supplies the quality lunch breaks. Subjects include the Profi Air Winch, Profi Air Hoists, the Mini Line of Air Hoists, pneumatic crane kits, and discontinued models.



For those in sales, JDN offers a two day training course in our product. Instructors can include: Vice President of Sales and Marketing Don Plettenberg Industrial Sales Manager John McGarry Regional Sales Manager Steve Marcin and Technical Sales Manager Jason Kahler. The course is free for a company's initial program, and is open to all distributors and product users. You pay for the travel and the accommodations. Quality lunch breaks are paid for by JDN. The topics include Profi Air Hoists, Mini Line Air Hoists, Profi Air Winch, Trolleys, EH & UH Models, Spark Resistant Packages, Air vs. Electric, Sales Strategies, www.jdneuhaus.com, getting JDN on Your Website, and industries to target your marketing efforts at. After the company's first class, each class will be assessed be an administrative fee for the class.

ON THE HORIZON

As 2006 is in full swing, so too are the JDN sales department. Trips to California, Florida, Michigan, Nevada, North Carolina, Ohio, South Carolina, Texas and Virginia are on the books. There are several more states that will be visited in 2006. Our team is interested in helping your company with trade shows, open houses, product seminars and in-depth training seminars for your employees. Where do you need JDN to be? We would like a chance to visit your facility, please invite us, we'll put you on the schedule.



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WE WELCOME ANY SUBMISSIONS TO THE NEWSLETTER REGARDING YOUR CURRENT EXPERIENCES WITH JDN PRODUCTS IN THE WORK PLACE. QUESTIONS REGARDING THE NEWSLETTER MAY BE FORWARDED TO J.KAHLER@JDNEUHAUS.COM

THANK YOU FROM,
YOUR J.D. NEUHAUS SALES TEAM