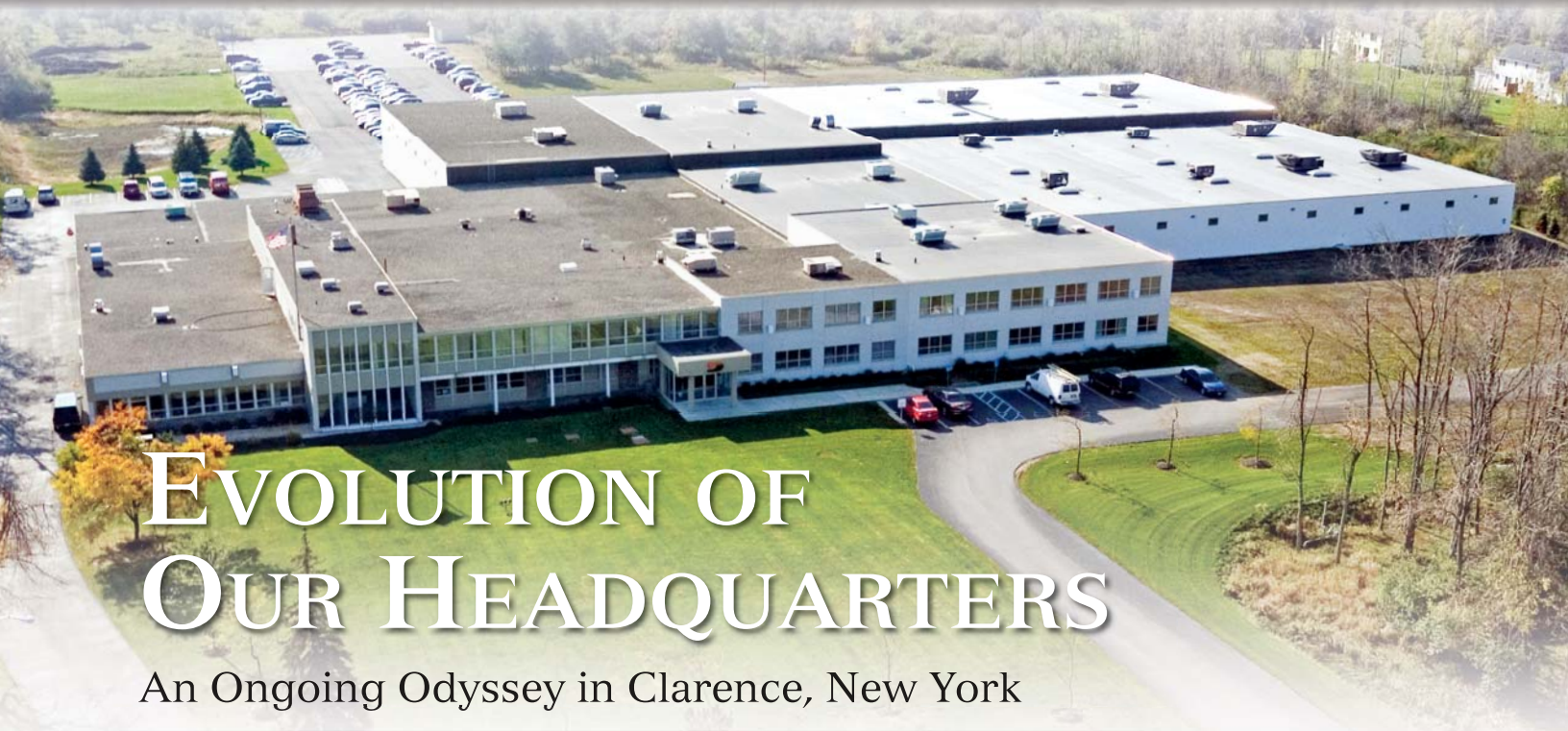


# CONNECTIONS

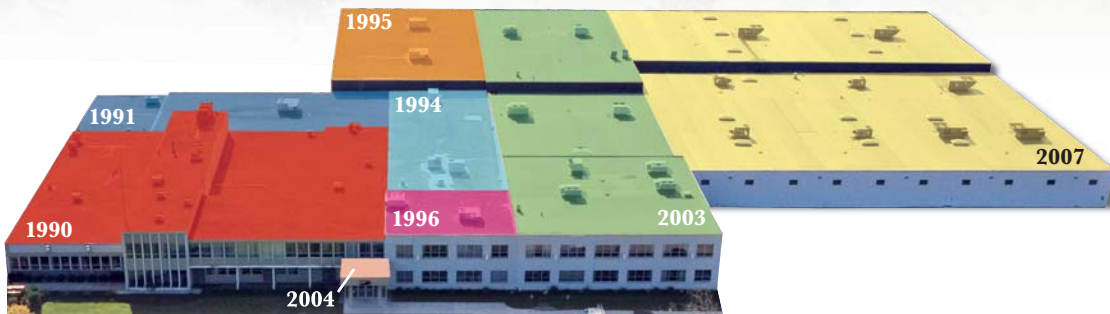
"LINKING COMPANY NEWS TO EMPLOYEES"

JANUARY 2008



## EVOLUTION OF OUR HEADQUARTERS

An Ongoing Odyssey in Clarence, New York



### A Key To Dynabrade Growth

- 1990 – Dynabrade moves into building of 28,000 square feet.
- 1991 – First addition constructed for International and Loading Dock.
- 1994 – Machine Shop moves to new adjoining area.
- 1995 – 11,000 square feet accommodates Warehouse expansion.
- 1996 – Added office space for Engineering, Purchasing, Customer Service and International.
- 2003 – New millennium brings expansion of Machine Shop, Warehouse, Engineering, Customer Service and International.
- 2004 – Front lobby relocated for more central access.
- 2007 – New addition of 51,000 square feet for Manufacturing, Machine Shop and Warehouse.
- 20?? – At least 51,000 square feet available (behind 2007 addition) for further growth!

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# Annual European Meeting Affirms Dynabrade Spirit

*By Jonathan Kissov - Managing Director, Dynabrade Europe*



**Dublin is known as the most hospitable city in the world and it certainly lived up to its reputation when, in October 2007, it was invaded**

**by 42 Dynabraders who came to Ireland for our end-of-year European Sales Meeting.** The climate proved better than the most optimistic forecast, giving us five consecutive days of beautiful sunshine. . .beating all records, I think!

Particular thanks go to Mr. Rumgey from RGR for its sponsorship, which made it possible for

managed to conciliate the needs of so many people, apparently so different, and coming from four different continents.

During those five intense days, observing how people with such diversity of mother tongues interacted with each other and with such complicity, I was often moved when realizing how over the past few years we have managed to develop an ability to communicate with so many different cultures. I also thought with pride of how bold we have been to push our activities so far, to the extreme ends of our territory, from the North Cape to



*Ron van Glabbeek (left), Stefano Gianzini, Alexey Kutepov and Sergry Vertheyko discuss Dynabrade's new Extension Vacuum Cut-Off Wheel Tool.*

us to invite people with non-EU passports to Ireland.

The meeting was perfectly organized, with great care to all details, by Raakhee Bachonee and Claudia Van Fessem who

the Cape of Good Hope, and from the Algarve to Vladivostok, and of how our group is so rich with extraordinary differences.

While we went ahead with the meeting and as the appointments



*Davide Resca (left) throws some sparks as Sid Barnes looks on.*

and undertakings were successfully completed, charged with positive tension and promises for the near future, I tried to find the words to define that intangible but strong feeling which I'm sure everyone experienced during our meetings. That spirit which gives us strength and certainty for the future, and which makes even our hard work pleasant.

Perhaps it is precisely this spirit which unites us, which makes us feel like a group of friends; it is the passion of exchanging knowledge, of giving and receiving, of teaching and learning at the same time, in brief... the spirit of growing together!

Our material growth coincides strongly and harmoniously with a growth of knowledge and ability, culminating in the Learning and Development Centre project in Slovakia.

I am certain that very few companies in the world can count on such a strong and pure passion, generated and shared by everybody. This ensures that cultural and religious barriers do not exist between us and we meet twice a year, more and more numerous, to face new challenges but always with the spirit of a band of brothers.

See you all in February in Valencia! 🗡️



## APAC Regional Meeting

 Kuala Lumpur, Malaysia • September 10–13, 2007



Above: Attendees at the APAC Regional Meeting included (l-r): Chris Chang, Bruce Gao, Noel Orchard, Chip Case, Mike Saraf, Ho Kee Boo, Jim Tischler, Nischal Sachdev, Alan Tan and Cary Guo.

Top right: The meetings were held at the majestic Petronas Towers in Kuala Lumpur, Malaysia.

Bottom right: Ho Kee Boo (l) and Jim Tischler pose before a beautiful view of the city.



## Brasil Regional Meeting

 Santo André, Brasil • October 1–5, 2007



Above: Front row (kneeling l-r): Joao Quadro, Joelson Alves, Marcos Medrado, Ana Carolina, Mariana Ribiero, Camila Ajonas, Adelson da Silva, Kauê da Silva, Roberto Rivas. Middle row (l-r): William Macabelli, Luis Quadros, Eduardo Scolari, Gustavo Saraiva, Ivan Vale, Ricardo Rossi, Rento Rossi, Marcelo Henriques, Lucio Cogo, Marcos Jorcovix, Cesar Cabello, Alejandro Salinas, Steve Briggs, Carlos Angelleli (Neumacon), Mike Saraf, Valdecir Pivaro (Neumacon), Claudio Santos. Top row (l-r): Pedro Santos, Fernando Viera, Ricardo Mendonça.

Top left: Ana Carolina proudly displays a Dynabrade package.

Bottom left: The meetings begin with a dynamic presentation.



# New Trade Show Backdrops Present Exciting Display

By Andy Mandell - USA Marketing Manager



**Dynabrade recently unveiled a series of new backdrops, for use at industrial trade shows throughout the United States and Canada.**

The new backdrops consist of four displays for Metalworking shows, two displays for Composites shows, two

for Woodworking/Solid Surface shows and one for Marine shows.

Each backdrop features an exciting new design highlighting application photos within the specific market, under our banner “The Dynabrade Difference!” The backdrops also show our website prominently, along with the line “Ask Us About a FREE DEMO in Your Facility.”

These new displays will join the group of available backdrops for use at trade shows. A nice advantage of the new backdrops is that they are easy to transport and easy to set up.

Aside from industrial shows, our backdrops can be used for regional trade shows, distributor shows, customer open houses and sales presentations. ➔

## Backdrop Examples:



Above is a representation of one new backdrop appearing as a single display. Each left and right unit can be displayed separately, or used in tandem.



The top left display is for the Marine industry, the top right is a Woodworking display and the center and bottom images are Metalworking displays.

# Industry-Segment Brochures Focus on Key Markets

By Gary Lojacono - Manager of Marketing Communications



**Dynabrade's industry-segment brochures are an important new sales aid.**

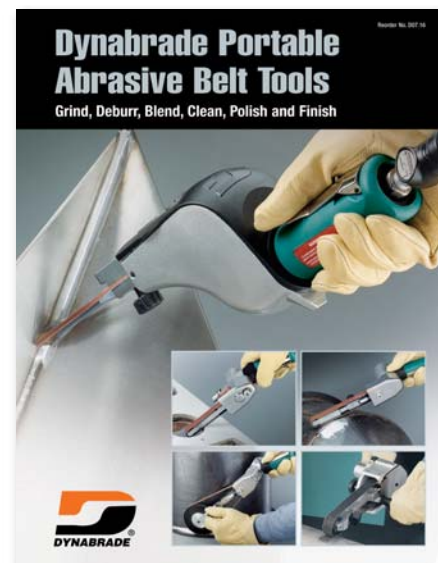
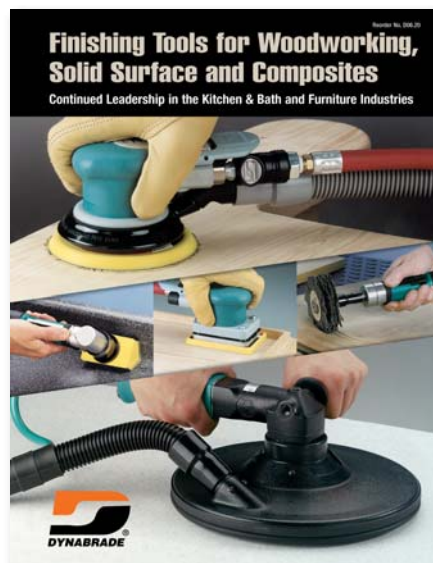
This literature supplements our General Catalog (D07.01) by focusing on a specific industry or product

group, and featuring tool information and applications unique to key markets. As always our approach is to *sell the system*, by incorporating Dynabrade accessories and abrasives into all product messages.


Our original industry-segment brochure was "Dynabrade Tools for the Marine Industry" (D04.22), which was a great success and is still in use. This piece zeroes in on our tools suited for marine manufacturing and its aftermarket, ranging from large shipbuilding to small boat repair. To lend authenticity the application photography was taken at Doral Boats, a Canadian manufacturer of sport boats in Owen Sound, Ontario.

Then came "Finishing Tools for Woodworking, Solid Surface and Composites" (D06.20), affectionately known as the "Kitchen & Bath" brochure. This piece spotlights the Dynabrade tools utilized in those key markets, including

our full Random Orbital Sander line. But perhaps most impactful is the brochure's opening spread, an eye-popping group photo of tools, accessories and work pieces. This photo has made such an impression we've decided to include similar two-page group photos in all future industry-segment brochures.



Coming soon is "Dynabrade Portable Abrasive Belt Tools" (D07.16), a fresh look at our cornerstone product group. This document will include updated information on every Belt Tool from the Dynaflex® to the Dynangle II, along with Contact Arms, Pneumatic Wheels and much more.

We believe our industry-segment brochures offer further clarity to customers using only a portion of our product line. In addition this literature can be an ideal complement to our General Catalog. Watch for more industry-segment brochures in the near future. 

## New E-Mail Series: Dynabrade Finishes FIRST!

By Gary Lojacono - Manager of Marketing Communications


**Dynabrade USA has rolled out a new series of e-mail messages, under the heading of "Dynabrade Finishes FIRST!"**

Each message in this regular series will take ONE of the advantages Dynabrade has over its competition, and describe it in detail. Our company has so many

strong points, and this series will be the ideal forum for spotlighting them on a consistent basis.

The technique of emphasizing just one attribute each time should make a strong overall impression, as distributors open their e-mails to see more and more Dynabrade advantages!

These messages also include an "Application Focus," detailing a tool application for a specific market in each edition.

Entries in the "Dynabrade Finishes FIRST!" series have already included our fast shipping performance, outstanding Customer Service department, plus top-notch service and repair capabilities. 



*This holiday season, we supported various community service employee volunteer programs in the Western New York area.*

## Food Drive Helps Thousands In Need

On Saturday, December 15<sup>th</sup>, on a cold 19° morning, Dynabrade employee volunteers, families and friends gathered to assist in packing bags full of food and groceries for an annual Christmas Food Giveaway Day at St. Luke's Mission of Mercy in the city of Buffalo.

This food drive at St. Luke's helped an estimated two thousand families enjoy a hearty meal during the holidays.

After a full days work, nearly six thousand bags were assembled and ready for distribution.



*Employees, families and friends represent Team Dynabrade.*



*St. Luke's Mission Co-Director Amy Betros explains to Dynabrade employee volunteers what the mission is all about.*



*Joe Beanan and Patrick Brogan team up to unpack boxes of chicken.*



*Evelyn Harris and Scott McFadden help repack.*



*Evelyn Harris, Mary Ann Jacobi and others assist in the bread-packing assembly area.*





Michele Walker, her mom Rose and Scott McFadden help unpack meat boxes (center). Also assisting are Mike (far left) and Christina Pagano (center).



Larry Van Deusen and Mike Pagano work on unloading a truck.



Nearly six thousand bags were assembled ready for distribution to needy families.



Michele Walker and Lynn Ratajczak take a quick time out for a smile.



Jim Dena, Mary Dena, Scott McFadden, Ann Lasiewicz and others form food assembly lines.



Families in need gather on Food Give Away Day.

—Thank you Jason Bolis for your photo assistance!—

## Dynabrade Volunteers Again!



### “Adopt-A-Family” Christmas Gift Donations

A second volunteer program involved with St. Luke’s Mission of Mercy was the adoption of the Woodward Family. Dynabrade employees adopted the family of 12 so that all family members may enjoy a wonderful Christmas. Through the generous donations made by Dynabrade employees, it was an overwhelming success. 🇺🇸



### Toys for Tots

Members of the United States Marine Corps Reserves stand ready to collect the overflowing box of toys donated by Dynabrade employees in support of the annual Toys for Tots program sponsored by the Marine Corps.

Our reception area was over-flowing with generous gift donations for each cause made by Dynabrade employees.

Thank you to everyone who donated...you made a difference! 🇺🇸



# NACE 2007 Draws All Segments of Auto Collision Industry

By Jeff Gurbacki - Business Development Coordinator



**NACE, typically referred to as the “World’s Collision Repair Event,” celebrated its 25th anniversary this year. We**

like to call it the Super Bowl of automotive trade shows. NACE is the only event that brings together all segments of the collision repair industry. This show encompasses the latest and most comprehensive collision repair solutions, supplies, education and equipment. NACE provides a forum for attendees to preview products and services, along with networking as well. Valuable education can be gained about the equipment and services that will make our business easier.

An overview of NACE 2007 (November 1-3) showed more than 650 companies occupying 2,700 exhibit booths, across 185,000 square feet of the Mandalay Convention Center in Las Vegas. There were 30,000 attendees for the three-day event, with representation from more than 80 countries. NACE is truly a one-of-a-kind global event that brings together collision repair buyers



and sellers from every corner of the world. A great opportunity would certainly be lost if Dynabrade were not to participate.

NACE is also a terrific forum for conversing with all levels of distribution, right down to the end-user from the bodyshop. Our manufacturer representa-

which will be introduced soon. This head mounts to our 51610 Electric Buffer and allows for easy conversion between random and rotary action, by simply



NACE 2007 drew more than 30,000 attendees from over 80 countries.

tives were also on hand throughout the show, and they often brought customers or distributors to our booth to focus on our products. As usual Dynabrade products were well received by all, and much of the interest centered on “what’s new” in our product line.


Cross-product representation between Dynabrade and Norton Abrasives, along with Meguiars (polishing compound and foam pad manufacturers) was definitely beneficial, as we strive to develop a mutual relationship with these two companies. Most of our tools were outfitted with Norton Abrasives, along with a display of Meguiars products at our booth. In addition the Dynorbital-Spirit® Random Orbital Sander and Electric Rotary Buffer were used at the Meguiars booth to enhance their products.

One product that we previewed was our Random Orbital/Rotary Head,

pushing a slide switch. The user can apply cutting compounds in rotary mode, then switch to random mode for final buffing, without ever removing the head from the tool. Our customers



also appreciated the Comfort Platform, for enhanced ergonomics on all Dynorbital-Spirit® models.

Show participants this year were Andy Mandell, Mark Lampka, Jeff Gurbacki and Bill Koslowski. Mike Saraf and Claudio Santos were also there to conduct international business meetings. 



# Global AOEM Survey Will Help Guide Future Direction

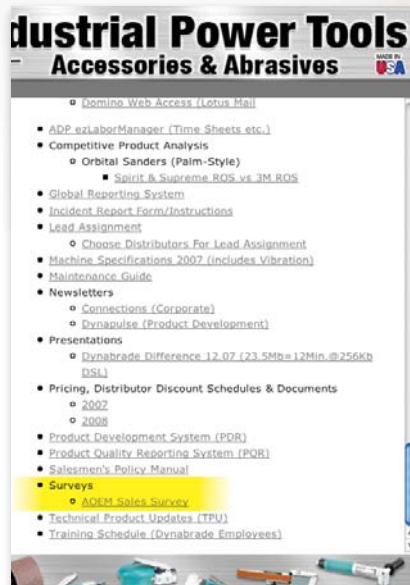
By Steve Briggs - Product Manager



We are excited to announce that Dynabrade's first formal survey to our salesmen, the Global AOEM Survey, was introduced on November 2, 2007. As

of this writing many of the salesmen have already responded, and we look forward to receiving information from the entire team.

A great thank you goes out to all who provided help with creating this project. It was truly a collaborative effort that had input from Dynabrade USA, Dynabrade Europe, Dynabrade International and Dynabrade do Brasil. Thanks again!



The AOEM Survey can be accessed at the bottom of our employee links web page.

This survey was made available through the "Employee Links" section of the Dynabrade website. The completion deadline was set at January 31, 2008. For everyone to enjoy the benefits that this type of survey can provide, we anticipate 100% participation from our global sales force.

A few of the benefits from the Global AOEM Survey will be:

- Identifying the market share for Dynabrade products in different departments.
- Identifying the market share for our competitors' products in those departments.
- Recognizing which tools and abrasives are used on certain topcoats.
- Recognizing regional successes and expanding those to global successes.
- Providing information to new plants on what we sell to their companies globally, giving Dynabrade instant credibility.

The screenshot shows a web browser window with the URL <https://www.dynabrade.com/employees/midFrameSet/aoemsurvey/line.php?prefix=AOEM&>. The page title is "Global Automotive OEM Sales Survey".

**Date:** January, 3 2008

**Purpose:** To compile a database of AOEM passenger and non-commercial vehicles. Do NOT include buses or trucks in this survey.

**AOEM FACILITY INFORMATION**

1) AOEM Name:   
Note: Exclude City/Town from AOEM Name (Example: GM NOT GM Tinawanda)

2) City/Town/Locality:

3) State/Province:

4) Country:

**VEHICLE & APPLICATION INFORMATION**

5) Vehicle Type:

6) Vehicle Manufacturer (Make)::

7) Vehicle Model(s):   
Note: Separate multiple models with commas (Example: Accord, Civic)

8) Daily Production Amount:

**TOOLS, ACCESSORIES & ABRASIVES INFORMATION**

Please complete a row for every tool used in the AOEM facility. Leave fields blank for missing information.

Department	Application Description	Top Coat Paint Type	Dynabrade Product Info.	AOEM Product Info.	Competitor's Product Info.	Abrasives Used
9-a) <input type="text" value="Select"/>	<input type="text"/>	<input type="text" value="Select"/>	Model No: <input type="text"/> Name: <input type="text"/> Manufacturer: <input type="text" value="Select"/>	Model No: <input type="text"/> Name: <input type="text"/> Quantity: <input type="text" value="Select"/>	Model No: <input type="text"/> Name: <input type="text"/> Quantity: <input type="text" value="Select"/>	<input type="text" value="Select"/>
Other: <input type="text"/>						

Buttons: Add Tool, Clear

**Dynabrade Information**

10) Dynabrade Username:

Buttons: Submit to Marketing

A snapshot of the the Global Automotive OEM Sales Survey.

These are just some of the reports that can be generated from this survey. As this is Dynabrade's first survey of its kind, any suggestions on the type of report you would like generated would be appreciated.

We have been asked if other market segments will be surveyed, and the answer is yes! We will evaluate the format of this survey and make adjustments where necessary, then survey you about other market segments.

Please forward your suggestions to Cengiz Ceylan or myself concerning the Global AOEM Survey.

Good Selling! 🚀



## R.S. Hughes Visits Dynabrade



Brad Pressler from R.S. Hughes Indianapolis and Scott Zoromski from R.S. Hughes Cincinnati visited Dynabrade on November 5, 2007 for product training and a tour of our Clarence headquarters.

Brad and Scott were also congratulated by Dynabrade President Walter Welsch, for the outstanding sales of R.S. Hughes in fiscal 2006-2007.



R.S. Hughes Visit – (l-r): Brad Pressler, Fred Deer, Walter Welsch, Brian Sochocki and Scott Zoromski.

## Dynabrade Salesman Honored

Steve Doellinger, Jeff Springborn and Mike Tingue participated in the Johnston Companies Field Marketing Summit in December 2007. At this gathering Mike received the “Team Partner Award,” along with Shawn Larsen, his Johnston Industrial Supply outside salesman.

This prestigious award was voted upon by all Johnston attendees, as well as all participating vendors. Congratulations, Mike!



Dynabrade Mid-Central USA Territory Manager Mike Tingue (right) poses with Shawn Larsen (left), and Susie Johnston, President of Johnston Companies.





# Meet Your Coworker

## SANDRA POUTHIER- Dynabrade Europe



**Where were you born?**  
I was born in Luxembourg.

**What cities have you lived in?**  
I lived in Germany for four years, and now I am back in Luxembourg.

**Where did you go to college?**  
I went to college in Luxembourg.

**What jobs did you have before Dynabrade?**

I was 19 years old when I started at Dynabrade Europe, and today I'm still here!

**What year did you join Dynabrade?**

I joined Dynabrade in July, 1997.

**What is your current position at Dynabrade?**

I work in Customer Service, but I mainly deal with exporting.

**What is the most challenging part of your job?**

As I already worked in Customer Service, the most

challenging part is to see what I still know, what has changed and what is new about my job. To have more contact with the customers is also new for me, and it is nice to get to know them better.

**What is the most rewarding part of your job?**

The most rewarding part of my job is to satisfy our customers, for example with their deliveries. When I solve a customer's problem and I get a "thank you," I'm satisfied.

**What do you like most about working for Dynabrade?**

I need a challenge every day, and in customer service I have found this. It is not always simple to satisfy everyone, but

I've learned that we can still laugh a little even as we work.

**Tell us about your family.**

I have been married for five years to Frédéric Pouthier, who is from France. We have a little girl named Léna who turned three in December.

**What are your hobbies?**

For me the greatest hobby is reading. I even read during my lunch break at Dynabrade. It is relaxing for me. I like to go to the cinema and I especially like French comedies. Furthermore I do a little bit of sport. 🏃

## MICHEL LAFOND- Dynabrade International



**Where were you born?**  
Val d'Or, 340 miles northwest of Montreal, Canada.

**What cities have you lived in?**  
Val d'Or, St-Hubert (south shore of Montreal) and the Granby region.

**Where did you go to college?**  
Cegep André Laurendeau and Marie-Victorin College (for sales and marketing).

**What jobs did you have before Dynabrade?**

Corporate Buyer for Pasco Hesse Corporation, then a Buyer and eventually General Manager for an industrial distributor.

**What year did you join Dynabrade?**

I joined Dynabrade International in May, 1994.

**What is your current position at Dynabrade?**

Eastern Canada Sales Manager.

**What is the most challenging part of your job?**

My market doesn't have any auto plants or large manufacturers. Generating sales where there is no volume is a challenge, as well as addressing a market with a French culture.

**What is the most rewarding part of your job?**

Being left to my own natural talents, then succeeding while being myself.

**How would you describe your work ethic or philosophy?**

Complete honesty with customers, supplying them with fair knowledge and reliable information.

**What do you like most about working for Dynabrade?**

The fact that we are not considered as machines. Dynabrade has a very human approach, respecting everyone's individuality.

**Tell us about your family.**

Two beautiful and bright daughters (17 and 21). The younger one is still living with me and in college now. The older one recently got married and went back to college.

**What are your hobbies?**

No time for hobbies! Work, kids and housekeeping already take up most of my days. 🏃



# New Faces at Dynabrade

## USA



**ERIC EHRMAN**  
*Territory Manager—Western PA*



**SHARON RADEMACHER**  
*Customer Service*



**PAUL KOENIG**  
*Customer Service*

## EUROPE



**IGOR PAVLOVIC**  
*Key Account Manager—Germany*



**CAGRI SIKIM**  
*Application Engineer—Turkey*



**UBALDO ZOCCHI**  
*Regional Sales Manager—Italy*

## BRASIL



**CAMILA AJONAS**  
*Marketing Assistant*



**JOELSON LOPES**  
*Application Engineer*



**MARIANE DOS SANTOS**  
*Receptionist*

## APAC



**ALEX GAMMA**  
*Regional Manager—E. Java, Indonesia*



**MUHAMMAD RAMBE**  
*Regional Manager—W. Java, Indonesia*



**TEH ANN SIANG**  
*Regional Manager—Malaysia*



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