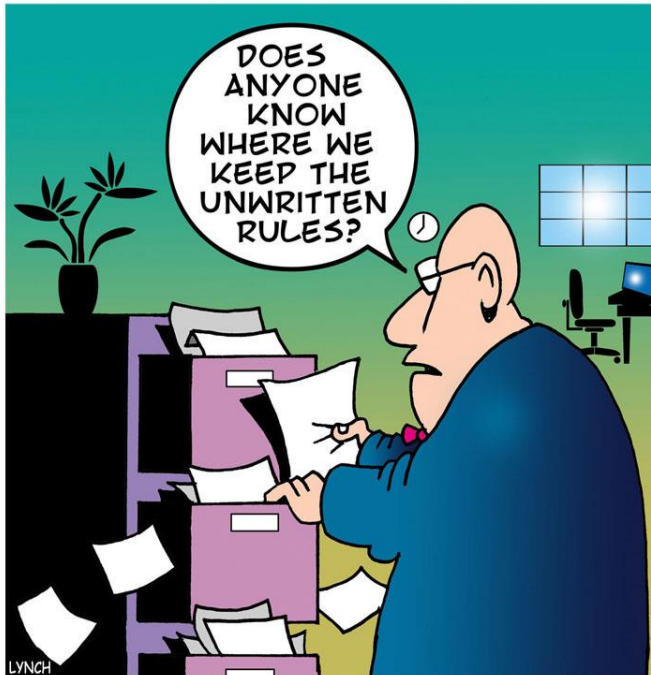


THE GRIN BIN

MARK LYNCH



G'day Reader,

As with all industries you fail to change at your peril. The fastener industry today is different from five years ago and no doubt will be very changed in five years' time. Perhaps it is a sign of old age to wistfully remember the "good old days" when Mars bars were bigger, apples had more flavour, wholesalers imported, merchants sold to end users and everyone's margins were better.

Apart from lamenting the passing of time, we remind you of our special capability, reference our improved stocks of nylon insert nuts and attempt to off load some old stock.

Finally we try to make sense of what the political spin doctors would say if we allowed them to comment on the current trading conditions.

Coupling Nuts

stocks of our
Below are the special prices
and HDG nuts. Just
when placing an order.

Size	Pack Size	Zinc Yellow \$/100	Galvanised S/100
M10	100	\$18.40	\$18.75
M12	100	\$21.25	\$21.50
M16	50	\$40.00	\$44.00
M20	50	\$96.00	\$96.00
M24	50	\$114.00	\$128.00



B7 Stud - low volume specials

Using 4140 material we can be very competitive when you require small quantities of non-standard, often metric, B7 studs to fill those project related orders or for maintenance related enquiries.

Similarly we can manufacture single and double ended studs up to M56 diameter when the volumes do not merit traditional thread rolling processes because of set up costs or more often the inability to source the correct material in small quantities.

Material certification available on all products.

Nylon Insert Nuts

It was pointed out to us by one or two customers that we were out of a couple of the more popular sizes. Our manufacturer experienced a typhoon passing through their plant that did nobody any favours. Deliveries are getting back on track, stocks are much better and we now have some M8, M16 and M20 class 8 nylon insert nuts on the shelf. It would appear the real problem lies with sales and marketing - they are selling too many!



The laymen's guide to double speak.

We have just experienced a general election where we are expected to know when the pollies are lying or making "non-core" promises. We have also all experienced real estate agents extravagant descriptions such as "Renovators delight" which roughly translates to "This pile is about to fall over". But what about our own industry? What do we mean when we say conditions are very tough? Here is the fastener industry guide to plain English.

"Sales are holding up quite well considering the current climate" - **We are down by 10% on last year.**

"Its hard work" - **Sales are down by 20%**

"Sales are flatling" - **Sales are down by 30%**

"We have just had our second record month in a row" - **Liar!**

"Given the current conditions we are where we expected to be" - **Help! We are in strife and have no idea what to do next.**

"Times are very tough" - **We have no major project currently on our books or any chance of winning one soon.**

"We are consolidating our position in the market" - **We are about to close another branch.**

"We are going to concentrate on our core activities" - **The new general manager's growth strategy did not work**

"We are taking prudent cost reduction measures" - **We have no idea how to improve sales so we will be making**

cuts at the coalface.

"We are taking these tough decisions now to ensure we maintain our high service levels to our customers in

the future" - **If the market does not pick up we will all be gone!**

My apologies to those organisations who are travelling well and there are more out there than the above comments would suggest.
If you have any helpful translations of the double speak that has found its way in to common usage then please send them to marketing@holdite.com.au