

## ***Final Thoughts...***

**“We will open the book. Its pages are blank. We are going to put words on them ourselves. The book is called Opportunity and its first chapter is New Year's Day.”**

**-Edith Lovejoy Pierce**



## This issue>>>

- Crating of Columbus
- What makes a salesman?
- Our Facility
- Wichita Industrial Tradeshow



# Crating of Christopher Columbus?

## Fun Facts about Christopher!

- He was born in Genoa, Italy in 1451.
- He received three ships from Queen Isabella of Spain; The Santa Maria, The Pinto and The Nina.
- The District of Columbia; Columbus, Ohio; Columbia, South Carolina, and Columbia University in New York are all named after Christopher Columbus.

*“In fourteen hundred ninety-two Columbus sailed the ocean blue...”*

Known as one of the most famous explorers to date, Christopher Columbus is someone we all learned about at a young age. We learned songs dedicated to him, his journeys, and his life back in Italy. All over the United States there are statues, plaques, cities, and universities in his honor from New York to Seattle. One statue in particular is located in downtown Seattle at the Waterfront. Every year this statue of Christopher is damaged on or near the holiday set for remembrance of him. Toxic paint is thrown on this

statue and has damaged the metal and surrounding wood pier where the statue stands. The Arts Preservation Unit for the city of Seattle called upon Crate Tech to help with this issue. A team from Crate Tech loaded up a truck full of lumber and tools. They then began building a crate to provide extra protection for the statue. After an hour of work the issue was solved. No one knows why this statue is targeted; it is believed it may be tribal related. No matter what it may be Crate Tech is happy to help protect this statue from vandalism every year.

## Meet a Crate Techian



**Audra Davis**

### **Wichita Branch**

Born and raised in Kansas, Audra enjoys spending time with her four children and husband when not at the office. When it comes to game day she is ready to go in her purple and white. Go Wildcats! Audra's has been with Crate Tech almost 4 years. Audra's duties at Crate Tech consist of a wide variety of task; from answering phones, taking orders, making cut sheets, ordering supplies, to organize delivery trucks. If a customer has any questions she is always willing to help as much as she can.

## **Wichita Industrial Tradeshow**



As the day came to a close on October 22<sup>nd</sup> and the lights were turned off. The Wichita Industrial Tradeshow said goodbye to yet another successful year at Century II Expo Hall. With over 200 exhibitors registered, the expo hall was full of interesting things to learn about. Some exhibitors had large machines, race cars, cleaning products, tool boxes and sharpening tools.

Crate Tech was happy to have had the opportunity to display something of our own expertise as well. Being a crating company we decided that we would crate a unique

item, a 2009 Big Dog Motorcycle. There are different kinds of Big Dog's we were given the opportunity to show a Pit Bull. With an abundant amount of people passing by our booth daily it never failed short of being a show stopper.

Tradeshows can be a great way for companies to present themselves, and what they specialize in. Some will travel great distances to attend a tradeshow and some may stay local. No matter where you are coming from or where you are going try and attend a tradeshow it can be very rewarding. Crate Tech enjoys being able to be a part of tradeshows and having the opportunity to show others what we do best. If you have any questions about our booth at the Wichita Industrial Tradeshow, please contact our Wichita office.

## **“Service Beyond Expectation!”**

### **Ask the Experts >>>**

**Q:** Why do I need to let Crate Tech know where my crate is going at the time the order is placed?

**A:** The reason Crate Tech needs to know during the ordering process is because if it is going overseas and it is going to China/Australia, these countries have additional export regulations we have to follow. That requires a different kind of wood used during building that meets the specific requirements.

## The Crate Tech Challenge

V	E	G	A	S	D	C	F	Y	K	L	I	W
L	F	W	V	X	U	U	K	H	G	U	U	O
B	H	N	Q	I	P	B	C	M	L	U	I	N
Q	W	B	F	R	F	E	M	U	H	F	A	L
K	O	J	K	R	T	O	Z	U	D	D	Y	Z
L	M	P	T	E	U	N	U	H	L	E	S	W
L	W	J	T	W	C	K	L	C	X	O	N	G
X	R	A	F	K	B	O	G	R	I	K	C	R
L	R	L	L	S	P	G	H	C	Q	L	F	K
C	I	V	C	V	C	A	P	O	Q	C	N	A
W	C	D	X	J	O	C	C	M	S	I	T	Y
N	W	Z	P	Q	R	I	O	G	R	I	T	J
I	N	L	G	I	P	H	F	H	H	B	R	C
A	X	S	Y	H	O	C	S	C	L	N	A	U
P	S	E	P	J	R	T	I	J	B	K	D	U
I	P	L	R	T	A	W	O	R	M	V	E	I
J	Z	A	Y	E	T	S	I	U	N	K	S	K
V	G	S	H	B	E	M	Y	K	U	P	H	J
W	E	R	J	V	R	H	J	F	F	D	O	H
B	A	L	E	I	B	J	K	G	N	S	W	R
F	A	C	I	L	I	T	Y	I	S	U	N	A

CHICAGO  
COLUMBUS  
CORPORATE  
CRATETECH  
FACILITY  
HEATSHRINK  
SALES  
TRADESHOW  
VEGAS  
WICHITA

kokolikoko.com

## Heat Shrink Process

Crate Tech offers many services from crating to packaging materials. Something that we also do is heat shrinking. Heat Shrinking is a process of forming a piece of film around a machine using heat. It can be a time consuming project but can also be done in a short amount of time depending on the size of the item. A couple reasons to heat shrink an item is to protect it from water or dust. Typically this process is for larger items but smaller items are not out of the question. If you have any questions please feel free to give your local Crate Tech a call today!



«« Boeing Airplane engines before we began the heat shrink process.

A Crate Tech employee working on heat shrinking the engine »»



## What makes a Salesman?

I was first asked about a week ago to come up with this article and I have to tell you at first I thought it was going to be quite a daunting task. Flashbacks of old English teachers and writing assignments came to mind. I mean who doesn't remember sitting in class just waiting for those seconds to go by until the bell rung right? Then I got to thinking about the basics of selling and what it means and how my definition of it has evolved so I came to the simplest answer I could find (turns out writing what you know is easy)

Sales-man [sáylzmən ] NOUN:

Man employed to sell something; a man who sells goods or services, either in a store or by contacting potential customers

First, let's answer the questions "why am I in sales"...The simple answer is- I cannot make, build, fix, manufacture anything and make money doing it...that's really not the whole reason, just a fraction of it. I am in sales because I can produce my own success. Let's face it; your success is your own fault be it good or bad.

I got my start in sales without even knowing about it way back when I was 22- I was employed in the Hospitality Industry for over 18 years (I still do some bartending work on the side) and I worked many Front of the House (FOH) positions. Every time you meet a guest it's all about first impression - even if you met them 100 times. The way people feel around you matters.

I carry this same approach when I see my customers thru out the week here at Crate Tech. I want them to know that they are important to me no matter how much they buy or how big or small their company happens to be.

Good selling requires that you understand your product well and work to appreciate the customer's requirements. Before and beyond all that however, the secret of a good salesperson is about what goes on inside their head. Above all, selling is an attitude. It's how you think and feel. It's about the approach you take to yourself, your company, and your products and of course, your customers. All of this can be equated to one simple formula: Attitude + Good Selling Techniques (product knowledge and follow up) = A Sale. The basis of all successful selling is confidence. This does not mean blind hope - it is more how you think of yourself and the future. A confident person believes in themselves and their abilities to sell. In order to create trust, the first thing that you sell is yourself. Whilst self-belief does not guarantee anything, it always increases the probability of success. In a sales situation if you don't believe in yourself, you were doomed from the start. Without that belief in yourself the customer will not believe in you either, nor will they believe in what you say. Your doubt will become their doubt and if there is one thing that is detrimental to a sale it is doubt. Confidence with nothing to root to often comes off as cocky and ignorant and a potential customer can spot that from a mile away. Confidence, if done right is confidence that stems from knowledge in your core product and a general willingness to help. Belief and optimism provide powerful support but they do not replace factual knowledge. Finally, self-belief and an optimistic approach lead to a 'can-do' attitude which means you will get out there and create the sale through your thoughts and actions. Belief is not enough: you've got to put in the work too. There are two forms of pride. As one of the seven deadly sins, it can be a very selfish thing. But pride placed outside yourself is an important attitude that communicates and transmits itself to your customers.

First, you should be proud to work at your company. Associating yourself with the brand and the brand values should make you feel good. You should be happy to tell others where you work.

Secondly, you should be proud of what you are selling. Just thinking that you have the privilege of selling such a fine product should make you very happy indeed. As with pride in the company, an intrinsic pride in the product is a powerful motivator, both for you and for your customer.

Finally, a selling attitude is a caring attitude. Rather than just dump products on customers, if you want them to ever come back again, you should care about them and their problems, and hence be proud of how your products will help. Caring for customers can include taking time out from the normal selling context to check up on them, see that the product is working ok and that they are happy with it. It can even include sending those Christmas and birthday cards even to their partners. Simply getting to know your customers is one of the best things you can do for yourself, for them and their company. When others know that you care about them, personally, then they will be far more willing to trust you - and trust is the first doorway towards selling.

"As we express our gratitude, we must never forget the highest appreciation is not to utter words, but to live by them"

- John Fitzgerald Kennedy

At your service,  
David Childs

## **"Viva Las Vegas!!"**

With another tradeshow behind us, we are anxious to begin planning two additional tradeshows. This time we will be venturing out of the state in to a place known as "Sin City."

With thousands of tourist flooding in daily, what better place to host the self storage industry's leading conference and tradeshow then Las Vegas, Nevada? The Inside Self-Storage World Expo will be taking place on March 1 and will be concluding on March 3<sup>rd</sup>, 2010.

Crate Tech will be making our first appearance at this tradeshow, and could not be more excited about this new adventure. For this event we will be showing out self storage wooden vaults that can be used for indoor storage providers.

Some may call us crazy but why stop at one trip to Vegas? Exactly two weeks after the Self Storage Tradeshow, Crate Tech will be appearing at yet another tradeshow. This time we will be participating in the Aviation Industry Expo March 16<sup>th</sup> and concluding on March 18<sup>th</sup>, 2010. At this tradeshow we will be showing examples of airplane parts, and accessories that are packaged and crated for safe movements.

Just as we would for any other tradeshow we have given this tradeshow a lot of attention. Hours, weeks, and months have gone into preparation. This maybe our first year in Vegas for tradeshows, but we expect a great turnout.

## **Our Facilities**

Service beyond Expectation is a phrase that we live by at Crate Tech. From customer service, to quality of the crates, to our facility locations

Crate Tech has three locations to better service our customers, our corporate office in Kent, Washington; our second office in Wichita, Kansas; and our third office in Chicago, Illinois.

The Chicago facility is our newest addition to the Crate Tech Family. This facility has been open for about four years, it employs about 10 employees. This is our smallest Facility but don't take it for granted, Chicago has a quick turnaround.

The Wichita Branch has been in Wichita for over six years. This facility employs about 30 employees. The Wichita branch has round the clock crate building and a large inventory of packaging materials.

Our Seattle branch is also our corporate office. Seattle has been open for over 20 years and employs about 60 employees. Seattle also has round the clock crate building, and a large inventory of packaging materials. This facility is home to our Accounts receivable and Accounts payable departments.

Call your local Crate Tech today for more information about services offered!

## **Tradeshow Show Times**

**Self Storage World Expo**  
March 2<sup>nd</sup>- 12:00PM- 5:00PM  
March 3<sup>rd</sup>- 9:00AM-12:00PM

**Aviation Industry Expo**  
March 16<sup>th</sup>-10:00AM-5:00PM  
March 17<sup>th</sup>-10:00AM-5:00PM  
March 18<sup>th</sup>-9:00AM-12:00 PM

## **Crate Tech Contacts**

**Corporate Office**  
8247 South 194<sup>th</sup> St  
Kent, Washington  
98032  
**253-872-6857**  
**Fax: 253-872-6863**

**Wichita Branch**  
8110 E. Marion St  
Wichita, Kansas 67210  
**316-682-6223**  
**Fax: 316-682-2003**

**Chicago Branch**  
135 Bond St  
Elk Grove, Illinois  
60007  
**847-981-1978**  
**Fax: 847-981-1979**

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the web!**

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