CHEMSTATION® (800) 554-8265 www.chemstation.com

INSIGHTS

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MARKET FOCUS

Several years ago, ChemStation embarked upon a process to identify areas where we could successfully meet the needs of customers in specific, targeted industries. We call this "Market Focus." In-depth training was conducted so that customers could rely on us to understand their business and respond quickly and effectively to their cleaning challenges.

Major inroads have been made in Market Focus areas of Parts Cleaning, Food Processing, Vehicles, Forest Products, Refineries/Petrochemicals, Printing and General Purpose Cleaning. We've joined trade associations, subscribed to journals, attended trade show exhibits and symposiums, and have become experts in these specific fields with the help of hands-on teamwork with ChemStation customers.

NOW IT'S TIME FOR PHASE II.

Each of these Market Focus areas will now receive a more intense degree of investigation, and resulting support. As we explored each industry, we found layers and layers of information and processes that were important to learn, if we were to deepen our relationship with ChemStation customers.

Starting with Parts Cleaning, our staff of technically minded individuals will travel to customer sites and support our local sales rep efforts. We will become expert in Parts Cleaning applications, customer expectations, federal and state regulations, wastewater recycling and so on.

ChemStation has made a commitment to become your partner in industrial cleaning chemicals. We are excited about this Phase II effort, and appreciate any guidance you can give us in this area. ■

"It isn't what you know that counts, it's what you think to use."

John Yeck



TIPS ON EMPLOYEE TRAINING

Training is more important than ever because of the breadth of knowledge required to compete in the business world with its ever-changing standards, demands and economics. The American Society for Training and Development, based in Alexandria VA, offers the following suggestions to help reduce the cost of training:

Team up with another company to offer specific training courses that might benefit all.

If your company is a supplier to a major corporation, ask if your employees can participate in that company's training programs.

When one of your employees attends a seminar, put that person in charge of presenting information to the rest of the staff.

Buy audiotapes, videotapes and computer software that offer information on topics you want your employees to learn about.

Arrange field trips to enable small groups of staff members to visit appropriate manufacturing and customer sites.

Contract with local community or junior colleges to have your employees attend job-related courses.

Source: Jamin Johnson

HOW TO MAXIMIZE SUCCESS

In this day of alliances and strategic partnerships, more and more companies are integrating suppliers into the new product development process. While getting too close to suppliers makes some manufacturers uneasy, there are potential benefits: lower costs, shorter turnaround times and improved quality.

Also, by getting suppliers involved early, you can increase development resources such as surveying customer needs, developing innovative technologies, researching emerging markets and figuring out new strategies for capturing market share.

...lower costs, shorter turnaround times and improved quality.

If you can get two cultures to work together, the payoff can be worth it. The keys to success, recommends a new research report, are frequent inter-company communication, building trust and establishing partnership equity. You can also enhance success by:

- **Looking for suppliers that have greater experience and technical expertise in the product area**
- **Working in concert with the supplier in interviewing prospective customers on wants and needs**
- **Appointing someone to make sure the partnership process progresses quickly and equitably**
- **Having a standing committee to evaluate suppliers' ideas**

Source: "Involving Suppliers in New Product Development," California Management Review ■

CHEMSTATION®

Your Safety Comes First



As of January 31, 2000, ChemStation no longer manufactures, sells or supports products that contain hydrofluoric acid (HF). This decision was based on our dedication to the safety of our customers and our employees. While we have always taken proper precautions – and have trained our customers in the use of HF – we feel that the potential risk of injury from accidents outweighs any benefits derived from our involvement with this product.

We have not experienced any injuries within ChemStation, but are well aware of two recent accidents involving HF, one resulting in a fatality.

Development is complete on an alternative product that meets, and sometimes exceeds, the performance of formulas previously containing HF.

We hope this decision meets with your approval, and that you appreciate the reasons behind this step. As always, ChemStation is sincerely interested in the safety of its products and will continue to keep your (and our) health a major focus of new product development. ■



Send your comments to:

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Container Labeling

We do our level best to make sure that all ChemStation products are delivered with an MSDS, and to see that every container – whether a 1,000-gallon tank or a one-gallon sample – has a label that clearly identifies its contents.

It just makes good safety sense to know what's in each container, so that – when needed – you are able to identify the hazards of the product via the MSDS.

We will be making a conscious effort to replace any missing labels on the ChemStation tanks placed at your site. Thank you for your support in this effort. ■

Soap Box

Experts say 1.4 million vehicles are stolen every year. The most popular models? Toyota Camry, Honda Accord, Toyota Corolla, Ford F150 pickup and Ford Mustang.
State Farm Insurance

Ad time for Super Bowl XXXIV ran as high as $3 million for a 30-second spot.
Business Week

51% of Americans agree they're willing to pay extra for a product or service if it will make life easier.
Roper Starch Worldwide

With television limited, Iceland publishes more books per capita than any other country, and its literacy rate is the world's highest at 100%.
L.M. Boyd

This year, 3 million U.S. households will have online stock trading accounts, with $374 million in assets.
Forrester Research

ChemStation