

The Blue Line

The Foust Marketing, Inc. Newsletter

Inside this issue:

Inaugural Issue of The Blue Line	1
New Addition to the Foust Marketing Team	1
Sell the Extras!	1
Inaugural Issue of The Blue Line (Continued)	2
Large Diameter Rental Tools Now Available	2

Inaugural Issue of The Blue Line

Welcome to the inaugural issue of The Foust Marketing, Inc. Newsletter.

Foust Marketing is a manufacturer's representative organization specializing in offering the highest quality engineered products and services. We are committed to an added value approach to selling including quality products, product specifications, and excellent customer service.

Looking back over the past three years, we have changed

from a one person operation to a multi-branch corporation. Due to the initial hard work and specifications efforts, we have been able to grow our business and now have locations in the Houston, Austin, and New Orleans areas.

Our expansion is directly related to the success we have experienced with our core product lines, and the support of our valuable customers. This success has also enabled us to continue to grow our territory

and product offerings. We have grown from a territory covering two states, Texas and Louisiana, to now covering eight states including Oklahoma, Arkansas, Kansas, Missouri, Mississippi, and New Mexico.

While expanding our territory we have not only added outstanding personnel to the Foust Marketing team, we have been able to diversify our business with additional high quality product lines. We have

Continued on page 2

Industry Events

- NACE and Corrosion Expo
April 3-7, 2005, Houston, TX
- ASPE Local Chapter Meetings
1st Wednesday of Each Month
- IAPD 49th Annual Conference
September 21-25, 2005,
Chicago, IL

Notes of Interest

- Give me my golf clubs, the fresh air, and a beautiful partner, and you can keep my golf clubs and the fresh air. — **Bob Hope**
- Commit to the LORD whatever you do, and your plans will succeed. — **Proverbs 16:3**

Associations



New Addition to the Foust Marketing Team



We are pleased to announce the addition of Sam Hubbard to our organization. Sam brings

an extensive background in industrial plastics working for Harrington Industrial Plastics in Ohio and most recently with Plastic Supply and Fabrication in New Orleans, Louisiana. His experience and training includes pipe, valves, fittings, pumps, filtration, instrumentation, and plastic fabrication. He is from Ohio where he attended Ohio State University and Ohio Dominican University. He will

focus on supporting our stocking distribution and on developing specifications for our product lines in the Louisiana, Mississippi, and Arkansas markets. We welcome him to our organization and value the skills that he brings to the company. We ask that you will welcome him to your organization.

Sell the Extras!

A wise man once said that if you sold an extra \$100 on 10 new orders per day, you would generate \$1000/day, \$20,000/month, or \$240,000/year in new business at higher margins. Not bad for asking if you want "fries with that shake." Practice this everyday in your business by selling the extras.

For example, if you offer cleaners, primers and cements with the pipe and fittings, make sure you also offer your customer the following IPS products, swabs, rollers, can totes (for pint/quart cans), hand cleaners and wipes, test plugs, gloves, White-Seal thread compound, installation tools, etc. See the IPS Price Sheet on our website for more details. Always sell the extras!



Inaugural Issue (Continued)

targeted manufacturers that embody the core principles of Foust Marketing; quality products and excellent customer service. We expect to continue to grow and expand as the hard work and efforts of the Foust Marketing team continue to set new standards for manufacturer representatives in the plastics industry.

As manufacturers' representatives, we are challenged with continually developing ways to add value to both the manufacturers we represent and the customers that help us sell our products in a competitive business environment.

Our goal of the newsletter is to help accomplish just that. Providing a way to keep our manufacturer's products in the fore-

front of the industry, and keeping our customers informed of new and existing products as well as current market trends.

The newsletter will be designed as a "quick-read" and will be published every two months featuring articles from the manufacturers, and market insights into where our products are being sold as well as new opportunities. We hope you will enjoy getting the newsletter and look forward to each issue.

Foust Marketing Team

Large Diameter Rental Tools Now Available

Foust Marketing is featuring our complete line of large diameter installation tools. Due to the increasing demand to have locally available tools, and ensure the proper installation of large diameter pipe and fittings, we have recently purchased a complete set of IPS tools.

We are carrying the following pipe and fitting tools for rental:

- 4" - 24" Portable Power Beveling Machine (\$100/Day)
- 4" - 12" Pipe Puller (\$250/Day)
- 14" - 20" Pipe Puller (\$250/Day)

We encourage you to include these tools on every large diameter project. Please visit the rental tools section of our website at www.foustmarketing.com for more details.



Pipe Puller



Specially Designed Elbow Block



Power Beveling Machine



TM

foustmarketing, inc.

Engineered solutions for your business

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