

The Blue Line

The Foust Marketing, Inc. Newsletter

Inside this issue:

King StarBoard® ST—Expanding into the Outdoor Market	1
In Memoriam—Pete Walker	1
Chemtrol® Specialty Customer Service Team	1
New PB-200 Cordless Power Beveller	2
The Blue Line—Win NCAA Footballs!	2

King StarBoard® ST—Expanding into the Outdoor Market



King StarBoard® ST (new polymer) was recently featured in the August issue of Cabinet Maker magazine. The following are excerpts from the article:

A new market

Outdoor living is one of the hottest trends sweeping the country. King StarBoard® ST is a great product

for outdoors because it'll last forever. You really can't hurt it.

Polymer is forever

King StarBoard® ST is a HDPE solid core material available in 48" x 96" and 54" x 96" sheets from 1/4" to 1 1/2" inches. The resin is USDA and FDA approved. The product can be used for either indoor or outdoor applications. It's now available in eight standard colors or custom colors. When King Plastic made the new product for outdoor cabinetry, the company made it more rigid and a structural product by changing the resin formula. And then the pattern was changed so you couldn't scratch it easily.

Advantages

In the past, cabinetry for outside applications was made of solid teak or redwood, but there are maintenance issues. King StarBoard® ST is maintenance free, impermeable to water and cannot be damaged by harsh cleaning chemicals that are often used in cleaning pools or outdoor furniture. It will not chip, and if it's gouged, the texture and the color that run through the product hide the damage. This product has been used in all outdoor conditions, temperatures and humidity levels. As far as strength and retention, it's very similar to hardwood plywood. You have better screw strength on this than MDF.

Industry Events

- 52nd Annual IAPD Annual Convention, Philadelphia, PA, Sep. 17-21, 2008
- DFW ASPE Product Show, Grapevine, TX, Oct. 9, 2008
- WEFTEC 2008, Chicago, IL, Oct. 19-22, 2008
- 2008 ASPE Convention and Engineered Plumbing Exposition, Long Beach, CA, Oct. 25-29, 2008

Notes of Interest

- "...Love the Lord your God with all your heart and with all your soul and with all your strength and with all your mind, and Love your neighbor as yourself."— **Luke 10:27**
- "Actually, the Lord answers my prayers everywhere except on the golf course." — **Billy Graham**, evangelist

Company News

- We decided to postpone our industry focus article on the applications for the commercial industry for the next issue.

In Memoriam—Pete Walker

With deepest sympathy, NIBCO announces that Pete Walker passed away on Saturday, September 6, 2008 after an extended illness. He was 63 years old and survived by his wife of 44 years, Lynn and two sons, Derrick Walker and Preston Forrest Walker.

Pete began his career at NIBCO in 1986, as an Industrial Sales Representative. He was promoted to Regional Sales Manager, Chemtrol in 1989. In 2002, he was promoted to Chemtrol District Manager. Pete was awarded the prestigious "100 Club" Award in 2006 for his outstanding sales efforts and leadership. Pete retired from NIBCO in 2007.

"There are three qualities I will always remember about Pete," said Jeff Shreiner, Vice President, Wholesale Sales. "His dedication to his job, his love of his family, and the enjoyment he had playing golf. We will miss Pete very much."

Memorials can be made to Columbus Hospice, 7020 Moon Road, Columbus, Georgia, 31909.



Chemtrol® Specialty Customer Service Team



Left to right: Patrice Burns, Leisa Wortinger, Shauna Van Dyke (Team Lead), Stacey Smith, and Claudia Case (Dedicated Tel: 800-343-5455)

Chemtrol® PVC, CPVC, PP, and PVDF pipe, valves, and fittings continue to be the industry leading and most specified products by the industrial and chemical plants for severe corrosive applications.

NIBCO developed a specialty customer service team this year to improve customer service and have a dedicated service group for Chemtrol® customers. Their goal is to provide excellent customer service. Let us and their team know how we can continue to improve our service at csspecialityteam@nibco.com.

New PB-200 Cordless Power Beveller



Special newsletter price of \$625 for distributors (Retail \$750).

Foust Marketing is excited to announce the addition of a new cordless power beveller to our complete line of pipe installation tools. The PB-200 cordless power beveller provides a lower cost option for contractor, fabricator, and end-user customers.

The tool is ideal for pipe beveling for many industries including the growing commercial market. Contractors needed a cost effective alternative to filing, grinding, or not beveling the pipe at all. Beveling the pipe is a necessary step for quality solvent cemented joints.

- Affordable—Easily within the reach of the contractor. Tool pays for itself on the first project.
- Bevels Schedule 40 or 80 vinyl pipe 2 inches and larger.
- Cordless battery provides enough power for 30 or more bevels on 6 inch pipe between charges.
- Light Weight Less than 6 Lbs.
- Soft Grip Handle Provides more comfort and less vibration.
- Kit Content: PB-200 tool; 18 volt 2.4 amp hour battery, 30 minute battery charger, carrying case.

The Blue Line—Win NCAA Footballs!

Foust Marketing offers prizes in each issue of *The Blue Line*.

In the spirit of college football season, we are offering three team logo NCAA footballs of your favorite team courtesy of **NIBCO, Inc.**



Enter by visiting our website with the correct answers to the following questions.

1. How many standard colors are available with the new King StarBoard ST product? In the past, what materials were cabinets made of for outside applications?
2. What prestigious award did Pete Walker win in 2006?
3. What customers did NIBCO create the specialty customer service team for?

4. In the PB-200 article, what did contractors need a cost effective alternative for?
5. What is the special newsletter price? Do you have any customers that could use this tool?

Winner of the \$50 gift card to Outback Steakhouse from the last issue courtesy of Foust Marketing.

Michelle Reynolds, Purchasing
Olson Mfg. & Distribution, Inc.—
Shawnee, KS

Complete the entry form at www.foustmarketing.com/entryform.htm.



foustmarketing, inc.

Engineered solutions for your business

Main Office

Foust Marketing, Inc.
P.O. Box 7413
The Woodlands, TX 77387-7413
Tel: 281-296-2500
Fax: 281-296-2566
Bryan Foust, bryan@foustmarketing.com

Regional Offices

Dallas, TX 972-530-3188
Josh Wehri, josh@foustmarketing.com
Covington, LA 985-234-9609
Sam Hubbard, sam@foustmarketing.com

Visit *The Blue Line* of products at www.foustmarketing.com.

