



ROEMER
Industries

Taking service to a higher level

"If I had 10 more suppliers like Roemer, this company wouldn't need me anymore"

[Larry Mazzola]

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**Union Switch & Signal Co.
Batesburg, SC**

Larry Mazzola has been a Roemer customer since 1993.

He puts his feelings about Roemer very simply: "There are few other companies that are in the same league. Over the years we've been doing business with Roemer, they've pretty much emulated what our customers need. We don't have to do things twice with Roemer: you call, and they already know you, already know what you want. We never have to demand, never have to lead [them] by the hand. You call on Monday and say that you need it Wednesday and you get it Wednesday."

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Citing Roemer's passion for quality customer service as a high-water-mark in the industry, Larry says, "I wish other companies could emulate them.

I'd like to use them as a template for all our suppliers. The strongest point is the high customer-service orientation. It's service with a smile. That attitude is very unusual: most companies get a little stagnant, take you for granted, but not Roemer."

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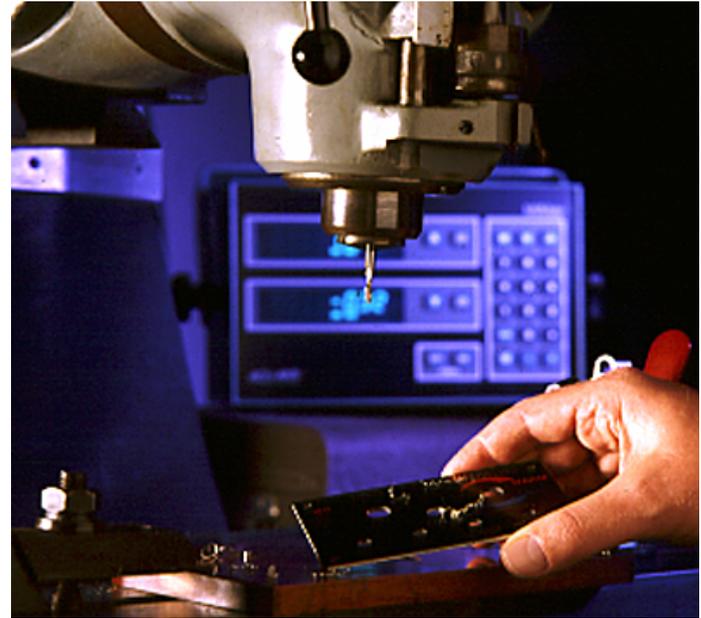
What's in a name?

Whether your needs are for nameplates, labels, decals, front panels or any other signage option, the ability to convey information quickly and accurately is an important detail. And sweating the details—making sure you get exactly what you need exactly how and when you need it—has always been a Roemer passion.

At Roemer, we make sure you get the versatility, adaptability, and product variety to meet your many different needs, and combine that with a service ethic that's earned us an industry-wide reputation as a company that truly takes service "to a higher level!"

Behind the Roemer Nameplate.

Behind the Roemer Nameplate is a company that's growing. Why? Because since 1937 Roemer has not just been satisfying customer needs, but surpassing them. And the hallmark of our success has always been the dedication of everyone inside the company to provide individual service that exceeds your requirements. We make it a point of adapting to your systems, which makes it



easier, more efficient, and more productive for you to work with us. That's why many of our customers have been customers for over 10 years.

Roemer Capabilities.

Roemer specializes in finding solutions to graphics identification challenges by integrating creative uses of graphics, fabricating technologies and quality service. You get the graphic identification products you need, no matter how complex.

We offer the following capabilities:

- **vendor reduction** resource through multifaceted capabilities
- **CAD/CAM CNC** fabricating capabilities to reduce errors and save money
- convenient 24-hour electronic **bulletin board access**
- a spectrometer for **precise color matching** assurance
- **translation services** to meet your global requirements
- **custom** kit packaging and assembly
- **support** from in-house engineering and graphic staffs



"If I had 50 other suppliers like them, I wouldn't have any gray hair at all"

[Gene Russell]

Roemer Service.

As comprehensive as Roemer capabilities and resources are, the cornerstone of Roemer's business philosophy is what we've named "service at a higher level."

It begins with the attitude of everyone on staff. Call for any reason and you're greeted by friendly, courteous, knowledgeable people who get your questions answered and needs taken care of fast.

We provide the following basic services:

- a **true partnership** between you and us
- **quick quote** turn around convenience
- **just-in-time** programs to cut inventory costs
- **firm, annualized pricing** to prevent surprises
- **priority scheduling** service to handle your unexpected demands in as quickly as two or three days
- **EDI** capabilities to streamline administrative costs

Because production delays are costly to you, we've developed an electronic order entry system that allows us to monitor the production of your project. The system enables us to fill your orders accurately, on time, every time. Your project is entered into the system and automatically scheduled for production. With the touch of a finger, we can instantly track your project as it proceeds through Roemer's production facility. And anytime you want to call for an update, we can tell you precisely where your job is, with the touch of a button. By keeping our production schedules on time, every time, we allow you to keep yours.

Because the unexpected happens

in every business, we've developed a **Priority Delivery Service** that can turn your order around in as little as 24 hours.

And because some customers need scheduled, just-in-time delivery, we've developed the Roemer **Ready Stock** program, whose features include:

- Roemer will carry your inventory
- Assurance of supply
- Firm pricing for the duration of the order (up to 12 months)
- Parts readily available to cover erratic usage swings
- Eliminates premium delivery orders and transportation charges
- It's as easy as phoning or faxing us

At Roemer, our commitment is to consistently provide you with quality products delivered on schedule at a competitive price. Our goal is to continue to be the industry benchmark for quality service, to make our name by "taking service to a higher level!"



Gene Russell
FMC/Smith Meter
Erie, PA

Roemer customer Gene Russell calls the Smith Meter-Roemer relationship "ideal."

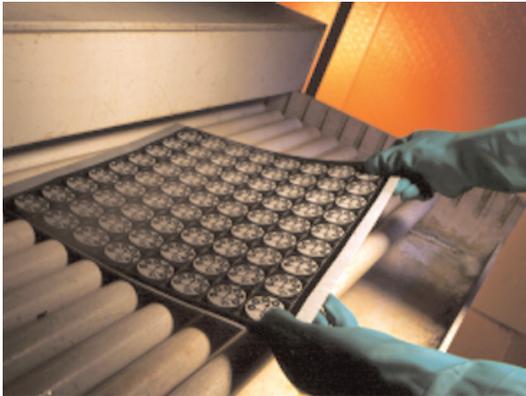
"In all the years I've dealt with Roemer, I've never had a negative of any kind to say about them," says Gene. "If you measured Roemer on the three keys of price, delivery, and quality, you're not going to beat them."

Gene goes on to say, "Roemer has a #1, Four Star customer service group in terms of cooperativeness. Never once have I had anyone balk at me when I've had to reschedule things for our customers. They've been completely, 100% cooperative and reliable every single time."

Ask for proof, and Gene will likely mention that "Roemer is one of our top qualified suppliers—they exceeded all criteria—so everything we buy from Roemer is direct ship to stock."

"Everything they do, they do well," says Gene with a smile. "If I had 50 other suppliers like them, I wouldn't have any gray hairs at all."

“I don't ever recall having to reject a part from Roemer” [**Liz Snyder**]



Roemer Resources.

Roemer provides resources for the design and production of identification products that meet your needs. The Roemer product line includes a variety of standard and customized components, all manufactured with the highest quality raw materials and produced on the most cost effective equipment. We specialize in a variety of highly automated imaging processes, such as:

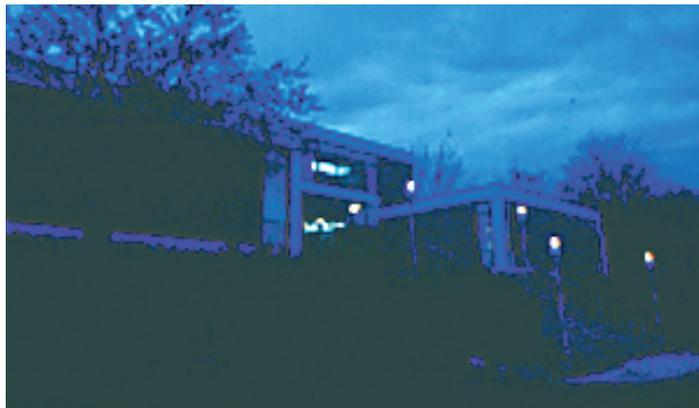
- etching
- screen printing
- flexography
- photoengraving

We apply the above imaging technologies to a wide variety of material substrates, including plastics, metals and foils, to produce a diverse range of graphic and fabricated products. With Roemer, you can develop products that include multi-colored back light polycarbonate overlays, pressure sensitive labels, chemically etched metal nameplates and formed, fabricated panels.

No matter what your requirements, you can depend on us to find the best solutions to your graphic identification needs.

Roemer. The Only Name You Need To Know.

For quality, attention to detail, and extraordinary service, Roemer really is the only name you need to know. For more information about any of our products, capabilities, resources, or services, please call us at (330) 448-2000, or fax us at (330) 448-8161.



Liz Snyder
Senior Buyer
Crane Pumps and Systems
Piqua, Ohio

Liz Snyder says the Roemer people are “good people to work with. They’re the type of people that you feel comfortable with. When I call and say ‘Hi, this is Liz from Crane,’ I always get an ‘Oh Liz, how are you?’”



That pleasant approach wouldn’t mean very much without Roemer service and reliability, though. Says Liz: “Several years ago we were dealing with 20 or so different suppliers. Now, 90 to 95% is through Roemer. They’ve been very receptive to our needs. This makes it a lot easier because I can act as a planner and buyer.”



Ask her for a specific example of Roemer coming through for her, and Liz will tell you: “Nameplates are often the last thing a company considers putting on a product, so sometimes we’re in a real hurry for it. There was a show that half of our engineering department was going to, and at the last minute a VP asks if we can get a nameplate even though the drawings weren’t finished up yet. I pulled out my price list, called Roemer and in 2 or 3 days they delivered. The VP was really tickled about it.”



“I don’t ever recall having to reject a part from Roemer,” concludes Liz. “The product is always right on. I don’t have to worry about it being right.”