

Blips, Snips & Tips

on advertising

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Idea Showcase

TTARP HORIZONTAL SPLITTER



An Affordable, Accurate Production Splitter for Splitting and Skinning Low-to-Medium Density Materials

- 24" cutting width
- 12" diameter rollers and heavy-duty casters with digital height indicator
- 1.12" wide flexible supported by heavy-duty slide guide
- Top hand roller may be fixed for splitting or allowed to float for skinning (see manual) for 24"
- Quick and easy set-up

Designed for splitting materials up to 1/2" thick, flat, using a 22-watt corded cutting power.

TTARP TTARP Industries, Inc. Since 1987

TTARP AUTOMATIC VERTICAL BAND SAW



A Heavy-Duty Production Saw for Cutting Low-to-Medium Density Materials

- Fully automatic or semi-automatic feed and fence operation
- Stationary table with traveling head to save floor space
- Variable cutting speed
- Variable cutting length
- Cuts in one or two directions
- Long-life cast-iron head for every application
- Long-life cast-iron head with built-in millimeter readout (standard available extra)

Available from 1/2" to 12" wide for cutting up to 12"

TTARP TTARP Industries, Inc. Since 1987

TTARP AUTOMATIC DIE CUTTING SYSTEM



Designed to Cut Non-Metallic Materials for Gasket, Foam, Packaging, Rubber, Automotive, Textile and Other Industries

- Four die change and setup times
- Driven pinch rollers
- Infeed and outfeed conveyors
- Adjustable control console for every application
- Long-life cast-iron head with built-in millimeter readout
- PLC controlled automatic indexing
- Automatic or manual operation
- Adjustable cutting stroke to better material
- Adjustable cutting pressure
- Adjustable material indexing length
- Automatically sheet sensing and auto-reverse
- Handles sheet or roll goods
- Two cutting or two cutting
- Two material guides on infeed to better material
- Cut into cutting both or one sheet edge
- Cutting belt carries the parts of material out of the press, eliminating the need to touch
- Longer die life
- Easy to use and maintain
- Easy to change

Die Size: 12" x 12" (standard) up to 24" x 24" (optional)

TTARP TTARP Industries, Inc. Since 1987

TTARP 60" LAMINATING SYSTEM



An Adaptable System that Laminates, Splits and Rewinds Heat-Activated or Cold-Bonding Adhesive Products

- Designed for processing sheet or roll goods including rubber, plastic, foam, textiles and other materials
- Solid state temperature controller for superior heat transfer and thermal efficiency
- One built-in thick aluminum plates for superior heat transfer and thermal efficiency
- Two sets of drive pins, rollers with digital length indicator's dimensions and measurable control console for every application
- Adjustable DC drive with work speed indicator
- Adjustable pressure for splitting in width
- Variable torque control for precise material handling
- Laminate roll or sheet material
- Laminate one side or two sides at once
- Wide range of rollers available for customizing to your specific needs
- Rewind roll or sheet material

Die Size: 60" x 120" (standard) up to 60" x 240" (optional)

TTARP TTARP Industries, Inc. Since 1987

The family that stays together, sells together.

TTARP Industries manufactures die cutting presses, band saws, laminators and splitters for fabricating foam, rubber, plastic and other materials used in packaging, converting and other applications. Each product sheet shares the

same layout and design style with the others. This gives the company a consistent, professional presentation and helps to cross-sell the entire product line to customers and prospects.

Where have all the inquiries gone?

To your website, if you are marketing properly. Prospective customers still circle reader service card numbers, but those are the ones content to wait for the ebb and flow of the mail to receive their free literature.

Others are not so patient. Whether they find out about you from an ad or via the Internet, they go to your website right away to get the information they need to evaluate whether you can help them. A recent study reports that 82% of manufacturing professionals go directly from an ad to a website to obtain

information fast without speaking to a rep.

The significant difference between the person who sends in a "bingo card" and the website visitor is that the website visitor does not have to reveal anything to gain access to the information he is looking for.

Years ago that person had to provide his name and contact information in order to receive the product literature he wanted. In cyberspace, your prospect can get the information he wants from your website while remaining anonymous.

The challenge is to offer something of value on your website that motivates your

prospect to contact you. It can be a free sample, an electronic catalog, product demonstration, name of a local distributor, CAD drawings or fast quotation. Contests and free gift offers boost response, but these tactics draw in a lot of "tire kickers," too.

"Three o'clock is always too late or too early for anything you want to do."

- Jean-Paul Sartre

Make your top ten list of keywords.

Although there is no limit to the number of keywords you can put in your website, some

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search engines only will consider up to the first 10 listed.

It is crucial that your first 10 keywords should be your top ten in order of importance. Include your company's name and any strong brand names you have. Specific product categories and common applications are effective keywords.

Also consider what words your prospective customers will type into a search engine to help them find your product or service.

Set realistic goals for online banner ads.

Research says that people finding a website via a search engine are six times more likely to make a purchase than people linking to your site from a banner ad.

Buyers who are ready to source manufacturers will use search engines as well as print and online directories. People who "click-thru" on a banner ad are curious. They were visiting another website for a reason, probably not to buy products today, although

they may be interested in the future.

Do not rely on banner ads to have an immediate impact on the bottom line. Use banner ads to build brand awareness and offset competitor activity.

It pays to repeat yourself.

An advertising program that reinforces itself is the most effective. Recall of your ads will fade quickly if you are not advertising consistently. Recognition builds when you are consistent.

The buyer sets the pace of the sales process, and can develop a need any time. It pays to advertise frequently so you remain top-of-mind to your prospective customers.

What every ad should have.

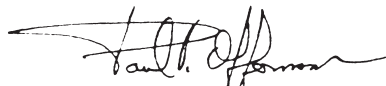
No matter how creative or hard-hitting, an ad is not complete without a call to action. Tell the reader what to do next.

"Visit our website . . . call toll-free . . . request free literature . . . for more information contact . . ."

Do you have a competitive edge?

Succeeding in today's marketplace requires that you articulate your competitive edge clearly and consistently to your customers and prospects. If you would like a fresh look at how well your marketing message is working, contact us today for a no-cost, no-obligation analysis. Call 716-852-4410 or send us an e-mail (mail@haroldwarner.com). We will provide a forthright point-of-view to help you meet your sales and marketing goals.

Sincerely,



Paul V. Offermann
President

We mind our own business-to-business

That's all we do - develop and create effective business-to-business marketing and advertising programs. Just ask any of our clients, all of whom are companies selling to other businesses, not consumers.

Aqua Care Systems, Inc.
Ascension Industries, Inc.
Berenson Corp
Buffalo Metal Casting Co., Inc.
Cimex International
Durameter Pumps, a Haskel International Product
Entertron Industries, Inc.
Envirospec, Inc.
Envoy International, Inc.
EZ-Slope
Frey, The Wheelman, Inc.
FreyLube
InfiniTex
Kee Industrial Products, Inc.
Niagara Fiberboard, Inc.
Niagara Plastics Company
Niagara Transformer Corp.
Pentalift Equipment Corporation
Phinney Tool & Die Co.
The Revvo Caster Company, Inc.
Safety Media Inc.
Shuman Plastics, Inc.
Titan Tool Supply Co., Inc.
TTARP Industries Inc.
Unidex, Inc.
Vanchlor Co., Inc.
VanDeMark, Inc.
Vent-A-Kiln Corporation
Windfall Energy
WSF Industries, Inc.

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