

## Agency Profile



*Sales and Marketing Services for Industry*

# **FABNET ASSOCIATES, INC.**

## *Agency Profile*

## Company Profile



*Sales and Marketing Services for Industry*

**Fabnet Associates, Inc.** was founded in 1987 as a single man sales agency dedicated to service, growth, and a unique approach to sales and marketing. Within a 2 year period the agency grew both in size and area of responsibility. Since inception, Fabnet Associates, Inc. has sustained continued growth and success. Today, Fabnet Associates, Inc. is comprised of 2 sales associates who, assisted by our support staff, provide professional sales and marketing services in their specific territories. The capabilities of our Principal can be divided into three product categories:

- Non-Metallic
- Metallic
- Specialty

Our customer base consists of the numerous Original Equipment Manufacturers (OEM's) located in the territories serviced by the agency, and involves us with many industrial markets including:

- Medical
- Industrial
- Business Equipment
- Automotive/Transportation
- Aerospace

Our unique, organized approach to sales and program management offer the highest level of dedicated service to our principals and our customers, providing the benefits of a direct sales force, without the expense.

## Mission



*Sales and Marketing Services for Industry*

Fabnet Associates, Inc. is an established, multi-man, engineering oriented, sales and marketing organization. Our vision and commitment to excellence has established our company as a leader in our field.

Through our professional approach to business, ongoing technical training and continuous improvement in the areas of communication and enhanced services, we exceed the expectations of our principals, customers and employees.

We recruit only the most competent, qualified personnel for all positions within our organization, and arm them with leading edge technology. With well established goals, in-depth training and a proven monitoring system, success is ensured. We believe it is important to create an environment that allows for individual creativity, and promotes the development of free entrepreneurial expression.

Since we recognize that an essential element of our responsibility to our principals and customers is communications, our company communicates in a written, clear, consistent and organized manner. These communications will include written reporting of any issue(s), which have the potential to impact our valued relationships between and/or with our principals and customers. The format of this communication is strongly focused toward fact and accountability. We continually evaluate the judicious use of evolving technologies to improve our operating systems, as well as the speed and methods of our communications.

While timely, accurate and factual communication is essential in creating a successful working relationship with our principals and customers, we realize that it is the people involved that determine the end result. At Fabnet Associates, Inc., we understand that technology can not replace the need for positive and productive interpersonal working relationships with our principals and customers. Establishing and cultivating these relationships will lead to our ultimate success.

## Marketing Services



Sales and Marketing Services for Industry

The manufacturing world today is fast moving and ever changing. Companies who dominate their traditional markets today are looking for new areas to aggressively grow with diverse products and services. Many manufacturers are unsure of their capabilities to identify new markets and opportunities outside of their core business base. What they need is a roadmap to point them in the right direction.

At FABNET ASSOCIATES, Inc., we have assisted companies who desired to expand their business by providing the following services.

### **Traditional Sales Representation**

Contractual geographic focused, market focused, and/or account focused sales and marketing representation in the coverage areas and/or markets serviced by our agency.

### **Marketing Services**

Comprehensive Market Studies is step one of the process aimed at creating specific guidelines for growth. From analyzing the manufacturer's strengths and researching new market and product opportunities we develop a detailed plan that identifies competition, market niches, size of market, and provide a variety of pertinent information.

The Market Implementation Plan is step two which takes the general Market Study to the next level by providing specific target information about potential customers and includes information on competitive pricing as well as the roadmap and timetable to capture specific market share.

Market Implementation is step 3, which takes the information we have previously developed to traditional sales representation allowing us to contact and qualify the prospective customers. This takes the process from marketing to actual sales in an organized and logical method.

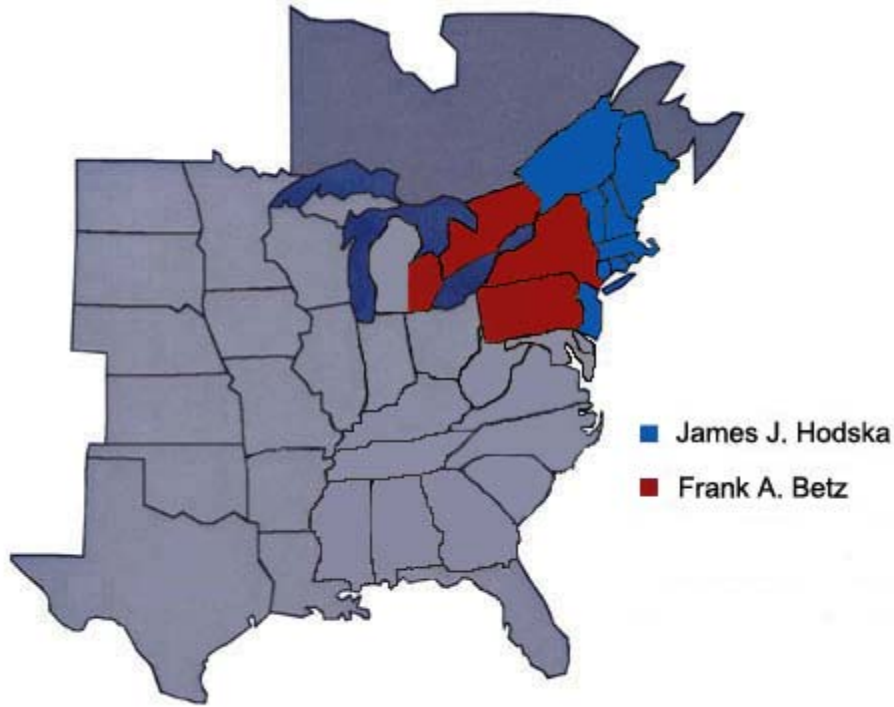
*Note: Choose one, two, or all three of the above options to meet your specific resource needs.*



We would be happy to discuss any opportunities with you for traditional sales coverage, and/or comprehensive market services. If you desire additional information about the services available through Fabnet Associates, Inc., please contact either Frank Betz [fbetz@fabnetinc.com](mailto:fbetz@fabnetinc.com) or Jim Hodska [jhodska@fabnetinc.com](mailto:jhodska@fabnetinc.com).

# Coverage Map



Sales and Marketing Services for Industry



<p>James J. Hodska Sales Representative Stratford, CT Tel: (203) 377-1126 Fax: (203) 377-1107 Email: <a href="mailto:jhodska@fabnetinc.com">jhodska@fabnetinc.com</a></p>	
<p>Frank A. Betz Sales Representative Fairport, NY Tel: (585) 425-7788 Fax: (585) 425-7792 Email: <a href="mailto:fbetz@fabnetinc.com">fbetz@fabnetinc.com</a></p>	

## Directory



*Sales and Marketing Services for Industry*

### Main Office

48 Briggsboro Lane  
Fairport, NY 14450  
Tel: 585-425-7770  
Fax: 585-425-7792

Dorothy Betz, Administrative Vice President  
Tel: 585-425-7770 ext. 100  
e-mail: [dbetz@fabnetinc.com](mailto:dbetz@fabnetinc.com)

Frank A. Betz, President/Sales Representative  
Tel: 585-425-7788 ext. 101  
e-mail: [fbetz@fabnetinc.com](mailto:fbetz@fabnetinc.com)

Julie McGann, Marketing Development Specialist  
Tel: 585-425-7770 ext. 108  
e-mail: [jmcgann@fabnetinc.com](mailto:jmcgann@fabnetinc.com)

### Field Office

James J. Hodska, Sales Representative  
224 Cedar Knoll Drive  
Stratford, Connecticut 06614  
Tel: 203-377-1126  
Fax: 203-377-1107  
e-mail: [jhodska@fabnetinc.com](mailto:jhodska@fabnetinc.com)

# Products



Sales and Marketing Services for Industry

The capabilities of the manufacturers represented by Fabnet Associates, Inc. are structured to meet the needs of two distinct Market Segments.

**Automotive (A)**

**Industrial (I)**

The process capabilities available through these manufacturers can be categorized into three basic commodity areas as follows:

NON-METALLIC	METALLIC	SPECIALTY
<b>Accudyn Products Inc.</b> Erie, PA (I) Precision Injection Molding & Asm	<b>JLO Metal Products Inc.</b> Chicago, IL (AI) Impact Extrusions	<b>Mariah Industries</b> Warren, MI (A) Modular Assemblies
	<b>Kaddis Manufacturing</b> Rochester, NY (AI) Precision Screw Machine Products	<b>Small Precision Tool</b> Petaluma, CA (I) Ceramic Injection Molding & Fabrication Capabilities
	<b>Lofthouse</b> Whitby, ON (AI) Brass & Aluminum Forging, Custom Machinery	
	<b>Ridco Casting, Inc.</b> Pawtucket, RI (AI) Precision Zinc Die Cast Components	
	<b>TEDCO, Inc.</b> Cranston, RI (I) Precision Formed Metal Components	