



The Shrink Sheet

Distributor Newsletter

Conflex...Flexible People Make Flexible Systems

February 2007

Reminders:

- Leverage your knowledge of purchasing teams and sell to many levels of a company
- Explore the implications of marketing well built/reconditioned equipment
- Use the information on Purchasing Motivations in your marketing communications
- Build your company's position as a North American made equipment supplier

We're on the web

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Distributor Newsletter

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How do your Customers Buy Shrink Equipment?

The Packaging Machinery Manufacturers Institute, PMMI, recently released the results of their Purchasing Process Survey. This report delves into the process your customers use to purchase capital equipment. We at Conflex feel that the more you know about *how* your customers buy, the easier it will be to sell them a Conflex!

A snapshot look at the survey follows:

Packaging Machinery Purchasing Teams:

- 64% of companies are using purchasing teams. A typical purchasing team includes 6 people, which often include plant/process, engineering, purchasing, management and maintenance.
- 54% of purchasing teams have recommended the purchase of well built/reconditioned equipment for cost reduction.

The Conflex parts dept stocks parts for machines as far back as 1988!

Purchasing Motivations and Requirements:

- The major drivers for new purchases are achieving cost reductions.

Look to Conflex for suggestions on automation!

Machinery Attribute Evaluations:

- High Reliability and High machine speed rank as the most important machinery attributes to large end users.

The CW Series of machines is known for reliability and the AdvantEdge Rotary is perhaps the fastest side sealer available!

- Machinery Flexibility-Versatility are particularly important features to end user companies.

Flexible People Make Flexible Systems The ServoFlex Series is extremely flexible and versatile.

Manufacturer Attribute Evaluations:

- Problem solving and engineering expertise, spare parts availability and customer service lead the rankings for supplier attributes.
- The ability to offer custom solutions when necessary was particularly important to end users.

Flexible People...Look to Conflex for custom engineered solutions.

Competitive Advantages of North American Suppliers:

- North American manufacturers were sited for their strong competitive advantages in the categories of short delivery, spare parts availability and lower overall machinery price.
- North American OEMs enjoy a competitive advantage in terms of line integration services over non-North American counterparts.

Use the findings from this survey to draw some tactical conclusions on how you approach selling shrink equipment. Look for Conflex to use our PMMI membership to keep you abreast of the latest surveys and information about the packaging industry.

Happy selling!

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