



# DYNABRADE TRANSITION PROMISES BRIGHT FUTURE

**B**ack in the mid-1960's **Walter N. Welsch**, a 3M abrasive salesman since 1951, made a fateful sales call to the Wurlitzer company in western New York. There Walter saw a woman struggling to file



**Walter N. Welsch**  
*Chief Executive Officer, Chairman of the Board*

holes in the aluminum casting for a juke-box grill. It occurred to Walter that a portable abrasive belt running over a 5/8" diameter contact wheel could file those holes much faster. This idea was the genesis of the **Dynaflex**® Abrasive Belt Tool, and the true beginning of **Dynabrade, Inc.**!

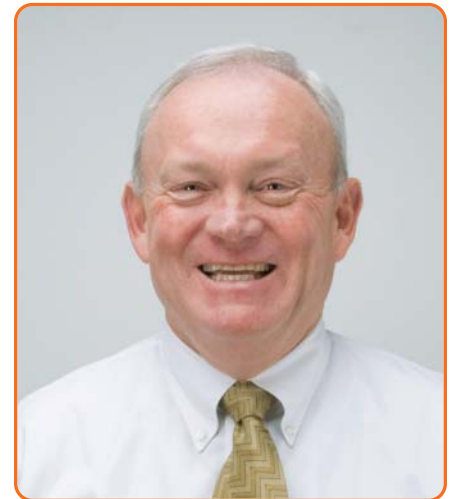
The Dynabrade odyssey is the epitome of the American dream. Walter's company, starting with a single tool, is now the **global leader** in the design and manufacturing of portable abrasive power tools. Dynabrade has grown into a multi-million dollar business offering over 700 tools, plus a complete line of accessories and abrasives. Dynabrade products are sold in over 90 countries, providing labor-saving solutions to industries in every corner of the globe.

As established on November 15, 2011, Walter Welsch will now serve as Dynabrade's Chief Executive Officer and Chairman of the Board of Directors. Walter continues to be active in every phase of Dynabrade's operations, and his dedication, ingenuity and vision remain vital elements of the company's success.


At the same time the Board of Directors appointed **Ned T. Librock** Company President. Ned has been Dynabrade's Director of Marketing since 2006. "We are fortunate to have someone of Ned's caliber and experience to lead Dynabrade," said Walter. "Ned is an outstanding individual who will make our company's future a successful one. He will implement our strategy and take advantage of market opportunities ahead. He has a proven track record and is a strong, customer-focused communicator with deep leadership capabilities. Furthermore Ned's

experience gives him a solid understanding of our products and markets."

Ned also serves on the board of directors of two manufacturing-based companies and is involved with several non-profit organizations. Ned stated, "I'm



**Ned T. Librock**  
*Dynabrade President*

honored that the Dynabrade board has trusted me with this leadership responsibility. Dynabrade is not only financially strong, but also has a top-notch management team in place to build on our solid business model. Together we'll work to implement the strategy we've developed for 2012 and beyond." 

## Dynabrade Europe S.à. r.l.

Clarence, New York • September 12-15, 2011



Dynabrade Europe Team Standing (l-r): Francisco Jimenez, Igor Pavlovic, Cengiz Ceylan (European Sales & Marketing Director), Walter Welsch (Dynabrade President), Ubaldo Zocchi, Ron van Glabbeeck, Bryan Weightman, Arnaud Pouce. Seated (l-r): Cagri Sikim, Milosz Terczynski, Sergey Veretyko, Colin Brogan (Vice President of Operations), Raakhee Bachonee, Ned Librock (Director of Marketing).

## USA Central Region

Indianapolis, Indiana • October 25-27, 2011



USA Central Region Team Standing (l-r): John Smith, Jason Godios, Tom Boland, George Brown, David Christensen, Fred Deer, Patrick Winans, Mike Flannery, Jack Boland. Seated (l-r): Tom Jacobi, Bob Ochoa, Dennis Williams, Jeff Springborn (Regional Manager), Mike Stuhler (USA/Canada Director of Sales). Also attending: Gary Lojaco, Chris Nutty.



# USA/Canada Eastern Region

Clearwater, Florida • November 7-9, 2011



USA/Canada Eastern Region Team (l-r): Michel Lafond, Ed Shirley, Nick Kney, Patrick Maloney, Paul Klussmann, Tom Tornabene, Mike Kirk, Scott Nolt, Shane Davis (Regional Manager), Robert Peterson, Jonathan Sowinski, Larry Speed, Len Fisher. Also attending: Jason Bolis, Ned Librock (Director of Marketing).

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# USA/Canada Western Region

Portland, Oregon • November 15-17, 2011



USA/Canada Western Region Team (l-r): Steve Karich (Regional Manager), Jay Clifton, Mike Stuhler (USA/Canada Director of Sales), Larry Sher, Matt Denney, Ben Barton. Also attending: Kelly Atchison, Gary Lojaco, Chris Nutty.



# INSIDE DYNABRADE HEADQUARTERS

A Tour of Various Departments in Clarence

## INVENTORY

- *Total Stock-Keeping Units: 39,375 (23,655 active inventory)*
- *2,365 active tool SKU's*



## PRODUCTION

- *140,000 tools produced in 2011*
- *325,000 Random Orbital Sanding Pads produced in 2011*
- *50 employees, averaging 16 years of experience*



## MACHINE SHOP

- *Delivering high-quality components daily*
- *Flexible manufacturing produces high-tolerance components; short runs*
- *Reworks from vendors; rapid prototypes*





## SHIPPING

- *Averaging 225-250 daily shipments in USA*
- *80% of orders ship within two business days; 90% ship within three to five business days*
- *Regular shipments to Canada, Mexico, South America, Brazil, India and the Pacific Rim*



## ENGINEERING

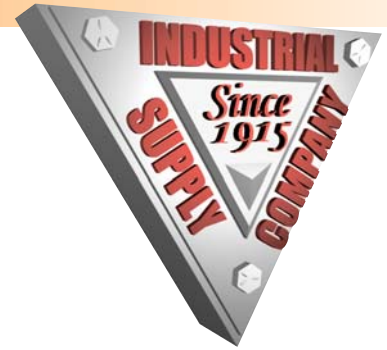
- *Three groups:*
  - *Industrial Products*
  - *Special Products*
  - *Stationary Equipment*
- *Team of twelve Engineers*
- *Responsible for product design, prototyping, testing and safety review*

## INSPECTION/QUALITY

- *Inspectors averaging 35 Years of quality control experience*
- *Utilizing state-of-the-art measuring equipment*
- *Equipment calibrated regularly to meet all applicable standards*







# USA Territory Manager Receives Sales Award

Jason Godios, Dynabrade Indiana Territory Manager, is shown receiving the award for “A-D Vendor Sales Rep of the Year.” This presentation was made by *Industrial Supply Company*, a member of the *Affiliated Distributors* buying and marketing group.

In attendance were *Industrial Supply* President Don Ireland and Vice President Jack Simpson. Congratulations to Jason for a job well done!



Don Ireland (left), Jason Godios and Jack Simpson

# Cesar Cabello is Recognized

Cesar Cabello, Dynabrade Regional Manager of Mexico & Central America, visited Dynabrade during the summer and was recognized by President Walter Welsch for outstanding sales growth.

Cesar was joined by representatives from two of his top distributors, Jorge Lack of *Lack Alexander Jorge Javier*, and Ernesto Rodriguez of *Jose Ernesto Rodriguez Santiba*.



Jorge Lack (left), Walter Welsch, Cesar Cabello, Ernesto Rodriguez

# 2012 Trade Show Schedule Provides Global Exposure

Dynabrade's aggressive 2012 trade show schedule spans the world, and assures us tremendous visibility and exposure of our products. Here are the exhibitions we are currently scheduled to attend, in the industrial market and automotive aftermarket. (Additional shows may be added.) Our complete trade show schedule is available on the Dynabrade website.

## USA SHOWS

### **PBE Warehouse, Inc. "Big Event"**

*Burbank, California  
February 26, 2012*

### **WESTEC® 2012**

*Los Angeles, California  
March 27–29, 2012*

### **Midstate Tool "Showcase XXXI"**

*Altoona, Pennsylvania  
March 30–31, 2012*

### **MRO Americas**

*Dallas, Texas  
April 3–5, 2012*

### **Paint, Body & Equipment Expo**

*Boxborough, Massachusetts  
April 20–21, 2012*

### **KBIS (Kitchen & Bath Industry Show)**

*Chicago, Illinois  
April 24–26, 2012*

### **Windpower Trade Show**

*Atlanta, Georgia  
June 3–6, 2012*

### **ISN "Tool Dealer Expo"**

*Orlando, Florida  
June 29–30, 2012*

### **IWF (International Wood Fair)**

*Atlanta, Georgia  
August 22–25, 2012*

### **IMTS (International Machine Tool Show)**

*Chicago, Illinois  
September 10–15, 2012*

### **NACE (International Autobody Congress & Exposition)**

*New Orleans, Louisiana  
October 11–13, 2012*

### **SEMA Show**

*Las Vegas, Nevada  
October 30–November 2, 2012*

### **JEC Americas Composites Show**

*Boston, Massachusetts  
November 7–9, 2012*

### **PBE Jobbers Warehouse Show**

*Madison, Wisconsin  
Date to be announced*



## INTERNATIONAL SHOWS

### **Auto Expo 2012**

*New Delhi, India  
January 7–12, 2012*

### **Guangzhou International Boat Show**

*Guangzhou, China  
March 9–11, 2012*

### **China International Hardware Show**

*Shanghai, China  
March 13–15, 2012*

### **JEC Composites Show**

*Paris, France  
March 27–29, 2012*

### **FUNDIEXPO World Foundry Congress**

*Monterrey, Mexico  
April 25–27, 2012*

### **China International Wind Exhibition**

*Beijing, China  
April 26–28, 2012*

### **AWS Weldmex**

*Mexico City, Mexico  
May 2–4, 2012*

### **Automechanika 2012**

*Frankfurt, Germany  
September 11–16, 2012*

### **HUSUM WindEnergy**

*Husum, Germany  
September 18–22, 2012*





# Dynabrade Announces New Appointments

Dynabrade is pleased to announce three appointments, effective immediately.

**Steve Briggs** has been named *International Sales Director*. Steve is a 15-year Dynabrade veteran, and was a USA Territory Manager for ten years before moving into Product Management in 2007. Steve is now responsible for sales in Asia, Mexico and Central America, plus the Spanish-speaking countries of South America.

With Steve's move to international, *Product Management* will now be handled by **Jason Bolis** and **Chris Nutty**. Jason joined Dynabrade in 1997 and has overseen our technical documents, along with acting as Graphic Designer, Photographer and Product Manager. Chris joined Dynabrade International in 2006, serving as Sales Service Coordinator and handling Repair Training around the world.

We congratulate our teammates, and wish them every success in their new roles!

# Dynabrade 2011 New Product Review

As 2011 draws to a close, Dynabrade again demonstrated its commitment to bringing exciting **new products** to the marketplace. Here is a review of our **product introductions** over the past twelve months:

- **RED-TRED® Eraser Disc**
- **RED-TRED® Pistol Grip Tool & Kit**
- **Pistol Grip Buffer**
- **DynaPen Series**
- **Metal Capture Downdraft Table**
- **Quick-Change Pencil Grinder**
- **Electric Dynafile® II**
- **Electric Depressed Center Wheel Grinder**
- **Metal Capture Downdraft Station**
- **.7 hp Right Angle Die Grinders**
- **.7 hp Right Angle Disc Sanders**
- **Industrial Portable Vacuum**



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**DYNABRADE EUROPE S.à r.l.**  
Zone Artisanale Op Tomm 6 • L-5485 Wormeldange—Haut, Luxembourg

**DYNABRADE INDIA ABRASIVE POWER TOOLS Pvt Ltd.**  
EL-54, TTC Industrial Area, M.I.D.C. Mahape, Electronic Zone, Navi Mumbai - 400705, Maharashtra, India