

UPDATE

NORTH AMERICAN SAFETY VALVE

Fall, 2015

From the
President's Desk



Allen Tanis
President

*As always,
we thank
you for all
the business
you send
our way.*

RELATIONSHIPS

Good relationships are not one-way streets; both parties have to contribute to make them work well. My wife would probably have a lot to say about this, but this is my turf, not hers.

Here's what NASVI brings to the relationship with you, our customer: a ton of expertise in safety valves and a lot of integrity. We sell to wholesalers only, which means our profit margin is fixed. We don't low-ball you, then turn around and sell to your customers to make up the difference.

We've invested in making sure you get the information and valves you need. We have eight inside sales people, so we can give you the best service possible and answer your requests right away. Unless you have a special request, you should get a quote back the same day or even within minutes. We have \$7 million tied up in the largest and most diversified inventory in the country: everything from 1/4" air valves up to 16" refinery valves. We not only carry new valves, we also have new surplus and remanufactured valves. We offer an exchange program, so you can capture the big ones. We only stock remanufactured valves in flanged steel and stainless valves. Not little brass valves.

We give you the best service and price possible. For your part of the deal, we ask for your loyalty and an open exchange of ideas on how we can turn more quotes into orders.

If you want our private label catalogs, we expect you to push the product and come back to NASVI with the inquiries, not to our competitors.

I'm happy to come and give a class on safety valves to your sales people. But in return for my time, I'd like to see an increase in sales for us, not for our competitors. If I send you 50 leads on new construction jobs, I expect that you thank me for the leads and you work your tail off for both of us, not our competitors. Loyalty. That's all we ask for.

Recently, a customer requested a quote on seven valves. I could tell from his voice that he'd gotten another quote and that we were higher. One problem: His other supplier couldn't deliver as fast as his customer wanted. Not surprising, since the other guy stocks a few valves and doesn't even test them. I could sell for less, too, but I'd have to get rid of 22 guys in the shop, not put \$500,000 into test equipment and cut my inventory to the bone.

If he'd just come to us in the first place and gotten our price, he still would have made the sale and he wouldn't be in this mess. I've sent this outfit our private label catalogs to push "our" product. In return, we get a few crumbs that the other guy can't deliver on. Nice.

I had another company ask me to come and give a lunch and learn session, which I did. Afterward, I sent them private label catalogs and 100 new construction leads. We messed up one order, resent the corrected item next day air at our expense and gave him full credit for the valve. He deducted the UPS charges that he would have paid if the job was done right the first time. Nice.

Are we perfect? No. It's like any other relationship – one of the partners is going to mess up every now and then. (My wife would have a lot to say about this, too.) But we are

Relationships continued next page, first column

CELEBRATING

40 YEARS

OF SERVICE TO
OUR CUSTOMERS

continued from cover

one vendor who will work with you if you work with us. We're not out to get you. The boogey man is not hiding behind every valve. We work hard to build a good relationship with you and all we ask is that you respect the effort we put into making sure you get what you need.

As always, we thank you for all the business you send our way. But more important, we wish you good health and may all your relationships be happy ones.

Allen Tania

P.S. I have found out since the last newsletter that if you let your customer take 120 days to pay, you've lost the right to a mechanics lien. Just something to think about. That's another thing about relationships: You have to learn from your mistakes.



We are the Champions!

NASVI has a great lineup of safety valves. Oh yeah ... and the Royals won the World Series.



Count on North American Safety Valve for all your safety and relief valve needs.

Our large inventory allows us to offer same day shipment from stock on every valve Kunkle makes.

For over 20 years, North American Safety Valve has stocked the largest inventory of Kunkle Safety Valves in the nation. In fact, over 80% of NASVI's business involves supplying new valves. Besides our large inventory of Kunkle valves, we also stock new safety and relief valves from Farris, Crosby, Conbraco, Consolidated, Aqualtrol, Hydroseal and many others.

Our 50,000 square foot warehouse and on-site repair and set facility give us the capability to ship even the largest orders right away. You won't get a three to four week delay. At NASVI, we don't quote you unbelievable factory lead times, we simply pull the valve from our stock, set and test it, then ship it to you — usually the same day it

was ordered!

And when you order from NASVI, be assured that it's backed by the quality service that has earned us our sterling reputation within the industry.

So the next time your customer calls and needs a new safety or relief valve in a hurry, call a NASVI Applications Engineer at **1-800-800-8882**. You can be confident you'll get a quick answer on price, availability and shipment. After all, we've built our business on relationships and we do everything we can to make doing business with us easy.



Remanufactured Safety Valves

A popular alternative for customers looking to save money and cut downtime.

Today, many companies are finding when maintenance budgets need to be stretched; a safe way to save is to rely on remanufactured safety valves.

For most industrial uses, remanufactured valves offer excellent availability and are extremely cost effective without compromising quality or safety.

During the remanufacturing process, all valves receive the utmost attention to ensure they meet original specifications. Our quality control program allows our personnel to carefully monitor all steps of the remanufacturing process to assure the highest quality. And all remanufactured valves are guaranteed for two full years on both parts and workmanship.

As with our new valves, computer-aided ordering and parts inventory ensure a fast, reliable turnaround for remanufactured valves.

The biggest difference between remanufactured valves and new OEM valves is the cost — about one-half — and the warranty — two years.

Take an Inside Look at North American

Tour our facility on-line at NASVI.com

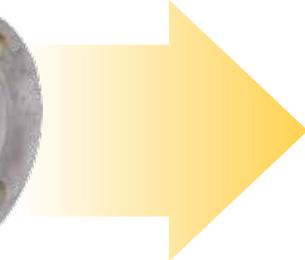
We invite you to take three minutes and grab a video tour of our facilities. View our inventory, inspect our repair facility and meet our staff. Learn how North American Safety Valve is built around the best customer service the industry has to offer while meeting all your safety valve needs. Just go to www.nasvi.com and click the arrow on the valves.



BEFORE

AFTER

And offering remanufactured valves will increase your sales!





1500 Iron Street
North Kansas City, MO 64116

PRSR STD
U.S. POSTAGE
PAID
PERMIT NO. 3
EUDORA, KS

RETURN SERVICE REQUESTED

If we mailed this to someone that is no longer at this address, please email us at:
sales@NASVI.com
Include the name and company for removal.
Thanks for your help!

Celebrating 40 Years of Leading the Industry with Unmatched Customer Service

In 1975, two guys from Chicago established North American Safety Valve Industries in North Kansas City, Mo. As the nation geared up for greater domestic oil and gas production, they were in position to fulfill the rising demand for safety valves and the company began its growth.

Industry trends in the four decades since have focused less on product and more on the sales organizations behind them. Technology has changed things operationally, but the safety valve itself has remained the same.

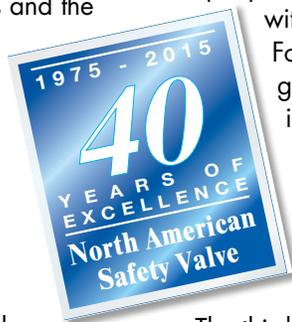
Today, Allen Tanis and his 31-member team keep North American Safety Valve at the top by doing the same three things they've done from the start. Keeping a large, high-quality inventory. NASVI's 50,000 square-foot warehouse stocks the nation's largest inventory of safety valves in one location. Being able to offer both new

and remanufactured valves from leading companies enables them to meet time and budget criteria consistently.

The second is product knowledge. Several of their people have been selling and working with safety valves for decades.

For a customer being able to get accurate advice virtually immediately is critical when downtime is so costly. In recent years, North American Safety Valve has made a concerted effort to share that expertise with our customers.

The third is customer service. "Nothing we do is more important than our customer service," Tanis says. "The people who count on us know they'll get a person and not a machine when they call, and that we'll do everything we can to fill that order, test it and ship it the same day."



North American Safety Valve Industries, Inc.

Your total source for all lines of:

- New Safety Valves
- Remanufactured Safety Valves
- Repair Services
- Replacement Parts
- Reset Services
- On-site Repairs

1500 Iron Street
North Kansas City, MO 64116

Toll-free: (800) 800-8882
Local: (816) 421-7042
FAX: (816) 421-0297

E-mail: sales@nasvi.com
www.nasvi.com