

UPDATE

NORTH AMERICAN SAFETY VALVE

Summer, 2010

From the
President's Desk



Allen Tanis
President

*We try to do
the most for our
customers with
the least amount
of hassle.*

INSIDE

- Selling safety valves is easy ...
- Get answers 24/7 — we're all about service ...
- Our repair services are designed to keep customers happy ...
- Field Service Unit delivers repair and testing ...

THIS IS NOT A SALES CALL.

Have you ever heard that one? I get calls like that all day long.

This newsletter is a sales call. I guarantee it.

Back in May of 1983 when sales were down 60%, we were looking for anything to make a sale. Heck, we were willing to repair gate valves if we had too.

Since things aren't as rosy as they were in 2007-2008, this might be a good time for you to look at taking on a new line: safety relief valves.

If you are calling on the maintenance people for your bread and butter items and you need something to pique their interest, let them know you represent a company that handles nothing but safety valves. Almost any brand, size, shape, and material there is. We can also repair them. When you see a skid of safety valves, ask if the customer would like you to handle the repair.

We can supply you with our 12-page private label catalog to help you promote your new line. Just put your sticker on it — it doesn't show our name. It's free. No charge — we even pay the freight on the brochures.

We had one company approach us for this very reason. We sent them our catalog and private label brochures and then we had a phone conference with all four

branches. They have picked up the ball and are running with it.

Since we sell to wholesalers only, we need you to be our outside salesman. It is great for you because you aren't married to us, and you get a ton of stuff with no strings attached.

We try to do the most for our customers with the least amount of hassle. We do get compliments, like you guys rock, or you guys are awesome. Safety valves aren't the easiest equipment in the world to stock, and getting out the rush orders the same day isn't either. But we appreciate the compliments and will continue to do our best to earn them.

Once again we want to thank you for all of your business. We appreciate it. Sometimes we might not appear to show it, but we really do. One customer told me he's given us 130 orders in the last 6 months. I asked him if he wanted hockey tickets, baseball tickets or football tickets. He said he wanted Kansas City barbeque. So if you give us 130 orders in the next 6 months, we will send you barbeque. He only has 110 orders to go for his next meal. I guarantee it.

Many thanks, be healthy, and happy.

Allen Tanis



Increase Sales & Profits – Offer Safety & Relief Valve Repair Services

At NASVI, our repair services are designed to keep your customer's safety and relief valves at peak operating efficiency and put extra profits in your pocket.

Over the years, our Service Center has proven popular with maintenance managers. It allows your customer's plant to have their valves repaired, serviced and set quickly, which minimizes downtime. They also like the service because it saves them money. You're already calling on the maintenance people; why not offer an additional service. NASVI handles all the logistics and you increase your sales.

NASVI's Service Center is equipped to handle any safety valve repair. Our factory-trained service personnel spot potential problems and recommend the most economical ways to solve them. NASVI has the specifications for nearly every safety valve ever made — allowing technicians to make repairs to exact specifications. The center has six lathes on site, so technicians can restore tolerances on existing parts in quick order. If a part cannot be restored, it can generally be replaced from our extensive parts inventory.

Once repairs are complete, valves are tested and then set at one of six, fully equipped test stations. The boiler is on everyday for testing steam valves. It's always ready, allowing us to set and ship your valves fast.

Our repair service also includes updating the valve to the latest design standard when necessary. All valves serviced in our repair facility carry a one-year standard warranty. NASVI holds ASME's V and UV stamps and National Board's NB and VR stamps. The next time your customer has questions about repairing or upgrading their safety or relief valves, give one of our application engineers a call.

In an attempt to always meet or exceed our customer's expectations, NASVI installed a second steam boiler. It has always been a point of pride for the staff in the Service Center to get valves set, tested and out the door ahead of the requested ship date. This second boiler will insure the tradition continues.

With NASVI's Service Center, you can

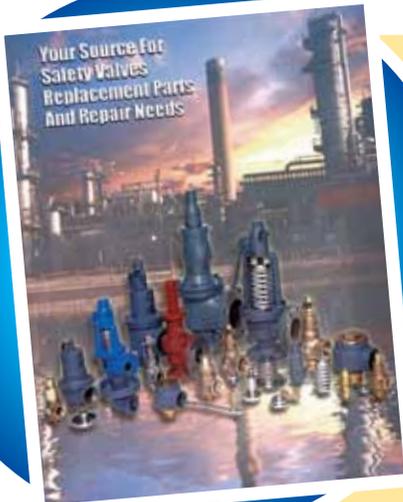
maximize your customer's uptime while saving both time and money. Make our Service Center your service center. One call to NASVI will provide quick solutions to all your repair needs. An application engineer will work directly with you to customize a program to meet your customer's needs.



Selling safety valves is easy ... when you have the right help!

At NASVI, we share the belief that servicing our customer's needs completely every time is the key to our success.

You don't have to be an expert in the field of safety and relief valves to sell them because that's our job. And we're only a phone call away. We'll help you select the proper valve and give an immediate price quote on the phone.

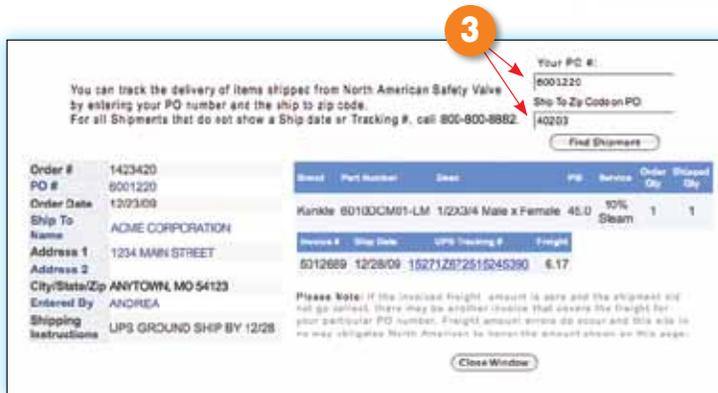
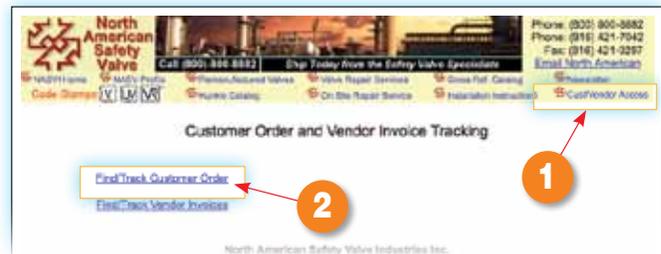


At NASVI, we're all about service.

Get answers 24/7 with our new online order tracking.

We're always happy to answer any questions you have about your orders. But now you don't have to call us to find out what's going on. We've added a feature on our web site that can show you just about everything you need to know. With just your purchase order number and the ship-to zip code, here's what you can find out:

- Obtain UPS freight charges for faster billing
- Track your shipment via the UPS Tracking Number
- Verify if we received your order
- Review the items on an order
- Confirm if and when items shipped
- Check the ship-to address
- Get the truck shipment Pro Numbers.



To use this new feature, go to www.nasvi.com and click on

- 1 "Cust/Vendor Access" at the top of our home page. Then choose
- 2 "Find/Track Customer Order" and type in the
- 3 P.O. number and the zip code of the shipping address. So now when your customer calls you to ask "where's my valves?" you'll have the answer in seconds.

If you don't have a P.O. number or have any questions about your order, just give us a call. Our 800 number is right there on the page. And we're always happy to help you any way we can.

Since 1975 that formula has worked for us. We have supplied distributors with the widest spectrum of quality safety and relief valves possible.

The sole responsibility of our dedicated application engineers is to take care of your requirements.

We will help you with sales planning, product selection and after-sale service when needed. We will even provide you with catalogs that have no reference to NASVI. Place your company's sticker on it and you'll have your own safety valve catalog to pass out to your customers ... **and it costs you nothing.** Our commitment is to you.

Our goal is to help you exceed your customer's requirements – from quality products to on-time delivery backed by quick and accurate customer service.

We carry all makes of safety and relief valves in our extensive inventory – from the common to hard-to-find. And same-day shipping is the rule, not the exception.

We'll work hard to find the right solution so you can keep doing what you do best ... putting your customers first and providing quality service and quality products.



1500 Iron Street
North Kansas City, MO 64116



PRSR STD
U.S. POSTAGE
PAID
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EUDORA, KS

RETURN SERVICE REQUESTED

FIELD

 NORTH AMERICAN SAFETY VALVE

Field Service Unit Delivers Safety Valve Repair and Testing to your customer.

If you have prospects or customers that bought their replacement valves elsewhere because you haven't been able to provide on-site service, you will want to get with them and talk about how you now can supply this service. NASVI's Field Service Unit is state-of-the-art. From the equipment on the trailers to the people on the repair team, you can feel confident you are supplying your customers with the best.

If you have questions on how our Field Service Unit can put money in your pocket, give us a call at **1-800-800-8882**.



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

