

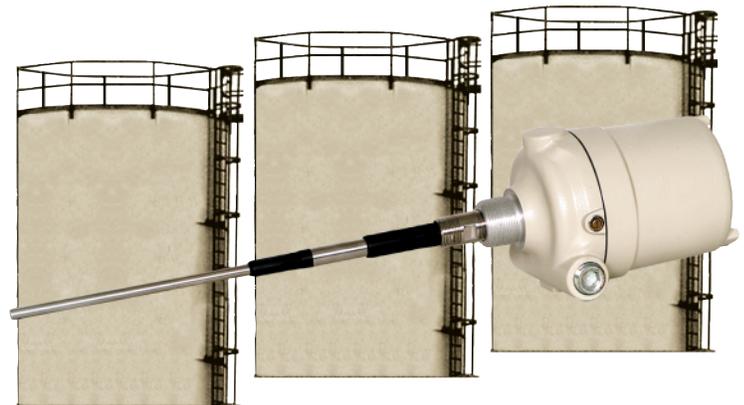


Turn your ideas into money. If we print your application story idea, you will receive a reward. Contact Alex Orson at Monitor Technologies. aorson@monitortech.com



Information provided by:
Jeffrey Powell, Powell Equipment Sales Co.

Nothing sells a product better than the recommendation of a “sister” or neighboring plant. Recommendations seem to be common due to Monitor's reputation for reliability and low maintenance. One of our more recent success stories involves a neighbor recommending the **TrueCap[®] MK-2** RF Capacitance sensor.



ACO Polymer Products, Inc. in Chardon, Ohio recently purchased the MK-2s for their point level application. ACO Group is a multinational company that specializes in the manufacture of products for the construction and building industries. At ACO Polymer, they manufacture a large variety of drainage products using a mixture of polymers and sand.

Before purchasing a level control from Monitor, ACO Polymer was overflowing their silos and unsure when to order. They needed a reliable point level monitor to solve their problems. At this facility ACO Polymer has three outdoor silos approximately 10 feet in diameter and 40 feet high. Each silo is filled with a different grade of sand.

In the search for a level control, ACO Polymer contacted Best Sand, neighbor and sand supplier. Best Sand has been using MK-2s since March 1998 for point level monitoring and has been pleased with Monitor's product. After Monitor was recommended to ACO Polymer, Dan Bushek, the facility's Maintenance Manager, contacted Powell Equipment, the Monitor Representative in Ohio.

ACO Polymer purchased three MK-2s with the standard Ryton[®] probe in July 2001.▼



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PADDLE GUARD LENGTH REVISED PRICE SHEET 217B

Effective immediately, all rotary paddle guards will have a minimum length of 6". Monitor's policy is that any shafts less than 6" in length do not require guards.

Please make sure you have an updated version of Price Sheet 217B Rotary Paddle Shaft Extensions and Guards. A revised copy was sent with the 2nd Quarter Reference Manual Update. It can also be downloaded/printed from www.monitortech.com. Click on Sales Reps to access the online Monitor Reference Manual.▼

WHY REGISTER?

Did you know that customers who have a Monitor CD Catalog could register their copy? There is a simple form included within the catalog. From the main menu select "Register Your Catalog."

Why would CUSTOMERS want to register? To receive updates. Version 1 of the CD Catalog is already out of date. Several sales bulletins have had minor modifications and the new **SiloTrack™** Version 2.0 Sales Bulletin has been released. Without updates, our customer's are not viewing the most current information.

Why do WE want them to register? To capture more information about who is interested in our products and to make sure they have all the current information they need.

How can YOU promote registering? Every time you give a CD Catalog to a customer, encourage the customer to install the catalog on their hard drive and to register their copy. If you are sending the catalog with a standard sales letter consider adding in a paragraph emphasizing the importance of installation and registration.▼

