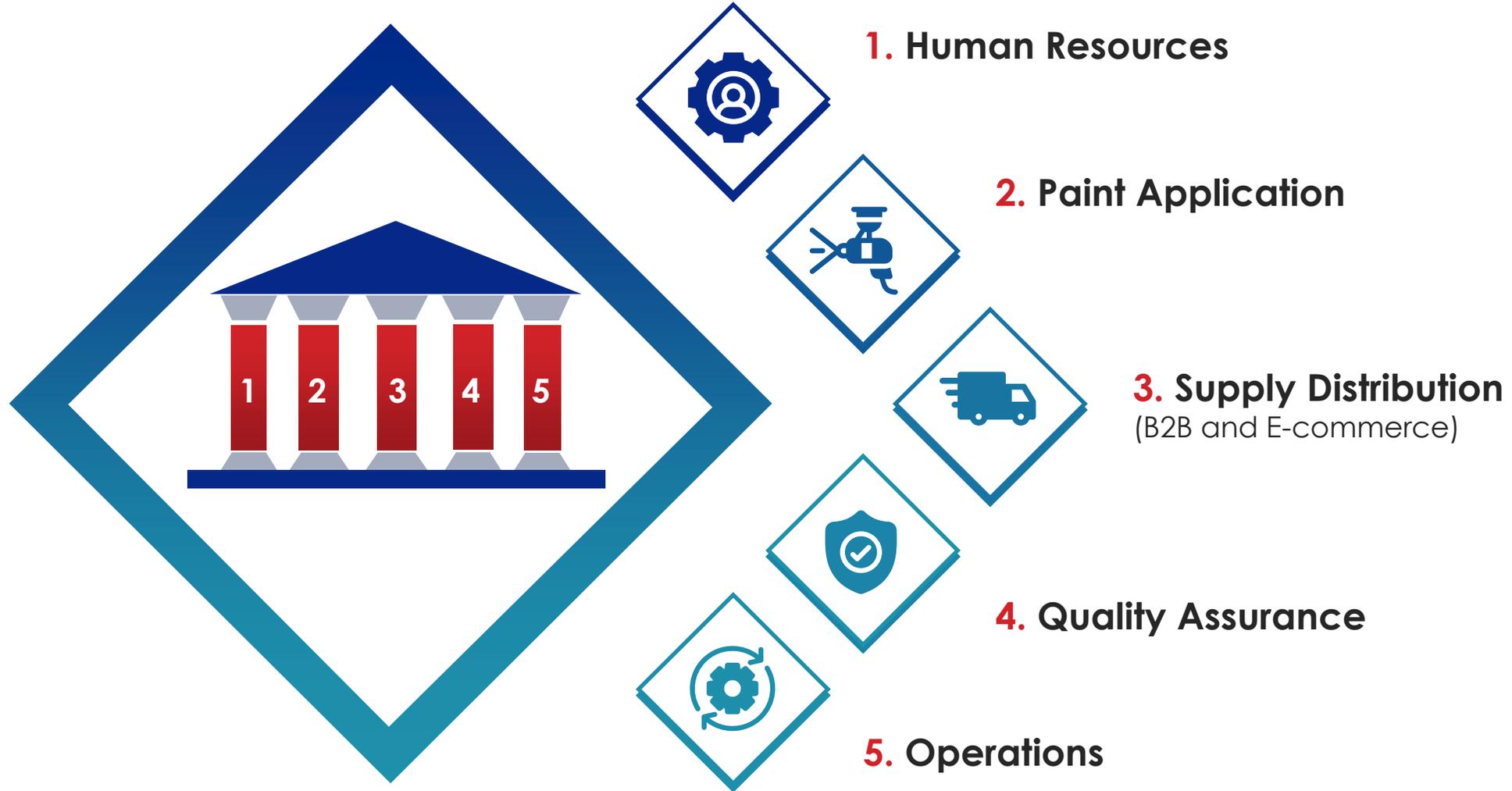


# STROBELS SUPPLY

April 2020



# BUSINESS AND OPERATIONS PILLARS



# PAINT APPLICATION



## Structure

18 floor personnel (and growing)

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2 overlapping shifts between 7am and 9pm

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2 Senior Managers (Production Manager & Operations Manager)

---

Dedicated Material Planner

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Shipping & Receiving Coordinator



## Functions & Process

Surface preparation (manual DA sanding, grinding, abrading, sandblasting)

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Applications of paints from major manufacturers such as Axalta, BASF, PPG, Mankiewicz, and Sherwin Williams

---

Polyurea application for both rail and bus systems

---

Detailed documentation support throughout the process which follows ISO principles

---

Quality controlled documentation supplied to customer with each shipment



## Equipment

25' x 25' dedicated sandblast building

---

2,500 sq. ft. ventilated prep room

---

4 spray booths sized:

- 36' x 14' x 14'
  - 28' x 14' x 14'
  - 24' x 14' x 12'
  - 24' x 14' x 12'
- 

3,000 sq. ft. dedicated drying room

# KEY CUSTOMERS, QUALIFICATIONS, & TRAININGS



**ALSTOM**

**SIEMENS**  
*Ingenuity for life*

**CAF** | USA

**BOMBARDIER**

**Kawasaki**

**STADLER**

**HITACHI**

*Talgo*

**MANY TIER 1  
SUPPLIERS OF ALL**



Audited & qualified for painting by all major OEM customers and their Tier 1 suppliers



All floor personnel are Top Gun certified through Axalta



Ongoing 1 on 1 coaching and performance evaluations

# GROWTH & EXPANSION STRATEGY



2020

## Optimize New Facility

Leverage space and personnel capacity increases

---

Continue to improve and evolve processes in new space

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Learn and dial in new equipment to maximize efficiency gains

2021

## Technology Evolution

Explore valuable technologies (chemical passivation, robotic spray systems, automated paint mixing systems)

2022

## Additional Processes and/or Inorganic Growth

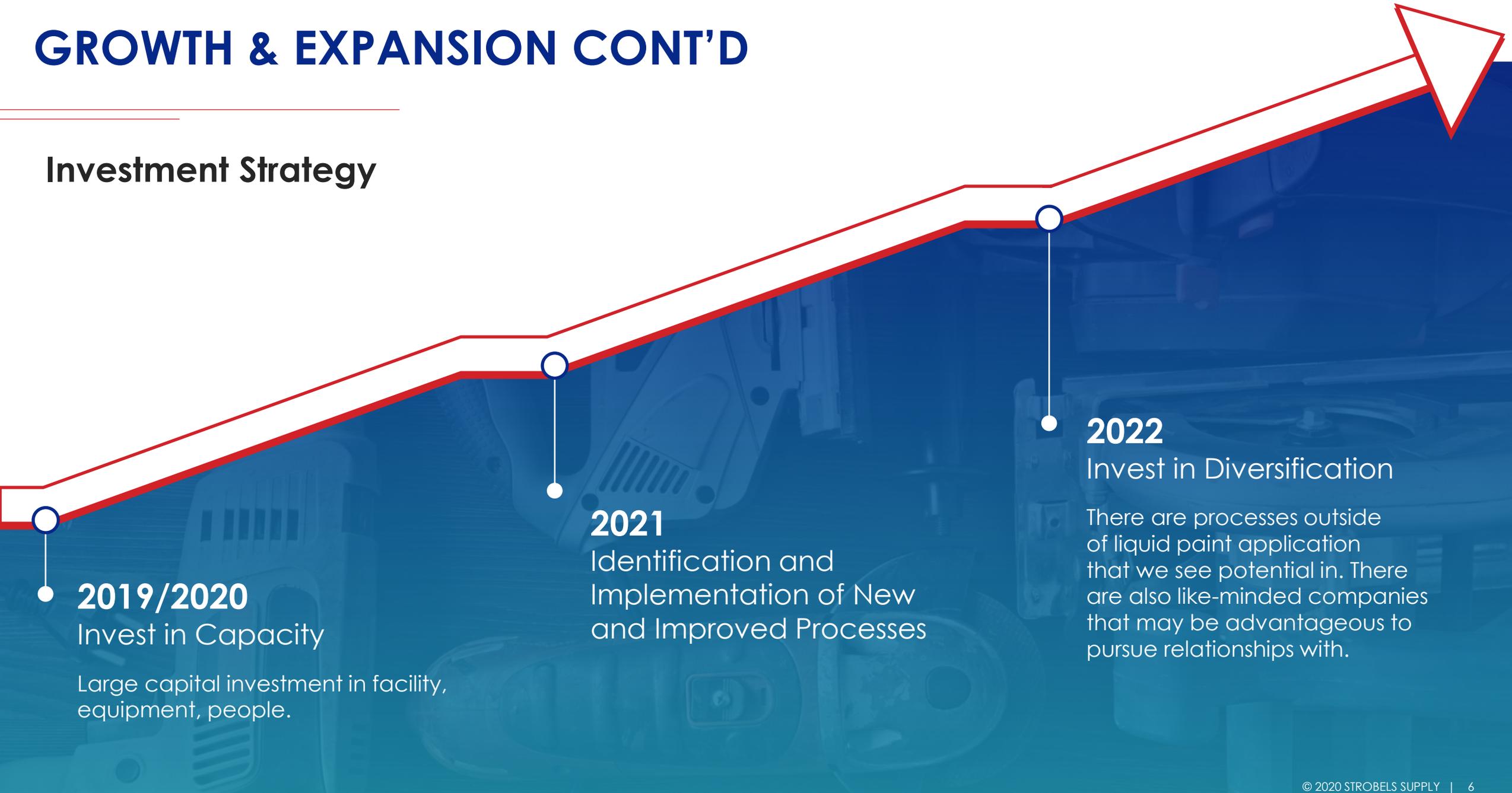
Powder Coating, Electro-static Painting

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Mergers & Acquisition Potentials

# GROWTH & EXPANSION CONT'D

## Investment Strategy



**2019/2020**  
Invest in Capacity

Large capital investment in facility, equipment, people.

**2021**  
Identification and Implementation of New and Improved Processes

**2022**  
Invest in Diversification

There are processes outside of liquid paint application that we see potential in. There are also like-minded companies that may be advantageous to pursue relationships with.

# WHY STROBELS SUPPLY? SOME DIFFERENTIATORS;



1

## Customer Centric

- Industrial & transit-oriented business, emphasis on relationship (partner rather than vendor), strong communication
- Product recommendations – specific recommendations according to each customer's needs/wants

2

## Depth of Product Knowledge

- From distribution history

3

## Process Driven

- Develop processes for every project and track each phase throughout
- The use of Sartorius Color Net
- The use of the Anti-static Gun Control prior to applications

4

## Results Focused

- Do whatever it takes to get it 'right'. Extremely high internal standards for finished work

5

## Location, Location, Location

- For direct and indirect business with our customers. Ability to source inspect, logistics savings, etc.

# ALIGNING YOUR GOALS WITH OUR RESPONSIBILITIES



**Grow  
Fast**



**Improve  
Performance**



**Strong  
Culture**

# CUSTOMER FOCUSED ORGANIZATION



## Transportation Coatings

- Light Vehicle OEMS
- OEMS
- Heavy Duty Truck
- Bus
- Aviation
- Marine



## Industrial Coatings

- Electrical Insulation
- Decorative
- Specialized Coatings
- General Industrial



## Performance Coatings

- Axalta
- PPG
- BASF
- Sherwin Williams
- Mankiewicz



## Refinish Coatings

- Light Vehicle
- Coatings for Plastic and Composite Materials
- Automotive Interiors



## Distribution

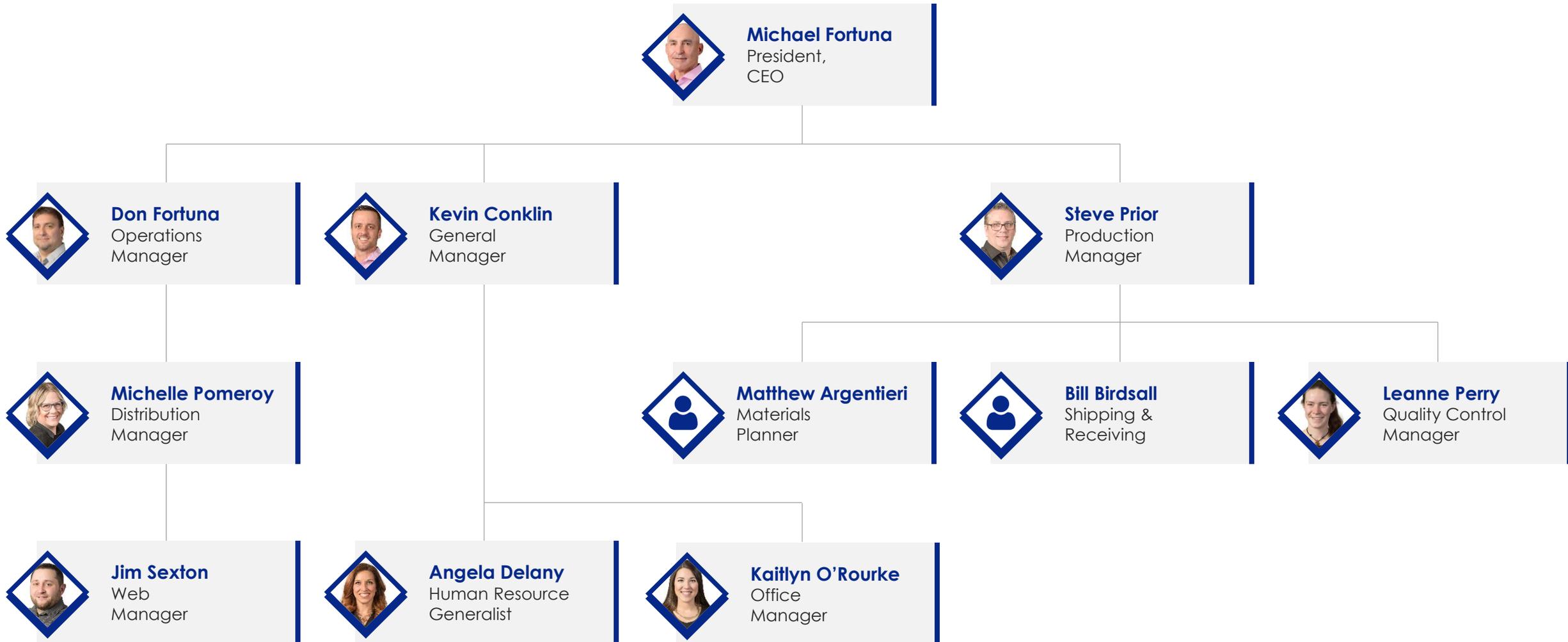
- 3m
- Axalta
- BASF
- Sika
- Dormer
- Loctite
- Dow Corning
- Ammex Gloves



## Polyurea Coatings

- Q/A Certified Applicators
- Two Full-service Machines
- Quantum Chemical Stocking Distributor

# STROBELS SUPPLY HIERARCHY



# PRICING MODEL

## Time and difficulty factor examples

Body work? If 'yes', how extensive?

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Part visibility / Aesthetic criteria

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Are samples required?

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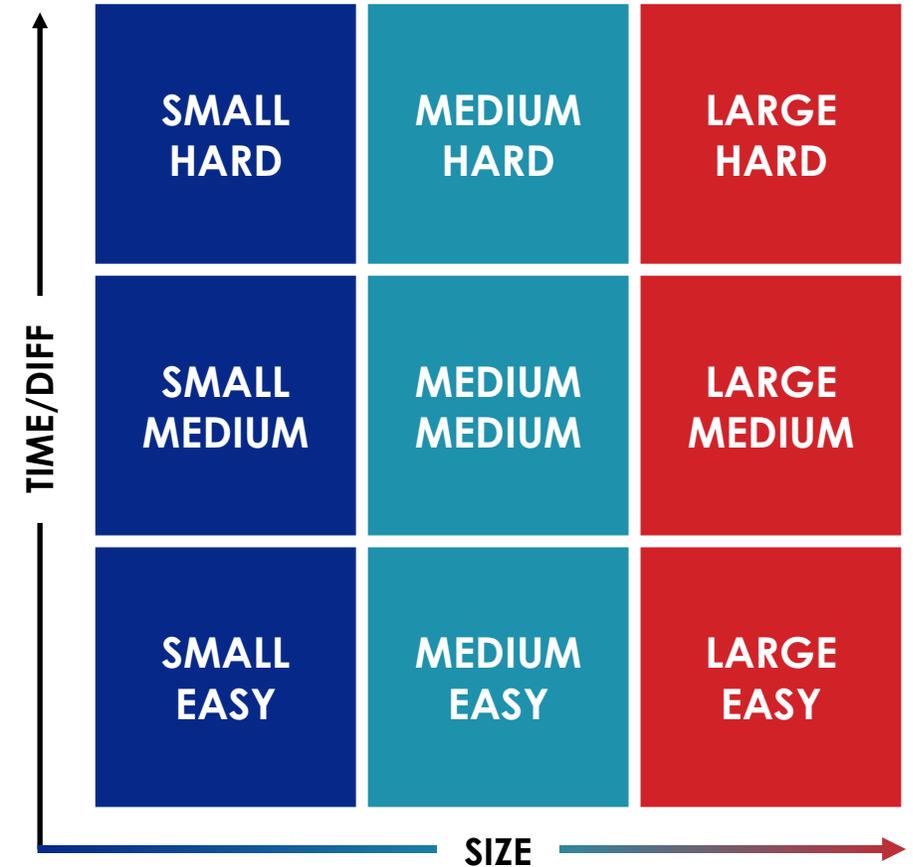
Inspection documents, reading requirements

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Masking required? If 'yes', how difficult?

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General part dimensions / Shape



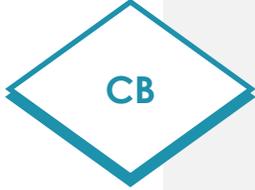
# COST COMPETITIVENESS APPROACH



VD

## Volume Discounting

Relative to the total number of unique contracts or projects awarded through relationship



CB

## Labor/Material Cost Breakdown

Can provide a detailed cost breakdown for each step in the painting process.



BSD

## Batch Size Discounting

The number of parts received at one time against a contract's total. Considerable efficiency increase when batch sizes increase



PMA

## Price Match Analysis

When given 'target pricing'. This includes customer target pricing and/or competitor pricing.

# STROBELS SUPPLY



[www.StrobelsSupply.com](http://www.StrobelsSupply.com)

