



**Systems that Work!**

# Newsletter

February 2008

[www.sp-industries.com](http://www.sp-industries.com)

2982 Jefferson Rd.

Hopkins, MI 49328

1-800-592-5959



## *Convenience Stations Solutions*

*Did you know that SP Industries can build you a transfer station that will allow for customer drop-offs that don't require supervision? With our special application dumpers, customers can load into the hopper and an operator can dump the load when they make their rounds. This allows more effective use of employees and safety as the operator checks the load before dumping into an SP Industries transfer compactor. Maximum compaction, Efficient operation, Maximum benefits. Just another reason to call the leader...SP Industries.*



## *What does it mean to be green?*

*Everyone wants to be "green" today. From recycling to free particles of air, we all have the desire to be more earth friendly. SP Industries is different because we have been promoting "green" behavior for over 20 years. Our dual cylinder machines help customers to maximize efficiencies to obtain the lowest overall operating expense. By maximizing load size trucks operate more efficiently reducing fuel emissions and your overall costs for waste handling. This is "green" behavior. Not only does dual cylinder compaction reduce overall operating costs, the units last longer, are easily maintained and at the end of their life cycle, can easily be recycled. This makes SP Industries a leader in the effort to make "green" products. Let our staff show you how we can make a machine to fit your special needs and increase the "\$green\$" in your pocket. Call 1-800-592-5959 today.*



## *From the President's Desk*

*Happy New Year. I hope everybody had an enjoyable and restful holiday. Now that the Super Bowl is over, our holiday season comes to a close.*

*Thank you for the support and orders, helping SP Ind. have a great 2007. The long standing relationships with our customer base and dealer organization allow SP to continue its growth. We are so lucky and we will continue to do our best to supply you the best compaction and dumper products for coming years.*

*You will have received the new price booklet effective January 15, 2008. They are minimal but necessary to keep pace with the additional increases we've had on insurance, copper components, oil products, and some steel alloys, utilized in our units. The increase is similar to last year, around 2 to 5 %. And as I said last year, we may not be as competitive on the commercial units as we've not taken anything out of our product to make it lighter or cheaper. We'll depend on your sales skill to sell the difference. We are still very competitive on the industrial, heavy industrial, pre-crushers, and transfer station units. I'm not sure where or what the competition is doing on prices. What I do know is the equipment they produce today is not what it was 3 to 5 years ago. The structural integrity and type of electrical and hydraulic component lack the dependability this industry expects and received in the past. We will continue in our niche direction supplying high density densification equipment and specialty systems for your customer. Our commitment to you and ourselves is to continue providing the best, most dependable, equipment available.*

*The sales and marketing team will continue putting together programs to help you make money. We will be participating in some shows and providing new literature, videos/CDs and other promotional items. We've also discussed the buzz word "Green". Even though we've been promoting green for the last 20 years with our high density compaction systems cutting the hauls, labor expense, fuel expense, exhaust emissions, tire expense, road wear and more; it's funny how the average company or customer misses this whole concept. We were "GREEN" before green was*

## *PM Programs*

*Do you have a Preventative Maintenance program set-up for your machines? If you answered "no" then you need to consider the value of such a program today. PM programs improve the longevity, productivity, and reduce downtimes. As we enter into a new year, take a look at your PM programs for your compactors and dumpers. Oil changes, shoe adjustments, clean outs, and other adjustments can save you big dollars in repairs and downtime.*



## *Touchdowns!*

*Did you know that we provided systems for Heinz Field in Pittsburgh, Pennsylvania? We also provided new equipment for this years Waste Expo site at McCormick Place in Chicago Illinois. Performance counts and you can count on SP Industries.*

## *Brad's Update*

*Brad Duemler is back. He is ready and willing to help you with your equipment orders and as quick with a joke as ever. Call him and catch up on all the new uses for our products or to get a jump on your March Madness picks this year. Thanks to all of you for your support, prayers, and thoughts during this battle.*

*cool. That's a good marketing tool for you to use.*

*Again, we look to you for big things this year also. Anything we can do for you, please ask. You've help us get this far with input and ideas, please continue.*

*Sincerely,*

*Denny*



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WASTE EQUIPMENT  
TECHNOLOGY ASSOCIATION