

Happy New Year

Happy New Year! Another holiday season has come and past. We hope that everyone had an enjoyable holiday season.



Turtle Creek

The newly remodeled Turtle Creek Casino, in Traverse City, MI recently purchased a Wet 216 to replace a 35 CU YD self-contained unit.

The first few loads have averaged around 17 tons (a little bit over weight), but the customer is extremely happy. The casino has gone from a 4-5 times a week pick up to one time every 14 days.



Just a Reminder!

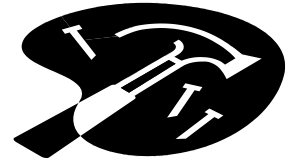
Our new and improved website is up and running! Please visit us at www.sp-industries.com and let us know what you think.



www.sp-industries.com
2982 Jefferson Rd.
Hopkins, MI 49328
1-800-592-5959

Renovation

In the midst of another cold winter, a renovation of the upstairs offices is underway. Our offices will continue to be open and ready to serve you. The renovations should not take long and we expect them to be done by the end of the month. Plan a trip to Hopkins, we would enjoy showing you our progress.



Sheraton Downtown Phoenix

The new flagship for Starwood Resorts. They purchased a Wet 217 High Density Wet Waste system. Previously they had to haul a self contained compactor 5 times a week, now they only pick up the container once every 10 days with increased loads up to 19 tons. SP has proved to be a real money saver and green.



Made In America

Do you know someone who would like a copy of this newsletter? Send their contact information to Paul Nysse at paul@sp-industries.com.

The President's Desk

I'm writing this on Inauguration Day, the first day for President Obama. I have an idea he isn't feeling any better than the rest of us. The economy hasn't bottomed yet, the war isn't over, and unemployment will soon hit a new high. Although we may be on different sides of many issues, I still respect and support him as our President of the greatest country in the world; love it or leave it. He's no different than you or I, he still puts his pants on the same way, plays golf the same, drinks beer the same and even cries the same as we do. It's time we all work hard together to help turn this country around; he won't do it by himself.

Sales have slowed considerably going into the New Year. Even though steel and fuel have decreased a little, copper and components are still stable. I know our competitors have cheapened their prices but let's compare apples to apples, or suppliers to suppliers. All of our components come from American manufacturers not from the Pacific Rim or Asia. We've been overwhelmed with deals to buy



to acquire the quality we demand from these component suppliers. They haven't been able to supply structural integrity information, liability insurance, warranty coverage or any guarantees for their products. We've worked hard to build a great reputation in our industry and refuse to throw it away on "cheap" components. We will never be the cheapest, but we will continue to build the best and get our fair share.

I know it's tough out there, but sitting around worrying about it isn't going to help. You know the old saying "when the going gets tough, the tough get going". It's true and it shows in the orders we receive. These people are doing whatever it takes to get an order. We are helping also by updating

different products from all over the world. We've looked, we've had to, but we haven't been able

pricing, cutting where we can, making changes, and re-pricing machines that may have dropped a little in cost. I assure you we will do whatever we can to help you close a sale when comparing apples to apples. Talk to us and let us help with comparisons, options, special products or drawings. Get out there and go for it, I guarantee someone else is.

Remember:

We are all "American Made". We build the best and have for over twenty-five years. We have the ability to cut handling and hauling in half. We take our customer's best interest and convenience to heart. We were "Green" before green was cool.

As always, I hope these comments give you some insight on selling our equipment and keeping you safe. Once you have reviewed this information, don't hesitate to contact me with questions. You can also contact me by e-mail at denny@sp-industries.com.

Thanks again and have yourself an SP day.

New Team Member



SP Industries proudly welcomes Paul Nysse to the team. Hired just before the holidays, Paul has hit the ground running, working hard to help improve SP Industries. Paul is a graduate from Grand Valley State University with a degree in marketing and management.

Paul's responsibilities include sales support and customer service, along with also being in charge of website maintenance and management. He will strive to help SP Industries improve our "niche" strategy and help serve our market better.

Please take time to welcome Paul and update your contact information. His contact information is:

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