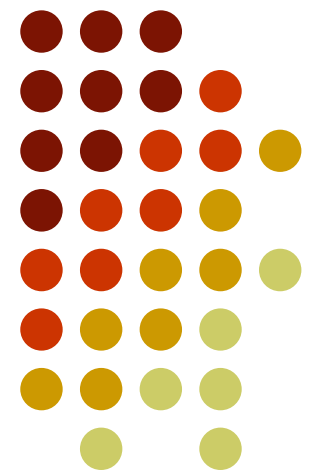
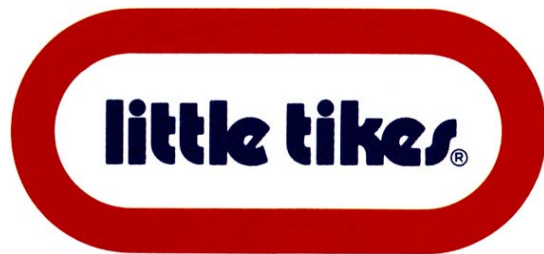


# The 6 P's

---



# Purpose



- **To be the best / Strive to be #1**
- **“Do it Right” (Consumers / Employees / Shareholders / Community)**
- **Building the Brand – Long Term Approach**



# People

- **Find good, committed people who share the vision/values of the Company**
- **Communicate / Care / Compensate**  
**(Brother / Father / Boss) Family Atmosphere**
- **Bonus Plan / ESAP / Stock**



# Product

- **Unique, Differentiated, Characterized by Quality, Value & Service**
- **800# Service**
- **Product Development – Listen / Respond**
  - Questionnaires
  - Consumer Contact
  - Buyer Contact
  - Store Visits
  - Other
- **15 – 20% of annual business from new products**
- **Rotational molding / blow / injection**
- **Sourced**

# Process



- **Be the Most Efficient / Be the Low Cost Producer**
- **Largest Rotomolder in the world / Pioneered the process**
- **Continuous Operations**



# Patience & Perseverance

- **Believe in what you're doing / your values**
- **Don't cut corners to respond in short term demands**
- **But do:**
  - **Be flexible, the only constant is change**

# Profits



- **We all understand**
- **To reward employees & shareholders**
- **To reinvest in the business**



**“What is called common sense is excellent...  
but uncommon sense... is as much more  
excellent as it is more rare.”**

**-Thoreau**