



## We are a toolmaker.

Most of our core tools are made in Warsaw, Indiana. For nearly two decades, all of us at Midwest Rake Company have worked very hard to earn and sustain a reputation for producing and offering tools of quality and distinction... for creativity and innovation, and for technical help and sales support before and after the sale.

Although many years ago it all began with one landscape rake that soon became an industry standard; today, Midwest Rake Company serves many diverse markets, while holding true to our conservative roots and our original commitment to quality, innovation and support after the sale. We are pleased to serve thousands of customers from within the following markets:

**Landscape & Irrigation**  
**Lawn & Garden / Nursery**  
**Hardware & Hardscapes**  
**Sports Surface Maintenance**  
**Agricultural Supply**  
**Aquatic Weed Maintenance**

**Asphalt & Concrete Construction**  
**Seal Coating & Waterproofing**  
**Facility Maintenance**  
**Rental**  
**Public Works & Utilities**  
**Commercial / Industrial Contractor Supply**  
**Government / Local, State and Federal**

**Decorative Concrete**  
**High Performance Floor & Surface Coating**  
**Tile & Terrazzo**

## We practice business as if we were our customer...

- ✓ **We are thankful for and take great pride in the market segments we serve; for the demands and expectations of the "best" only serve to make us better as a company.**
- ✓ Our business depends on relationships - long-term relationships. That is why we work hard to continue to earn the privilege of working with our customers. It is our goal to build our customers' business, for in doing so, we build our own.
- ✓ We truly believe that our products are the face of each and every employee of Midwest Rake Company.
- ✓ **We believe that our success is dependent upon the satisfaction of each and every customer we serve... small as well as large.**
- ✓ We do not deny access to the resale of our products based on minimum purchase requirements in any form; for no customer is too small.
- ✓ **We create many new tools** based on customer demand and are well known for our talent in design engineering.
- ✓ **We see many of our designs and quality features copied.** We believe this to be the ultimate compliment; yet although copied, our products are never successfully duplicated.
- ✓ **We believe that the true cost of a tool is the sum of times you have to replace it...** our quality consciousness is no accident.

# Your "EDGE"...A Separation from the Rest

***We sell "Distinction"... your separation from the rest.*** Do the same tool companies who supply you with tools also supply the "guys" down the street? How can you stand out and separate yourself from the rest? "Mass merchants" will never control the quality and specialty tool markets. Midwest Rake Company cares a lot about quality, durability, and long-term customer relationships...it's not always only a matter of price and product turns.

Midwest Rake Company offers **tools of quality and durability seldom found in the aisles of the big stores.** We also offer many exclusive and unique products for the contractor and discerning homeowner markets.

Secondly, **the broad range of markets we serve allows you to penetrate new markets; thereby capturing new sales and adding to your bottom line.** Many of our distributor partners tell us that it's not just our quality that counts; they like getting such a great range of products from ONE SOURCE.

Thirdly, **Midwest Rake Company also has a long history of manufacturing private label products for both our distributor partners and fellow manufacturers alike.** Picture your label and colors on several of our quality tools. Nothing inspires folks more than a quality product that carries your name. As well, we build and label a lot of product for other manufacturers and distributors...this is sometimes a smaller world than we think.

In sum, **you don't have to compete head-to-head when selling tools. Midwest Rake Company does not practice "cheap to compete".** We have a loyal and growing following of folks who use tools to make a living, who don't want to buy tools every year and who choose to rely on the craftsmanship and the American made origin of many Midwest Rake Company products.

***We offer many "100% Indiana Made" tools...a difference we're proud of... an advantage to you.*** Sooner, not later, the "origin of products" will become a major control issue... "Where is this made?"...a question that will be more frequently asked. **We do make many of our core products right here in Warsaw, Indiana. By doing so, we better control the manufacturing process and the quality outcome of the products we sell you. Making and building our own products also affords us greater control over supply and delivery schedules.**

Quality is no accident...not something we hope for...but something we position ourselves to control, particularly in governing the growth we are experiencing.

**No apologies...we just like the ring of "crafted by Americans, for Americans..." To us, it will always make a difference.**

***Our product diversity can be your gain...*** As you review this catalog and our website...[www.midwestrake.com](http://www.midwestrake.com), you will quickly see that we serve many different markets, with a "surprising" variety of quality and special tools.

**Over the years, we have partnered with and seen nearly all of our distributors expand into new markets, broadening their product base and harvesting new revenue fields.**

Our product diversity can be your gain...we can help you penetrate the many markets we serve. **We can add to your bottom line.**

***We are still a "Toolmaker"...not just a distributor of tools made by others.*** We take great pride in being called upon to translate ideas into realities...tools to be specific. Many of our tools and most of the quality features we build into our tools have come from the minds and experience of professionals and discerning homeowners within the many different markets we serve; those who already use our tools.

**Midwest Rake Company has a long history of creativity and innovation; from the superior bracing systems we build into our tools, the special recipe we require in the aluminum we use, and the many unique and exclusive tools we now offer. There is always a lot of pressure in our "new product" pipeline...**

But most importantly, because we make much of what we sell, we are far better positioned to react to product related issues and customer concerns if they occur.

"Quality" is an increasingly valuable commodity out there...a growing thirst for it...too bad it ever got this way... but the old pendulum swings both ways.

# Your "EDGE"...A Separation from the Rest

***We are easy to do business with...why should it be any other way?*** At Midwest Rake Company, we value the growing size of our customer base as much as we value the sales we realize from a single customer. The total number of customers we serve combined with the diversity of the markets we supply is our greater strength. No customer is too small, and we welcome the purchase of a few tools with the same enthusiasm as with the purchase of many.

***Midwest Rake Company has no minimum purchase requirements.*** If you need one tool, you can buy one tool...and we welcome your business. We do offer pricing discounts, depending on the dollar amount of every purchase order.

***We also drop-ship products around the world.*** We help you save money by doing so. Although the unit cost of a product may be a bit higher, we are equipped and experienced in providing not only technical support, but also next day delivery when the job requires it; for in fact, **we have two customers for most every sale...you and your customer.**

***We offer "unique" sales support before and after the sale...it's our commitment to your success.*** If you are successful, so are we. Before the sale, we offer as much technical and tool selection support as you need. After the sale, if you desire, we can very effectively help drive business to your door via our unique "Custom Flyer Program". Call us for details.

Again, your success is our business...your success is our success. We will do all we can to reasonably and responsibly guarantee our mutual prosperity.

***We try to honor God in all we do.*** Although it's often a struggle and we stumble and fall along the way, we thank God for the success of Midwest Rake Company and recognize the Bible as the best road map for living and doing business. **No apologies.** This does not make us better than anyone else, but it does mean that we try hard to work with others the way we would like them to work with us. We value relationships as well as sales.

## Limited Lifetime Warranty



All products (exceptions noted below) carry a **LIMITED LIFETIME WARRANTY** against manufacturing defects in materials and workmanship. At the discretion of Midwest Rake Company, any product claimed to be defective may be issued a Return Authorization number (RA#) by Midwest Rake Customer Service and then returned for inspection to Midwest Rake Company. We may repair, replace or issue credit for any tool or accessory that our examination determines to be within this warranty for the lifetime of the tool. Automatic deductions will not be allowed.

Midwest Rake Company assumes no liability for consequential damage caused by a product's failure to conform to the written warranty except where required by law. Please call us at 800-815-7253 for assistance with any warranty claim.

### **Warranty Exceptions**

***Tools or accessories which are abused or worn out from normal use are excluded from this warranty. Striking tools and the HomeScaper line of tools are also excluded from this warranty.***