

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, 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.