



Connection

A QUICK RELEASE TO OUR DISTRIBUTION PARTNERS

Spring 2008

Welcome to Our New Look!

This issue of CEJN Connection marks milestone changes in the publication—changes we hope you like!

Published since 2000, CEJN Connection has taken on a fresh new masthead and a four-color format. Our redesigned newsletter will feature lots of bold photos and computer-generated graphics.

CEJN Connection will continue to be published four times each year and feature what's going on at CEJN and our distributor partners. It will put an emphasis on CEJN products and distributor programs, the successes of our distributor partners, and how we can help each other grow.

SERIES 550 COUPLINGS

GET A

facelift

by Barney Draper, CEJN regional sales manager, Caledon, Ontario, Canada

The “bad boy” of the CEJN pneumatic interchange coupling line has received a “New Generation” design.

CEJN Series 550 couplings have been completely redeveloped in order to complement New Generation Series 310 and Series 430 industrial interchange couplings.

By redesigning Series 550 couplings, CEJN has incorporated additional features and benefits into the product line, which improve its competitive edge and provide customers with the most advanced 1/2-inch industrial interchange design in the industry.

Design developments include:

- **35% lighter body weight**—New Generation Series 550 couplings are 3.5 ounces lighter than the previous Series 550 design, resulting in less operator fatigue and greater productivity.
- **10% shorter length**—Shorter than the original design, the new Series 555 design has smaller outside dimensions, resulting in improved pneumatic tool maneuverability and increased productivity.
- **Ergonomic locking sleeve**—The series' redesigned locking sleeve is much easier to grasp

during disconnection, resulting in greater operator satisfaction and improved productivity.

- **Steel front part**—The front part of Series 550 couplings is now made of steel, not brass, which dramatically improves overall strength and endurance in demanding applications.
- **No compromises**—Painstakingly redesigned to mirror the performance of the original design, new

Series 550 couplings are much improved, without compromising the outstanding performance that customers have come to expect from the series.

New Generation Series 550 couplings will be phased into the supply chain as stock levels of the original design are depleted. Watch for deliveries of all-new Series 550 couplings—and maximize your sales opportunities by promoting the new features and benefits of the product line.



Redesigned Series 550 couplings now feature smaller outside dimensions, lower weight, and improved overall strength.



CEJN SERIES 320 COUPLINGS SAVE THE DAY FOR TWO MANUFACTURERS

Randy Jung, account manager for Doig Corporation, a CEJN authorized stocking distributor in Cedarburg, Wisconsin, earned a \$50 gift card from Bass Pro Shops for submitting the following story information on how CEJN products are used by his customers. You, too, can be trying your luck with a new fishing pole this spring by sending a short write-up on a CEJN product application to Deb Serzynski, fax (847) 263-7207, deborah.serzynski@cejn.com.

By converting to problem-solving quick-connect couplings from CEJN, two Wisconsin manufacturers are operating at peak performance.

The first company, a large office equipment producer, set up an additional assembly line to keep up with customer orders, but air tools used on the line could not keep up with production.

The air tools did not generate enough force to push staples through steel and securely attach them to wood surfaces, such as desk and cubicle frames.

Frustrated with the performance of the air tools, the manufacturer called on Randy Jung, account manager for Doig Corporation, a CEJN authorized stocking distributor in Cedarburg, Wisconsin, for help.

Jung investigated the situation and determined that the competitive couplings used at the ceiling drop and at the gun of each air tool did not generate the operating pressure required for the staple job.

After switching out the competitive couplings with CEJN Series 320 couplings, the air tools are now securely attaching each staple that is applied.

Series 320 Couplings Do the Job and More

A second manufacturer purchased a rotary actuator from Doig in order to bend steel parts. Shortly thereafter, the manufacturer called Jung and said the actuator was defective.

Jung immediately arrived on the scene and discovered that this company was also using two competitive couplings in line to the actuator. He explained that a coupling with a much high flow rating was needed for the application.

After replacing the couplings with CEJN Series 320 brass couplings, the manufacturer is so pleased with the performance of the CEJN products that they are now being used exclusively throughout the plant operation.

About Series 320

Strong, durable, and insensitive to vibrations, CEJN Series 320 couplings require only one hand for operation, resulting in a positive connection every time with only a low-connection force.

In addition to the standard brass version, a new aluminum style is also available that is especially appealing in pneumatic tool applications, since it is super lightweight and has a small envelope size.

NEW PRODUCT SAMPLE KIT NOW AVAILABLE

A new product sample kit—specially designed to help sales personnel deliver high-impact presentations, generate interest in CEJN pneumatic products, and increase sales—is now available to CEJN distributors.

Each handy kit contains a wide assortment of CEJN pneumatic products that have wide appeal in the MRO industry and wherever air tools are used. Although it can be customized to suit individual distributor needs, the kit typically contains the following:

- Array of coupling styles
- Hose samples
- Multi-Link coupling modules
- Series 208 blowgun

The professional-grade kit features the same sturdy housing as CEJN hose reels. Inside, each product is fully enclosed and protected in a cellular foam insert, offering a neat and eye-appealing display.

The product sample kit (Part Number 19-999-0056) is priced at \$75 and can be ordered by contacting CEJN Customer Service at (847) 406-4470 or (847) 406-4471.



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CEJN's new product sample kit offers customers a first-hand look at the wide array of CEJN products that are available for pneumatic applications.



2008 CEJN CUSTOMER SURVEY FEEDBACK

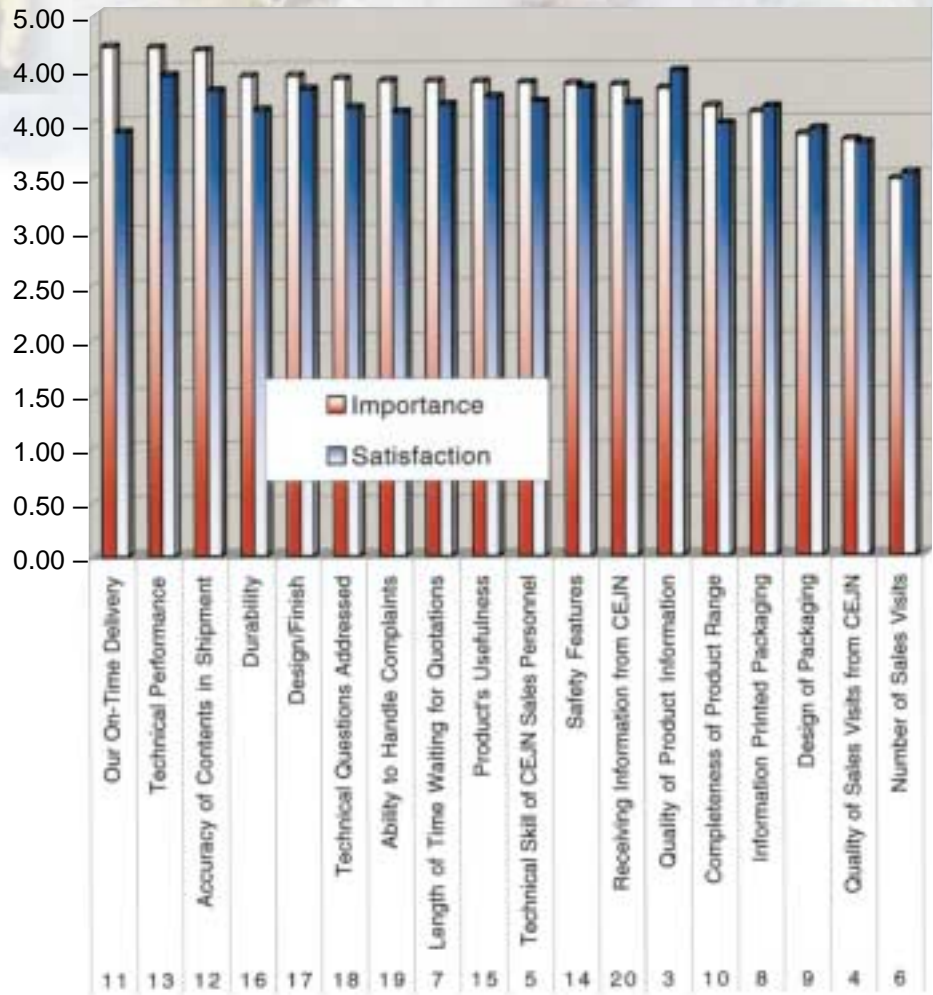
For the third consecutive year, CEJN distributors were given the opportunity to rate our performance by completing the annual CEJN Customer Survey.

Thank you to all distributor personnel who contributed to the survey, particularly those who took time to write comments. Through your critique, we will be able to celebrate our strengths and identify our weaknesses and how we can improve in order to serve you better.

The accompanying chart identifies each question and how responses ranked by the most important criteria to the least important, based on average scores. Responses indicating the level of satisfaction are also listed.

Although still relatively high, our average scores have decreased slightly from 2002 scores. We acknowledge that we have work to do in some areas. Our commitment to you is to conduct group discussions and to take actions that will improve our products and services.

2008 CEJN Customer Survey Results



2008/2007 CEJN DISTRIBUTOR SURVEY COMPILED RESULTS

Using the ratings below, please check the box in each column that best represents your opinion.

Column 1:	Column 2:
1 =	1 =
Very Dissatisfied	Unimportant
2 =	2 =
Dissatisfied	Less Important
3 =	3 =
Neutral	Neutral
4 =	4 =
Satisfied	Important
5 =	5 =
Very Satisfied	Very Important

2008/2007 Average Scores

Compared to your expectations, how satisfied are you with:	Satisfaction					Importance									
	1	2	3	4	5	1	2	3	4	5					
3. Quality of Product Information						4.46					4.30				
4. Quality of Sales Visits from CEJN						3.79					3.82				
5. Technical Skill of CEJN Sales Personnel						4.18					4.35				
6. Number of Sales Visits						3.52					3.46				
7. Length of Time Waiting for Quotations						4.15					4.37				
8. Information on Printed Packaging						4.13					4.08				
9. Design of Packaging						3.92					3.87				
10. Completeness of Product Range						3.97					4.14				
11. Our On-Time Delivery						3.91					4.69				
12. Accuracy of Contents in Shipment						4.29					4.66				
13. Technical Performance						4.43					4.68				
14. Safety Features						4.32					4.34				
15. Product's Usefulness						4.22					4.36				
16. Durability						4.11					4.42				
17. Design/Finish						4.30					4.42				
18. Technical Questions Addressed						4.13					4.39				
19. Ability to Handle Complaints						4.09					4.37				
20. Receiving Information from CEJN						4.17					4.33				
Overall Average						4.28					4.12				



Send Us Your Newsletters

Distributors that publish newsletters for their customers are eligible for a \$25 gift card from Target. Starting with May 2003 publications, one gift card will be awarded to each distributor for each newsletter issue that promotes CEJN products. To be eligible, please send your newsletters to: Deb Serzynski, CEJN Industrial Corporation, 212 Ambrogio Drive, Gurnee, Illinois 60031, or e-mail them to deborah.serzynski@cejn.com.

By Our Resolve, We Will Give Strength to Others



CEJN employees extend heartfelt support for U.S. military troops in Iraq. Our thoughts and prayers go out to distributor personnel who have family, friends, and co-workers serving in the Middle East. May God bless them as they defend human liberty against violence and aggression.

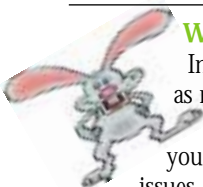
Three Shows on CEJN 2008 Calendar

Three tradeshows—a cost-effective promotional medium to reach a wide market—will feature CEJN hydraulic and pneumatic quick-connect couplings during the upcoming months. The shows include:

- **Western Manufacturing Technology Show**—June 17-19, Edmonton, Alberta, Canada; Booth 527. Barney Draper and Steve Goulette will represent CEJN at the show that features the latest in manufacturing machinery, equipment, and supplies.
- **Fire-Rescue International**—August 22-24, Dallas, Texas; Booth 4815. Larry Mieczkowski will greet guests and demonstrate CEJN products to emergency services professionals.
- **International Construction & Utility Equipment Exposition**—September 23-25, Louisville, Kentucky; Booth 1654. Jeff Burrill and John Lyons will explain the features and benefits of CEJN products to professionals in all segments of utility, water, sewer, telephone, gas, cable television, electric, and general construction markets.

We're All Ears

In order to make *CEJN Connection* as newsworthy as possible, we need your help. Please let us know what you would like to read about in future issues. Send your story leads and suggestions to Deb Serzynski at deborah.serzynski@cejn.com.



MEDIA CAMPAIGN TO FOCUS ON CEJN COMPRESSED AIR COUPLINGS

Beginning this spring, CEJN will have a presence in a leading industrial trade publication.

MRO Today will be the first publication to feature a new quarter-page ad that focuses on CEJN's strengths in compressed air couplings.

The ad includes a photo of an array of CEJN compressed air couplings with the headline—When It Comes To Compressed Air Couplings, There Is a Difference With CEJN.

That difference is defined through a listing of seven product features and benefits, which include:

- One-hand-to-connect
- Reliable, leak-free
- Improved air flow
- Aerodynamic precision machined valve
- Lower pressure drop
- Better tool performance
- Energy savings through lower air consumption

CEJN Couplings Are Natural Fit for Magazine

Commonly used for in-plant, pneumatic tool applications, CEJN couplings are a natural fit for *MRO Today*, which positions itself as the voice of the manufacturing industry. Over 140,000 maintenance, production, engineering, purchasing, and quality professionals count on the magazine for ideas and insight on increasing plant performance, productivity, and profitability.

The CEJN coupling ad will appear in the following issues of *MRO Today*:

- **2008 issues**—April/May, June/July, August/September, October/November
- **2009 issues**—December/January, February/March

When It Comes To Compressed Air Couplings, There Is A Difference With CEJN

- One-hand-to-connect
- Reliable, leak-free
- Improved air flow
- Aerodynamic precision machined valve
- Lower pressure drop
- Better tool performance
- Energy savings through lower air consumption

Compare CEJN couplings with other brands and see the difference. Try CEJN couplings and experience the difference!

Connect with the best — connect with CEJN

CEJN Industrial Corporation
212 Ambrogio Drive • Gurnee, IL 60031
Phone: (847) 263-7200
Fax: (847) 263-7207

DIRECT PHONE LINES NOW OPERATIONAL AT CEJN

In order to make conducting business with CEJN as easy as possible, direct phone lines are now operational at CEJN Industrial's headquarters in Gurnee, Illinois.

All CEJN personnel who have customer contact responsibilities can now be contacted via direct phone lines.

With direct-line access, customers will no longer be transferred or put on hold, saving them phone time and charges.

In the event that a primary contact is unavailable, callers will have the option of leaving a voice message or speaking to a receptionist.

Listed below are dial-direct phone numbers for CEJN personnel, along with their areas of responsibility and e-mail addresses.

CEJN Gurnee, Illinois Contacts

- To place orders, check price and delivery information, or request technical assistance, contact either of the following:

Michele Hummel
Inside Sales Team
(847) 406-4471
michele.hummel@cejn.com

Kim Larsen
Inside Sales Team
(847) 406-4470
kimberly.larsen@cejn.com

- To request literature or make address changes, contact:

Deb Serzynski
Marketing Assistant
(847) 406-4488
deborah.serzynski@cejn.com

- To request Returned Goods Authorization (RGA) numbers, contact:

Joy Henderson
Operations Assistant
(847) 406-4472
joy.henderson@cejn.com

- To obtain credit information or discuss payment terms, contact:

Julie Metzger
Finance and Human Resources Manager
(847) 406-4479
julie.metzger@cejn.com

- To discuss matters of any concern, contact:

Steve Goulette
Division Manager—North America
(847) 406-4474
steve.goulette@cejn.com

- For general inquiries, use the following numbers:

Main switchboard number (847) 263-7200
Main fax number (847) 263-7207

CEJN Key Sales Contacts Outside Gurnee

- To set up U.S.-based distributor training or discuss new project opportunities or distributor co-op advertising, contact:

Bill Sawls
National Distribution Sales Manager
Atlanta, Georgia
(404) 816-7475
bill.sawls@cejn.com

- To discuss Canada-based CEJN product sales or distributor co-op advertising, contact:

Barney Draper
Canadian Regional Sales Manager
Caledon, Ontario, Canada
(519) 927-0566
Fax (519) 927-0567
barney.draper@cejn.com