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NOTHING Outperforms
the
"LADTECH SYSTEM"

Lana's Pen



With the fall hunting season just around the corner, I thought you might like to try my favorite recipe for wild game marinade. This works great with venison, elk, moose – or even bear meat! In fact, it's also good with store-bought steak and short ribs. Let me know if you try it. Enjoy!

– Lana

Ven-Go Wild Game Marinade

Makes enough marinade for 1-3 pounds of meat

Ingredients

| | |
|--------------------------------|------------------------------|
| ¼ cup olive oil | ¼ cup Asian sesame oil |
| ¼ cup soy sauce | 1 ¼ tsp fresh chopped garlic |
| 1 tbs sugar | ¼ tsp ground rosemary |
| ¼ tsp ground powdered ginger | 1 tsp toasted sesame seeds |
| 3 fresh green onions – chopped | |

Prepare meat

Thaw – then cut into the meat on both sides so marinade will be deeply absorbed.

Prepare marinade

Mix all ingredients together. Place meat into a zip lock bag and pour marinade into the bag. Seal the bag and gently massage marinade into meat until well covered. Place bag in refrigerator for at least 4 hours and up to 3 days before cooking.

Grill or bake meat to desired wellness.

Dipping sauce

As a dipping sauce for the cooked meat, try orange marmalade or:

Sweetened cranberry sauce

Mix well and serve:

| | |
|-------------------------------|--------------|
| 1 can jellied cranberry sauce | 1 tbs sugar |
| ¼ tsp cinnamon | ¼ tsp nutmeg |

Welcome, New Distributors!

Introducing the newest members of the Ladtech distribution team:

- D&W Sales in Alabama and Mississippi - sales@dwsystemssales.net
- Quality Water Products in New England - www.qwater.com
- William Goff at SSI Sales in Georgia - www.ssisealingsystems.com
- Dina Warner at Connect Sales, Inc. in Colorado - dinawarner@comcast.net
- Aqueous Sales in Virginia, Maryland, Delaware, West Virginia, and DC - aqueoussales@aol.com

We're so pleased you could join us!



Ladtech, Inc.

The 'Hole' News

Issue Number 3

Aqueous Sales says "Get specified!"

A tip of the Ladtech hat goes to **Aqueous Sales** of Powhatan, Virginia, for representing Ladtech so faithfully and well. Bob Loughney of Aqueous says one secret of his company's success is its focus on specifications: "We call on consulting engineers, or at a utility, we call on the person who manages the budget, usually the assistant director. Because these people are concerned with cost control, they're very interested in reducing inflow and infiltration. Our job is to show why our product does a better job of reducing I & I than what they already have in their specifications." Then Aqueous markets Ladtech products to the distributors, who actually sell the products to the contractors and utilities.

In the eastern portion of Aqueous's territory - the tidal areas of Delaware, Maryland, and Virginia - Bob's team explains to contractors and utility managers that the cost spikes they see during Noreasters are caused by storm water flowing into wastewater systems. "They're unnecessarily treating storm water in addition to sewage," says Bob. The Aqueous sales force has convinced these customers to install Ladtech rings to raise the manholes high enough so the water won't come in during storms.

But Bob also thinks that once Ladtech rings are in the workers' hands, the rings sell themselves. After the Aqueous staff had demonstrated Ladtech rings for a group of utility workers, one of the workers said, "Are they going to specify these rings? We sure hope so because we're tired of carrying those concrete rings into the marshlands. The Ladtech rings are so much lighter and they do a better job!" Bob explains that these workers usually use four-wheel-drive vehicles to carry concrete rings to work sites. But in the marshlands, that doesn't work because the four-wheel-drive vehicles sink into the mud under the weight of the concrete. The workers are forced to carry the concrete rings in by hand. On top of that, the workers said about one out of four concrete rings breaks. The workers could see that Ladtech rings are the solution to these problems.

Bob says another successful strategy is to highlight Ladtech slope rings. Aqueous customers say they love how slope rings allow them to match a manhole cover to the crown of a road.

Another challenge Bob and his staff faced was how to keep freight costs down. To manage the problem, Aqueous has now established three stocking locations in its territory.

Want to discuss Ladtech rings with Bob Loughney? Email him at bob@aqueoussales.com.



Photo: Jesse, Bob & Katie Loughney

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The 'Hole' News

The Making of "Casting Saver" (Hint: It's not a new major motion picture)

Ladtech's got a brand new baby! It's the Casting Saver and it's going to be a big plus for every Ladtech distributor. What's a Casting Saver? Read on!

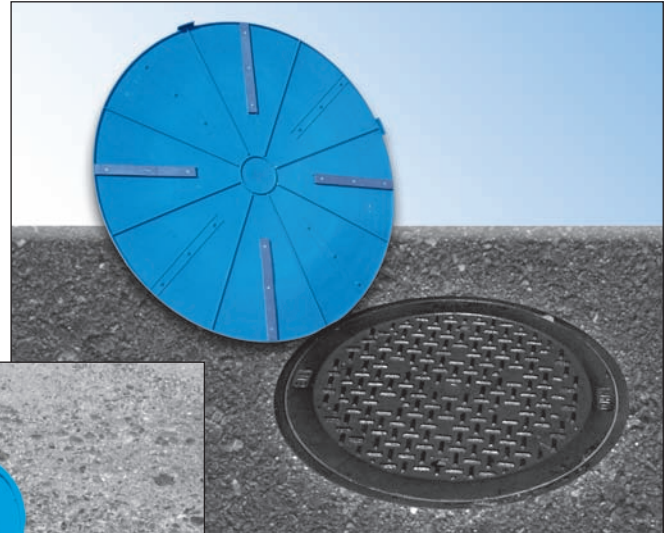
Last February, Ladtech CEO Dwight Wiedrich got a call from Lee Mastell, Ladtech's distributor in Oklahoma. Lee told Dwight about a maintenance supervisor who complained that every asphalt paving job made extra work for him. After the paving contractor had put down an asphalt overlay or chip seal, the maintenance department had to come through and scrape the asphalt off of all the manhole covers - and then raise the covers to be sure they weren't glued down by the asphalt.

That gave Dwight an idea: Why not put temporary protective covers over those manholes during paving? You could attach the temporary protectors to the manhole covers with magnets. Then remove the covers afterwards and save the maintenance department all that work.

Dwight brought the idea to Ladtech Production Manager Chris Larson, who began experimenting. Chris put in dozens of hours, cutting and routing out sheets of plastic and experimenting with ways to attach the magnets.

When Chris had made a dozen prototypes, Dwight took them along on a trip to Texas. There, Dwight showed the prototypes to Ladtech distributor Jim McCain. In turn, Jim introduced Dwight to a guy in the San Antonio Public Works Department. The San Antonio guy was excited and said, "That's a hell of an idea! It'll save me lots of time - but what about valve boxes? We have the same problem with them."

So Dwight went back to Chris, who came up with some second-generation prototypes. These were sent to Lee Mastell and Jim McCain, who gave them to a few of their customers for field testing. The field tests revealed a small problem. The magnets held the discs down alright, but the discs had a tendency to slide sideways. So Chris added 'kicker legs' - two little tabs at the edge of each disc that hug the casting and hold the disc in place.



With the kinks worked out, Chris figured out how to mass produce the product while Dwight managed the patenting process. It was Lana who christened the discs "Casting Savers."

Now they're coming off the assembly line ready for the marketplace, and samples are going out to all distributors.

Here's the best part for distributors: This new product is going to introduce you to a whole new market segment: paving contractors. And while not all paving contractors install manhole chimneys, some do. So you may be able to cross-sell Ladtech rings when you sell Casting Savers.

*The "moral of the story" is that **Ladtech is in the problem-solving business.** This was a case where an off-hand comment about a customer with a problem led to a great new product. Do you have a customer with a problem? Let us know and we'll work with you to solve it.*

New at Ladtech...

Ladtech, Inc. is proud to announce that we now have full control of manufacturing our products in the facility in Little Falls, Minnesota, where Ladtech rings have been produced since we began. This new component of our business will be called Ladtech Manufacturing, Inc. In addition to continuing the high level of service you have come to trust, we now have an opportunity to produce a wider



variety of injection molded plastic products. Do you have a ideas for new products we may be able to produce for you? We would love to discuss those ideas with you! The Ladtech team is extremely excited to offer this new capability to our distribution network.



*Offering a solution to the age old problems associated with
Manhole Adjusting Rings*

Louisiana demos pay off for Rob Sanders

When Rob Sanders showed a group of 30 maintenance workers in Shreveport, Louisiana, how to build a Ladtech chimney, he got a response many of us have heard often: “They couldn’t believe how easy it was!” says Rob, a sales representative for Jim Cox Sales. But then the other foot fell. A skeptic in the crowd wanted to know if the polyethylene rings will hold up to traffic. Jim told that guy something else we all know: “I told him it’s better than concrete. That’s when someone else said, ‘Well then why aren’t we already using them?!’” Good question!

Jim Cox Sales is based in Keller, Texas, a suburb of Fort Worth, and Rob is a Texan through and through. But his territory for sales of Ladtech products is across the border in northern Louisiana. This year, he’s been scoring points with the Louisiana Rural Water Association by doing demonstrations like the one in Shreveport.

On the day Rob did that demo it was a typical hot summer day in northern Louisiana. That’s why he brought a new product called X-Seal to Shreveport. “I had done a Ladtech demonstration in Spring Hill, Louisiana, earlier,” says Rob. “And the only objection they had was the butyl rope. Because it was a really hot day, the rope was sticky and messy to handle.” Soon after that, Rob discovered X-Seal, an expanding foam that hardens in about 30 minutes. Unlike butyl rope, which must be compressed, X-Seal expands and automatically moves into any voids. *See the sidebar on this page for a Ladtech Tec Note on X-Seal.*

Rob says the demonstrations are essential to his success: “When you show Ladtech rings to people who are actually out there doing the work, they’re all over it!” But Rob also knows you have to convince the engineers who write the specifications and that’s often a harder sell. “An engineer takes no risk if he continues doing what’s been done for fifty years,” says Rob. “Even if engineers see that a product is obviously better, specifying it is taking a risk, and they don’t think sticking their necks out is their job.”

But Rob Sanders is an optimist. He feels the market is turning and it’s just a matter of time before everyone switches to Ladtech rings. And he’s confident that demonstrations for workers are the key to unlock the marketplace. “I’m convinced that the way to change things is from the bottom up to say, ‘Hey, I’ll come out and do one for you. You have to create demand from the end-user.’”



*Photo: Worker installing butyl
rubber rope*

Ladtech Tec-Note: X-Seal

Some distributors and customers have had trouble passing vacuum tests with manholes made with either butyl rubber from a tube or X-Seal between the first Ladtech ring and the cone section. But if applied correctly, butyl rubber rope will pass a vacuum test. Place two strips of 1-inch butyl rubber between the cone section and the first ring. Then use 3/8-inch rope between the other rings. Butyl rubber rope is available in several thicknesses from Ladtech.