



Newsletter—October 2009

New Staff Member

Welcome to Keren, who after a lot of travelling has returned to New Zealand and has joined us at ASPL. She will be working on updating our websites and assisting with other sales and marketing related tasks.



We are very happy to have Keren on the team.

October Bargains

Check out our Bargain Bin on our website for details.

www.aspl.co.nz

Products Include:

- Spike Security Gate
- Flanged Posts—some powder coated

We are also listing our bargains on Trade Me. You can find these under the username teddysean, or in the Fencing category.

Remember, the early bird gets the worm....

Advanced Steel Products Ltd.

20-22 Anvil Road
Silverdale
Auckland

Ph: 09 427 4980

Fax: 09 353 1345

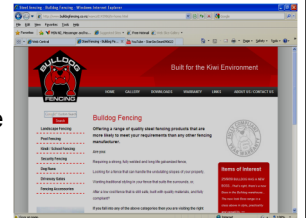
sales@aspl.co.nz

www.aspl.co.nz

Bulldog Web Site

This month we can happily say, thanks to Keren, that our Bulldog Website has been updated. New images, up-to-date technical information and other new components have been added to our new-look website.

Check it out at www.bulldogfencing.co.nz.



Lynx - New Products

Screw Gudgeon,
GS20S16-105-ZP,
20mm short pin with 16mm
screw rod.



Through Gudgeon,
GT20S16-200-ZP,
20mm short pin with 16mm
threaded rod.



Square Flange,
FS100-4h,
General purpose weld
on flange, HDG.



Weld on Sockets,
SW20H -
Extra heavy duty weld
on socket, HDG.



8.8 grade bolts: For the last two months all new Lynx stock arriving into the warehouse is coming with 8.8 grade bolts. This industry leading bolt has much higher yield and tensile strength than industry standard 4.6 grade bolts. If your order includes new stock items the 8.8 grade bolt will be supplied.



Find more information on these new items on our website, www.aspl.co.nz.

Monthly Choccie Draw

Now available to **ALL** our Web and Fax orders. Just place an order via fax or on-line to go into the draw.

This months winner is Deon Cartwright of Fletcher Easy Steel, Auckland.

Congratulations Deon, choccies on the way....



Gerard's Blog

It's official, we are out of the recession. And as things start to pick up, more and more of us will be responding to tenders, quotes and pricing for numerous projects. One very interesting point when we are pricing to specifications, whether it be from an architect, consultant or similar, is that usually the consultant specifies one type of product. However, more often than not they add the words "or similar". This ultimately means that you the installer/reseller can put forward your recommendation or suggestion of, in your experience, either the closest or most suitable product for the application. This is a very notable point as in many situations jobs are put back out for tender as nobody has come up with a suitable fencing solution for that project. I have come across this many times. One other point to be sure of is that you are pricing apples for apples solutions. In too many instances an inferior product wins the job due to lower pricing without the customer realising the differences. If you think you can suggest an alternative to your client that best fits the project put your ideas forward. If in doing so you need any advice, please, by all means give me a call. I am always working behind the scenes to promote our products to specification level to help you, the distributor, get your sale.

