

**LESSONS IN LEADERSHIP**



**The Cost of Cheap**

**Global conditions affect on-time delivery. The quality — hit and miss. There's more to cost than what's on the invoice.**

Cheaper is always better — till something goes wrong. And something always seems to go wrong.

There is a growing movement in the global economy to look at the big picture of a transaction to see its value.

**Cheaper can mean lower quality.** That gets very costly when you have to refund, recall and repair products you've already distributed. **Because we manufacture in the U.S.A.,** KEP adheres to a higher standard of proven quality control.

**Cheaper can mean shipment delays.** Erratic global conditions can affect shipping and distribution.

That's just the beginning of the logistical nightmare — postponed distribution, key deadlines missed and lots of angry customer complaints.

**Because our products are made in the United States,** KEP can honor shorter lead times and consistent, reliable service from people who understand you, your business and your market. Time is money, and not having to wait for your product to cross the ocean saves a lot of time.

Do you really want to pay the extra cost of cheap?

**We lead because we love to learn.  
Each newsletter will be a new chapter in our leadership story.**

**ABOUT KEP**

**Meet Joe, Our New Business Development Leader**

According to Forbes magazine, business development is "the creation of long-term value for an organization from customers, markets, and relationships."

While all KEP team members do their part to create value in all of our transactions, our newest team member, Joe Williamson, will lead the way as our Sr. Director of Global Sales and Customer Operations.

"I'm extremely excited about leveraging KEP's amazing team members and our strong reputation to drive growth," Williamson states. "We're building a win-win environment by creating strategic partnerships with companies who align with our capabilities and products."

Williamson brings more than a decade of successful experience leading high-growth organizations in the medical device and industrial sectors.

As Global Director of Sales and Strategic Development for Foamtec Medical, a global raw material manufacturer headquartered in San Diego, Williamson helped build a start-up division and led a team that increased sales and market share with clientele in OEM, medical device and pharmaceutical industries.

"I look for effective and innovative ways to engage and convert, while keeping an eye on the long-term strategy," says Williamson. "At KEP we offer tremendous value — our integrity and knowledge of the market provides customers the confidence they need when evaluating new ideas in a technical market."

"It's a great match," states Bob Oborn, President of Kent Elastomer. "The backbone of our success is long term relationships based on trust and great, intuitive customer service — and that's exactly what Joe has provided his customers across all the industries he has served."

Welcome Joe — and everyone viewing this newsletter — expect to hear from Joe real soon!



## THIS MONTH'S KEP CHALLENGE



### Retaining Rubber's Strength

We love a challenge. Whether it is improving our own systems or finding a better way to design and deliver your product, KEP applies a can-do, continual improvement philosophy to every challenge we face.

#### The Challenge:

Natural rubber is an essential commodity in the sports industry, but it is susceptible to most oils, UV light and strong oxidizers like ozone that causes it to drop in strength and memory.

#### The KEP Solution:

We put our heads together to develop a dipping laminate and launched our new natural rubber tubing product, **K911**, in 2000. We created a protective topcoat that increases the life of our natural rubber tube more than threefold. **As a result, our customers increased product safety, and reduced breakage.**

What's YOUR challenge? Do you want to optimize efficiency? Build a prototype? Improve product or customer service? Let's make it happen!

Call us at 800.331.4762 or [contact us here](#).

## TEAM MEMBER SPOTLIGHT

## She Takes Pride in Great Customer Partnerships

Our longtime Team Member, Cindy Harry, is excited to be pursuing a new role for KEP. Since joining us in 1990, Cindy has represented many facets of our business. From administrative to executive, Cindy has proven that she thoroughly understands our products, services and customer needs from start to finish.



As our new Director of Strategic Alliances & Customer Relations, Cindy brings this deep, comprehensive knowledge to help every customer and prospect.

"I am excited to be doing what I love — working directly with our customers," states Cindy. "Not only will I again have the opportunity to work closely with many of our long-term contacts, I will now be able to focus on growing our business while developing new relationships."

### PRODUCT FEATURE



## We'd Rather Be Fishing, Too!

What do fishing line, parachutes, spear guns and sling shots have in common? Kent Elastomer Products! We partner with many sports and leisure companies to provide the exact flexible tubing or dip molded product they need to keep our weekends fun!

