

GOING GLOBAL

Staying Rice Lake



Gerald Sullivan, president of Mari-Tech, Ian Scott, Canadian regional director and Jeff Hogan, weigh master.

WE'RE GOING GLOBAL, but we will continue to deliver Rice Lake's legendary individual attention and service. That's why 90 percent of our product innovations started with a customer asking us to solve a particular problem.

How can Rice Lake spread its wings around the world and still promise our full attention to each distributor and each transaction? How can Rice Lake promise 2,600 distributors in 80 countries that a knowledgeable person will answer their phone call and probably have the product or part in stock or a serviceperson on hand?

Rice Lake has a unique product advantage no other manufacturer of weight-related products can duplicate. Our network of 22 regional and national sales directors who watch over their patch of the world are the best scale men and women in our industry.

Whether it's a custom application, a special product or software enhancement, they'll find the solution.

We send a marketing team on a road trip with a regional director for each issue of *Rice Lake Magazine*. Our goals are to give you a glimpse of the weighing industry in other parts of the world and to find some good ideas and practical solutions.

Ian Scott, Canadian regional director, is our latest "On Location" host. We asked him, "Who is Rice Lake?"

"Who is Rice Lake! We ought to be the most famous scale manufacturer on earth. People need to know we make top quality products. Steel is steel. It's our design and workmanship and our work ethic that make Rice Lake different and better.

"You can hear it in an end user's tone of voice when he says, 'I bought a Rice Lake scale.' You know he's got bragging rights because he knows he bought the best. I have heard it said, 'If you aren't selling Rice Lake, you aren't in the scale business.'

"And our people and people-skills are without equal. Mark Johnson, Sr., told us, 'You've got a great product. Know your stuff. And have some fun.' And that is what I do — everyday."