



TECH NEWS & TIPS

Welcome to the
Deschner Tech
News & Tips
Newsletter #7

INSIDE THIS ISSUE:

- Reaching Worldwide 1
- Living Large & Lean 2
- Our New Website 3

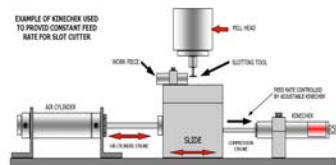
Worldwide Reseller Network



For a golden opportunity to become a reseller in an untapped market...

CONTACT US TODAY!!
info@deschner.com

We're getting the word out about the effectiveness of Kinecheks in controlling air cylinders, and are letting the industry know about our new advertising campaign.. "Get your air cylinders under control now!"



Deschner Products Gaining Ground in Foreign Markets with our Worldwide Reseller Network!

Deschner Corporation has stepped up its efforts building relationships with foreign resale partners in response to the growing global marketing trend. Our reseller partners recognize that their customers are very pleased with the high caliber of Deschner products and are enthusiastic about selling more.

As a Deschner reseller you can achieve superior profit margins selling speed regulators and industrial shock absorbers. We offer support for our reseller partners including an exclusive listing on our website, an account representative dedicated to your success and Co-Op advertising programs to help build awareness and sales in your particular market.

In March 2011, Deschner Corp President, Toby Ryan, visited multiple resellers in Taiwan, Hong Kong and China. The focal points for his visit were to discuss advertising and sales strategies, as well as provide aid in customer technical support. Each reseller was provided an extensive Product Training and Technical Support Manual, the purpose of which is to aid them in their future sales and customer support efforts. This manual, available to select reseller partners, provides all the information needed to become a successful Deschner reseller. It also includes complete product specifications, information on service, technical support, and important detailed illustrations showing the proper way to install Deschner products to ensure maximum service life.

Mr. Charles Lee, Mr. Danny Kwok & Mr. Wilson Ip at UNIVERSE TECHNOLOGY CO LTD. (Hong Kong) & APMC TRADING LTD. (Shenzhen); Mr. Kris Ip at WAH-FU MACHINERY CO. & Mr. Ben Lu at TEAM-TECH CO (Hong Kong); and to Mr. Shawn Tsai, Mr. Warren Chu at SHAWN TECH CO LTD.



Danyao trade-show staff demonstrating a Deschner Kinechek.

Mr. Ryan also, for the first time, visited with the team of DANYAO TRADING CO LTD., our newest Deschner distributor, who has quickly answered the demand of customers in the Shanghai area of China. The Deschner line of products was featured in their tradeshow booth at the 2011 PTC exhibition in Shanghai. This provided attendees with a close-up look at a variety of Deschner products, sparking new and creative applications. Mr Ryan extends a special thanks to Ms. Mariana Wu, Mr. Louies Liu, & Mr. Fenix Tsai for their warmth and hospitality. Congratulations to you and to all of our other resellers for your continued success!

"There are great opportunities for selling Deschner products in a growing number of untapped industrial areas worldwide." says Mr. Ryan, "We are constantly exploring new and creative uses of our products in both established and expanding worldwide markets."

Deschner is presently looking for resellers in the following areas:

Eastern Europe
Malaysia
Mexico
Northern China

Singapore
Republic of Korea
Thailand
Vietnam



Danyao staff engineer discussing Deschner products at PTC

Mr. Ryan would like to send his gratitude to the following people who made his visit a special one: Mr. C.H. Chen, Mr. Paul Kao, Ms. Amy Lee and Mr. C.L. Lin at OARSMEN CORPORATION; Mr. Double Kee's & Mr. Huang Yen-Chih at AEROTECH INTERNATIONAL CO LTD.;

For information how your organization can become an authorized Deschner reseller, Email us at info@deschner.com. When responding, please use "New Deschner Reseller Opportunities" in the subject line.



Javier Salazar—Machine Shop Lead Person

Javier Salazar is the Machine Shop Lead Person at Deschner. In this position he is a man of many hats.

Among countless other responsibilities, Javier oversees the Deschner Lean Manufacturing program in the machine shop. This initiative emphasizes constant improvement in the efficiency of manufacturing operations, “just in time” parts delivery, and streamlining the

Deschner Embraces “Lean Manufacturing” Techniques With the Help of Machine Shop Lead, Javier Salazar

“built to order” process so that the optimum number of units are produced, while providing prompt delivery to customers. According to Javier, Lean Manufacturing has improved yield in the machine shop up to 80% in some cases.

Lean Manufacturing comes naturally to Javier because one of his main strengths is to find new and more efficient ways of doing things. Because of this, he excels in research and development of new manufacturing methods, tooling and the procurement of new materials.

Currently, our machine shop staff is being cross-trained in a variety of parts making processes to better allocate labor resources. Javier has been instrumental in this shop training program. He also keeps a close eye on the tools used in our manufacturing processes, making sure they’re in the proper condition and in the right place when they are needed.

Deschner President, Toby Ryan, points out that “Javier and his team in the machine shop play a critical role in assuring that Deschner products are of high quality and available for immediate delivery. I am thankful Javier has and will continue to help improve our manufacturing efficiency. When I see him on the factory floor, he always has a smile on his face and a new idea to share.”

Javier has been with Deschner for over 11 years in the Machine Shop Department. He has been married for over 25 years, has 2 children and has recently become a Grandpa! He also enjoys outdoor activities with his family such as boating, camping and hiking.

Thank you Javier for contributing to Deschner’s success. We tip our hat to you!

WHY SPEND CRITICAL TIME ADJUSTING YOUR SHOCK ABSORBER?

Eliminate downtime with the break-through 6000 series Cushioneer® leak-proof shock absorber. It combines the legendary leak-proof performance of the adjustable Cushioneer with a “self adjusting” feature that adjusts to fluctuating loads automatically — simply **install it and walk away!** With the 6000 series, you can be assured of millions of cycles of leak-proof performance, in a **low cost unit.**

Visit deschner.com for instant PDF specs. Most models are available for immediate delivery and may be ordered via our website.

Order now and we’ll offer a limited time discount for trying the innovative “self adjusting” Cushioneer leak-proof shock absorber. **Call us for details.**

DESCHNER CORPORATION
Santa Ana, CA 92704
1-800-457-6666
info@deschner.com
www.deschner.com

“SET IT & FORGET IT”



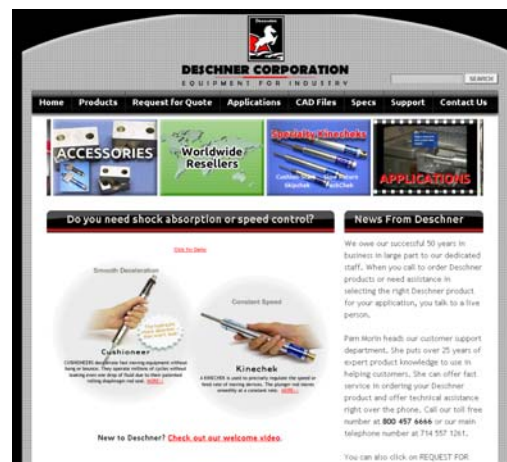
Deschner Corporation Adds a Video Library to Our Newly Redesigned Website

We’ve completely redesigned our corporate website! Take a look. . .

According to Deschner Corporation’s President, Toby Ryan, new features have been added to showcase the Deschner line of high quality industrial shock absorbers, speed regulators and other specialty devices.

“With our extensive CAD drawing library and application video selection (accessible from the toolbar), users can quickly select the right Deschner product” says Ryan. He adds “We’ve also enabled the new site to download quickly to the newest mobile devices”.

be accessed from the site. Other innovative features of the website include extensive use of clickable flash animation enabling the user to view “live” exactly how each Deschner product functions.



The new Deschner website features an expanded main toolbar and graphical moving “scroller” boxes highlighting key content. From the homepage, users now will be no more than 2 clicks away from detailed Specifications, Request for Quote (RFQ) and Customer support pages as well as an expanded listing of authorized resellers worldwide. Down loadable product catalogs and CAD drawings can also

For information visit our website at www.deschner.com or email us at info@deschner.com.



DESCHNER CORPORATION
3211 W. Harvard St.
Santa Ana, CA. 92704

Phone: 714 557-1261
Fax: 714 557-4762
Email: info@deschner.com
sales@deschner.com
Support@deschner.com

KINECHEK®



Cushioneer®

DESCHNER CORPORATION
FLUID POWER EQUIPMENT FOR INDUSTRY

Visit our Website
www.deschner.com