

*Rebuilding America
with smart automation*



...the Workhorse of Industry

Smart Automation Newsletter

April, 2011

Fortville's Market Space:

Part Feeding Solution Provider for Machines and Man

The challenge of many business-to-business (B2B) companies is to define how you will best serve and relate to your customers and suppliers. In many B2B markets a positive tension often exists between customer and supplier as each defines their market space. Customers are concerned suppliers will migrate too far forward into their market space. Suppliers are concerned customers may elect to backwards integrate into their space.

Wherever the market space lines are drawn, optimal performance occurs when slight overlaps of market space competency exist within the supply chain. This overlap of competency allows customers to more clearly specify and define components, sub-systems, and inputs for the success of their products. Competency overlap for a supplier allows the supplier to better understand how their product optimally integrates into the customer's product. This understanding allows suppliers to develop and produce solutions which ultimately make their customer's products "better" (better performance; lower cost; more robust; better appearance; simpler; etc.). Sub-optimal solutions often result when competency overlaps don't exist. Requirements are not well understood or specified; interfaces are not well executed; integration becomes clumsy; systems become overly complex and costly; and quality issues arise.

Successful B2B supply chains exist where companies participate as competent partners – often resulting in successful products and businesses. Successful B2B partners view the tension that exists at the borders of market spaces as a positive market force. Managed correctly, it results in a win-win relationship where the supply chain thrives. Managed incorrectly, it can result in a confrontational and competitive relationship between customer and supplier – and ultimately result in the entire chain losing. In the manufacturing automation market, Fortville actively pursues relationships and strategies that allow the company to be a competent partner in its market space – which includes relations with its customers (down stream) and suppliers (upstream).

Article continued on next page.



Fortville's Market Space (continued):

Part Feeding Solution Provider for Machines and Man

Fortville's defined market space is to be a Part Feeding Solution Provider for Machines and Man. While the feeder bowl is often at the core of this space, handling of parts from bulk into the part feeding system and picking and placing of parts into assemblies and processes are at the edges.

In order to be a competent partner, Fortville has developed a wide range of design, build, and integration capabilities to take parts from bulk storage through precision placement of simple assemblies. In support of a strategy to master our defined market space, Fortville is actively pursuing opportunities to build a portfolio of products, technologies, and team members to become the clear market leader in the part feeding space.

As Fortville continues to grow in competency and capability within the defined market space, the challenge will be to not have customers perceive this competency building as a threat. Instead, Fortville views building competencies within the defined market space - and at the edges - as an enabler to allow our customers to deliver better solutions. To be clear, Fortville is interested in partnering with our customers to provide win-win solutions – not competing with them.

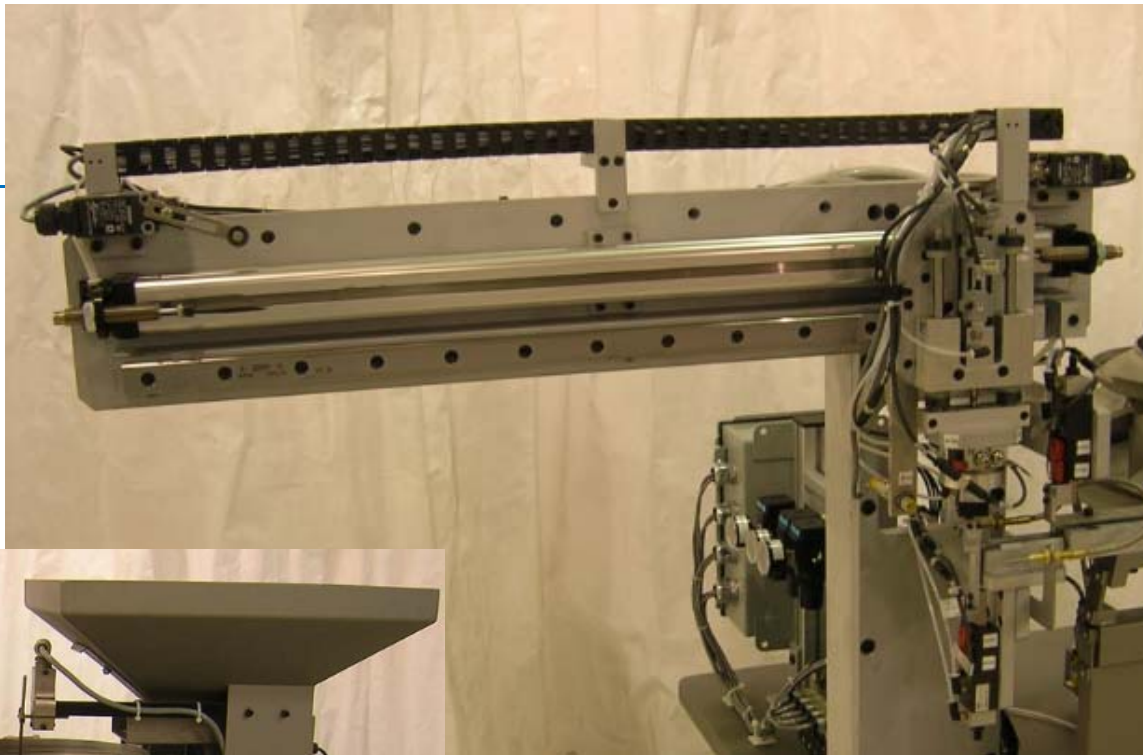
Success of manufacturing in N. America will be defined by our ability to build strong supply chains of B2B relationships and networks that ultimately yield world-class and high value products. Competing in a highly competitive and global market place, requires B2B supply chains to work together. If a link in a market supply chain is weak or broken, the whole chain is weak and risks falling together to more competitive solutions. The clear objective should be to seek out strong and competent players on your team...and not settle for a weak player who saves a couple of bucks today.

Fortville is prepared and interested in being that player – and looks forward to the opportunity to partner with you to build world-class manufacturing solutionsthat's smart automation.

Product Highlight:

Part feeding with an integrated pick and place system

Application: Part feeding of a precision part into a machining operation. Feed telescoping parts into machining center by pulling apart, rotating and placing. Placement position is adjustable to compensate for grinding wheel wear.



Feed Rate: 8 PPM – single lane output

Fortville Products:

- 15" CW Vibratory Bowl
- Linear Vibratory Track
- Pick, place, and rotate mechanism for final orientation
- Linear guide to transport part individually into the process

Company News

Fortville strives to create “Customers”

Fortville’s clear objective is to transform buyers into customers. Most organizations think of customers as all the people who buy from them. If you have a lot of people who buy just once, what you have really is “buyers” you don’t have “customers”. Within the automation equipment market, Fortville understands the need to build relationships and to collaborate with “customers”.

True business commerce begins, when you have buyers who come back and buy a second time, and a third time. The focus on building customers often creates a multiplier effect, as satisfied customers not only come back and buy, but often tell others. Fortville is 100% committed to creating and delivering a brand of smart automation that creates win-win solutions and allows customers to compete more effectively in a global manufacturing economy. We are energized by the many success stories – and where appropriate will actively strive to share these with you. Fortville has a unique perspective of touching many industries and often sees potential for unrealized synergies.

Fortville looks forward to the opportunity to make you a “customer”.

Products and Services:

Part Feeder Systems:

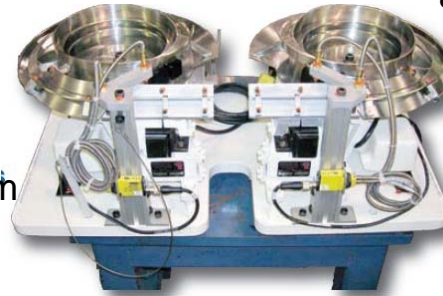


- **Vibratory Bowls:**
 - 6" to 70" in dia.
 - Feed rates to 600 pph
- **Centrifugal Bowls**

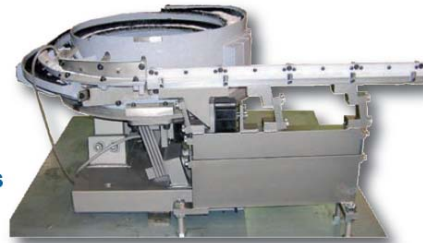
Fortville is the recognized industry leader in large, high-speed vibratory feeder bowls. Challenge us with your part.

- System design and development
- System build and validation
- System remanufacture & rework
- On-site service and support
- Service part sales

Material Handling Systems:



- **Track Feeding Systems:**
 - 6" to as long as required
 - In-line Vibratory Tracks
 - In-line Air Tracks
 - Conveyor Belt Tracks
 - Gravity Tracks



- **Automation Mechanisms:**
 - Isolation Escapements
 - Shuttle mechanisms
 - Sensor integration:
 - Vision and weight



- **Storage/ Transport Systems:**
 - Elevators and Gondolas
 - Bulk Storage Hoppers
 - Sound Enclosures

See: www.fortvillefeeders.com

Contact Information:

Fortville Feeders, Inc. information:

750 E. Broadway

Fortville, IN 46040 USA

Tel: 317-485-5195 Fax: 317-485-6182

www.fortvillefeeders.com

Key Internal Contacts:

- Michael A. Crouse – CEO/ President
- Tim Butt – Business Development/ Sales
- Jason Crouse – Service/ Operations

External Sales Representatives:

AL, TN: Chip Allen

423-265-2113 WillcoxAndAlleni@aol.com

Southern CA: MDB Precision Industries- Mark Beeman

805-402-3667 mark@mdbpi.com

CT, MA, ME, NH, VT, RI: Wayne Beavers

203-671-9314 wbeavers@snet.net

DE, MD, NJ, NYC, eastern PA: Peter Galloway, Tom Duffy,
Ed Carlson, and Miller Decou

CT office: 203-655-6466 sales@autoassoc.com

PA office: 215-855-8777 sales@autoassoc.com

GA, TN: Ken Dickey

865-977-6043 Ken.Dickey@yahoo.com

IN, KY, OH, western PA: Dempsco, Inc. - Kurt Jacoby

937-436-1000 [kjacobY@dempSCO.com](mailto:kjacoby@dempSCO.com)

IL and southern WI: Design Components, Inc. - John Dincher & Bill Huffman

847-358-4300 ktodd@dcinmotion.com

KS, MO, NE: Steve Schumacher

314-799-0060 steven-sas-co@charter.net

MI: Bailey & Associates - Elwin Bailey, Ben Bailey, & Jim Gruesbeck

517-204-3874 elwinb@frontier.com

NY: Productivity Solutions - Rick Gilbert & Mark Harrington

585-647-3181 sales@pscco.com

VA: Bill Farmer

804-798-8390 bill@hillcrestenterprises.com

NC, SC: Larry Lester

704-609-2321 Llester@disgroupnc.com

TX: B2 Automation Inc. – Jesse Butcher

281-391-8312 B2automation@consolidated.net

WI, MN, IA, ND, SD: Baillie Sales and Engineering Inc.

952-546-2960 mark@bailliesales.com

UT, CO, WY, NM: Western Components – Joe Wojciechowski

303-665-8299 jwojo@westerncomponents.com

FL, Puerto Rico, Costa Rica, Dominican Republic: Bill Becker

386-755-8899 bill@auto-motion.com

Northern Mexico: Jose Cervantes

+52 (81) 8020-8723 jc.fortvillefeeders@gmail.com

Central/ southern Mexico: Delfino Gomez

+52 (442) 312-6932 d.gomez@ghd.com.mx

Rest of N. America/ International (if not listed above): Jason Crouse

317-485-5195 jason@fortvillefeeders.com

