Providing Advanced Technology
to the Fastener Industry

ISSUE 3 - 2009

## REMINC's Joint Marketing Project with Phillips Screw Co.

Early in 2009 REMINC embarked on a project with Phillips Screw Company of Bellingham, Massachusetts, USA (PHILLIPS) in order to expand and maximize our individual marketing activities. REMINC has been the acknowledged global leader in thread-forming technology for many years with its TAPTITE® fastener family and PHILLIPS has long been known for its range of proprietary fastener drive systems, including PHILLIPS II® ribbed cruciform recess, PHILLIPS SQUARE-DRIVE® ribbed combination recess and MORTORQ® SUPER spiral drive. In 2008, with economic conditions worsening, both REMINC and PHILLIPS were independently exploring alternative ways to market their licensed products and broaden their application bases. After an initial meeting in 2009, we concluded that as non-competing licensors, we should explore the possibility of working together to improve our overall effectiveness in getting our message across. REMINC's proprietary thread-forming features and PHILLIPS' unique drive systems complement each other when combined, resulting in a variety of fasteners that will reduce the cost of assembly. However, as independent privately-owned licensing companies, making this joint effort a success was the challenge we faced.

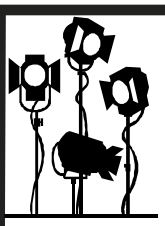
As licensors, both companies market design concepts but do not manufacture any fasteners. Therefore we are neither at the point of sale nor do we have any fasteners to sell. What we do have however are proprietary designs that when employed, can work very well. We simply market our technologies to potential end-users and support our licensees so that they can provide high quality patented and/or trademarked products to industrial assemblers. Our mutual long history indicated that design and assembly engineers are often receptive to a proposed thread forming design and/or drive system but there has been no available fastener standard with assigned part numbers combining both proprietary designs. Therefore, we decided to create a new series of fastener standards with complete dimensions, mechanical properties and part numbers. Three typical pages in this standard are shown on page 3.

With this new fastener standard, we are now able to approach assemblers and suggest the best fastener for any identified application. The fastener design is complete, as it comprises both the recommended drive system and thread forming design, those best suited for the assembly application being considered. In the past, REMINC would typically recommend a particular thread forming design and the assembly engineer would have to select a suitable drive system, a task that has its own challenges. Also in the past, PHILLIPS would suggest one of its drive systems but the engineer would have to determine the most suitable thread forming design to match with it. Now we can propose a specific fastener by part number from the standard that will provide optimum performance in terms of its thread forming characteristics and its recess drivability.

*(cont. on page 3)*

### REMINC STAFF

| | |
|---|---|
| Laurie Mandly | Chairman & CEO |
| Tim Egan | President |
| Ken Gomes | VP - Marketing/Engineering |
| John Reynolds | Mgr. - Fastener Engineering |
| Don Fosmoen | Mgr. - Manufacturing Engineering |
| Dennis Boyer | Senior Project Engineer |
| Bob Budziszek | Lab Technician |
| Suzanne Lilly | Administrator - Int'l. Properties |
| Beth Rondeau | Dir. of Financial Administration |
| Marena Boyadjian | Executive Assistant |
| Ralph Barton | Associate |



### SPOTLIGHT ON DON FOSMOEN

Don Fosmoen is Manager-Manufacturing Engineering at REMINC. Prior to joining REMINC in 2003, Don was employed by a prominent REMINC licensee for 26 years. Don has extensive experience in fastener and tool design and construction, fastener manufacturing and quality assurance. Don's duties include licensee training and support and developing new markets and applications for thread-forming technology. Don regularly visits our licensees and end-users in Asia and is actively engaged in expanding TAPTITE 2000®/REMFORM® usage by automotive tier companies.

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## **CHAIRMAN'S CORNER - PERSISTENCE** by Laurie Mandly

"Persistence . . . Nothing in the world can take the place of persistence." These words, once spoken by America's 30th President, Calvin Coolidge, are particularly relevant today as we experience a severe and lengthy economic downturn. My late father, Art Bancroft, the architect of the TRILOBULAR™ and REMFORM® Licensing Programs, always championed these words, because he knew from his own experience that being persistent in whatever pursuit will improve the chances of success. I can clearly remember him saying on occasion "Sometimes after taking two steps ahead you may have to take a step back, but don't be deterred, keep moving forward." And on other occasions, he would say "When all else fails, sell, sell, sell." That's what persistence is all about.

Take our Licensing Program as an example of persistence and examine our record over the last 20 years. From 1998 through 2008 our program's licensed product sales globally increased nearly 300%, and we experienced sales growth in every year but four, where results were flat or slightly down. Only in 2008 did we experience a more severe drop in sales. In my mind, this exceptional record is attributable to the hard work and persistence of our licensees and our own staff.

There are several reasons for our continuing success. First, we believe in our products. Beginning with the original TAPTITE® screw design, we have continually developed new products to meet industry's ever more demanding needs. Each new product has been an improvement over the design it may have replaced. Second, all of our products undeniably generate cost-savings. That attribute is hard to overlook and very convincing, especially when business conditions are not optimum. Third, all our products can be sourced from licensed producers located on all six inhabited continents, and the products are dimensionally identical, which guarantees exceptional performance consistency irrespective of their origin.

To make all this possible, CONTI and REMINC provide technical support to our licensees globally with "boots on the ground". In other words, our regional staffs work with our licensees to ensure they are trained to manufacture and furnish assemblers with genuine trademarked fasteners made in strict accordance with our confidential technical standards. Application advice, testing and on-location support are all available to insure a positive experience and guaranteed results.

Marketing support is also an important element, which REMINC and CONTI make available and results in broadening our application base and expanding the technology. We work with licensees, end-users, potential end-users, trade associations and educational institutions to inform them about the merits and benefits of utilizing our Program Products. In this challenging economic climate, we could have cut back our marketing activities but instead we have expanded our staff, increased our travel and added to our list of targeted audiences.

The bottom line is that we have continued to increase our Program value, by doing more rather than less, making Program participation an enviable option for respected pro-active fastener producers. The inherent nature of our economy makes it imperative that for a company to succeed, it must distinguish itself from its competitors. Distinction can be achieved in several forms; product range, size or specialization, engineering design capability, market focus or niche, uncommon service features, facility locations, etc. Being an authorized producer of genuine patented and trademarked fasteners, combined with your own uniqueness, can provide a springboard for your company to become distinctive, differentiating it from average fastener makers.

What does all this discourse have to do with persistence? In my mind, quite a lot. At CONTI and REMINC we have always been persistent in our pursuit of excellence and improvement, continuing to work every day to increase our Program's value, irrespective of the economic climate. We are committed to keep moving ahead. We are here to serve you in any way we can. Invite us to work with you. You won't be disappointed. That is my promise!

*Persistence . . .*

*"Nothing in the world can take*
*The place of persistence.*
*Talent will not;*
*Nothing is more common than*
*Unsuccessful men with talent.*
*Genius will not;*
*Unrewarded genius is almost a proverb.*
*Education will not;*
*The world is full of educated derelicts.*
*Persistence and determination alone*
*are omnipotent."*

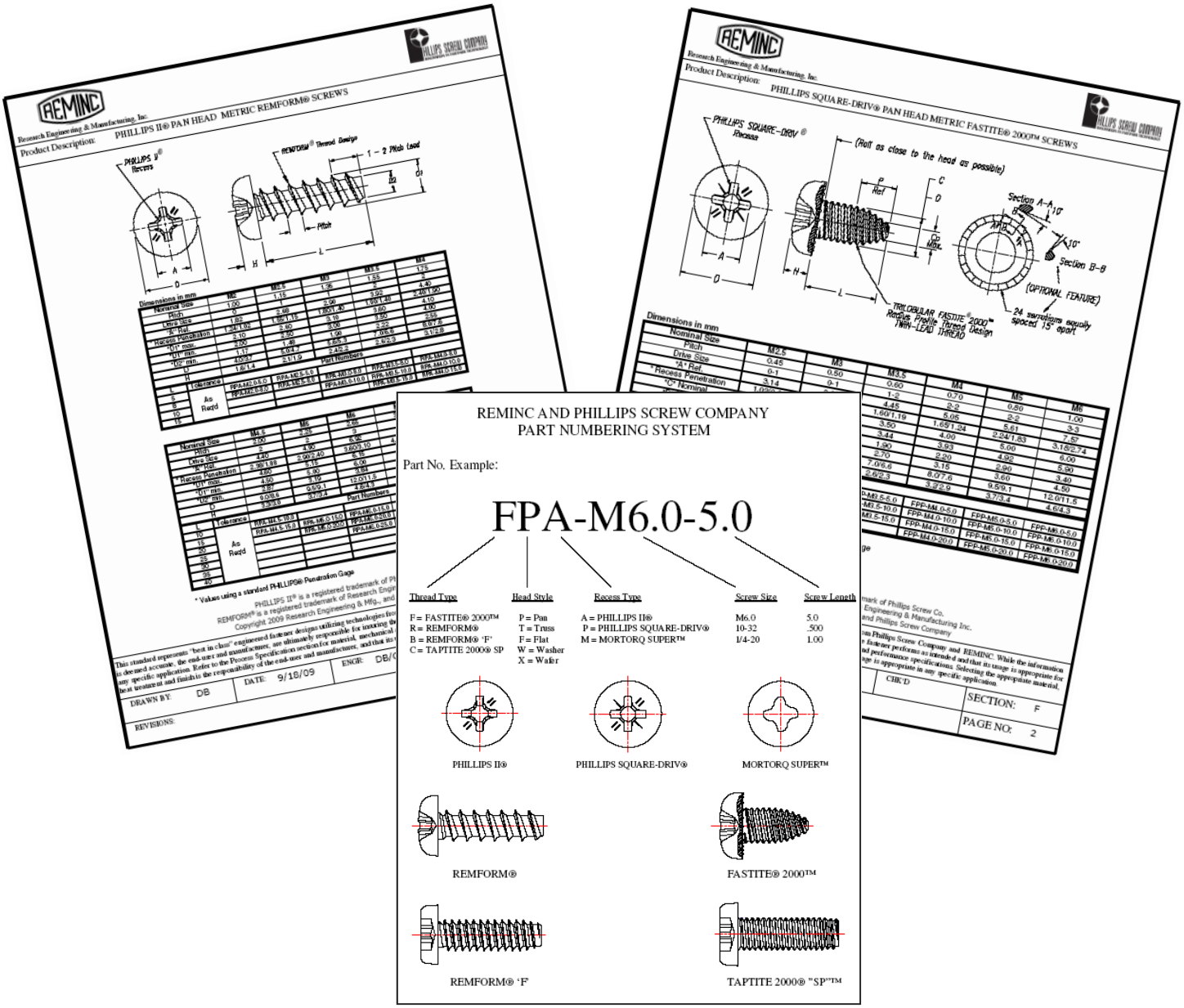
*~ Calvin Coolidge ~*

## REMINC's Joint Marketing Project with Phillips Screw Co. *(cont. from page 1)*

In some applications, the PHILLIPS II® recess combined with FASTITE® 2000™ threads is the fastener of choice. In other applications, the PHILLIPS SQUARE-DRIVE® recess combined with TAPTITE 2000® SP™ thread is the preferred design. And when fastener weight and head size is a major concern, the MORTORQ® SUPER recess might be combined with the TAPTITE 2000® SP™ thread form. By perusing this fastener standard, engineers will now be able to select the most suitable product for their specific assembly application.

In the near future, fastener samples made to these standard specifications will be available from REMINC or PHILLIPS, in order that application testing can be conducted to determine fastener suitability. REMINC and PHILLIPS will soon be able to provide samples to prospective end-users instead of just showing drawings or pictures. Once convinced the proposed fastener is ideal for an application, the end-user will be able to procure further samples or production run quantities from any one of REMINC's and PHILLIPS' mutual licensees. Technical support and follow-up will be provided, should questions or problems arise. By working jointly, REMINC and PHILLIPS are now able to offer a complete fastener design, samples, test data, and a solution for an assembly application or problem.

We welcome your inquiries and the opportunity to get involved with your company. REMINC and PHILLIPS firmly believe this approach will help you find success with new applications for our mutually licensed products, adding value to your licensed program participation, and reducing costs for the end-user.



REMINC Training / Brochure Request Form

Name: _____

Company: _____

Address: _____

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Please Check:

- ☐ Contact me regarding a training visit
- ☐ REMINC General Products Catalog
- ☐ TAPTITE 2000® Products Application Guide
- ☐ TAPTITE 2000® Product Brochure
- ☐ REMFORM® Product Brochure
- ☐ TRU-START® Product Brochure
- ☐ FASTITE® 2000™ Product Brochure
- ☐ "54 Ways TAPTITE 2000® Fasteners Lower the Cost of Assembly" Request Form
- ☐ Receive Newsletter by e-mail

Mail this form to REMINC at 55 Hammarlund Way, Tech II, Middletown, RI 02842 USA or fax it to (401) 841-5008

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Research Engineering &
Manufacturing Inc.
55 Hammarlund Way, Tech II
Middletown, RI 02842, U.S.A.
Tel: (401) 841-8880
Fax: (401) 841-5008
E-mail: reminc@reminc.net

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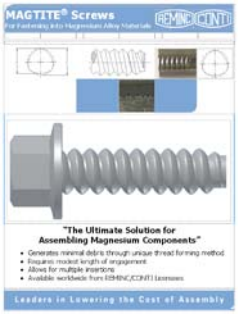
**1958 - 2009**
**Celebrating 51 Years Lowering the *Cost* of Assembly**