

## NORDOCK® NORTH AMERICA WELCOMES ALL!

NORDOCK® welcomed sales team members and partners around the world to their Equipment Application & Feature Training event on September 26th-28th & October 16th and 17th, 2018. We are truly amazed and honored to have received such great turnout of both familiar and new faces who traveled great distances, some as far as Australia. This year's training session took place at plants in Ontario & Ohio.

A team of sales managers including Shawn Ward, Rich Cargnelli, Ron Mainous, Charles Duncan, Marty Schilcher and Dan St. Martin led the training sessions. Presentations included a background history of NORDOCK®, introductory training on surveying a loading dock, equipment applications, pricing equipment, installing equipment, features and designs of all models including dock levelers, specialty levelers, vehicle restraints, seals/shelters, dock lifts and in-plant lifts.

NORDOCK® unveiled the recently produced animated series videos for the TLH horizontal storing TELESCOPING-LIP™ and FLEX-LIP® Series. The group expressed a great deal of enthusiasm over the videos.

Training also included an in depth tour and product demonstration. The group was very impressed with the level of quality and innovation that NORDOCK® products offer. NORDOCK® sales managers and various staff members from the plants provided a step-by-step demonstration of some of the industry leading design units including the revolutionary NVTL VERTICAL TELESCOPING-LIP™, SLIDING BARRIER-LIP, various seals & shelters, MAST-GUIDE™ dock lift, DOK-CHOCK™, vehicle restraints and many more. The attendees were also introduced to the new superior strength SMART-HOOK® AR-20K vehicle restraint.

The event concluded with a presentation on selling equipment in a competitive environment, sales techniques and justifying your price and value with the customer. Jim Flatley, general manager of Flatley Dock finished the training session with a powerful speech on Distribution Management.

Overall, the team was extremely happy with the events, which provided the opportunity to make introductions, socialize and get more familiar with each other.

NORDOCK® would like to take this opportunity to thank everyone who participated and contributed to making this event such a success and one to remember! We would also like to send a special thanks to all the great hospitality and staff for the outstanding service. Without everyone's hard work and contribution, none of this would be possible.

Thanks to all for a wonderful event and we hope to see you again soon!

Sincerely,

The NORDOCK® team



A view from inside the presentation room, during the NORDOCK® product training session.



First look at the (NEW) superior strength SMART-HOOK® AR-20K. The IMPACT-GUARD™ increases front carriage strength by over **ten times** competing designs.



Brand ambassadors (Shawn & Ron) deliver a step-by-step demonstration of the NORDOCK® FLEX-LIP® Series.

