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Access the latest in rivet and tool technology including the RivetKing® FreeSet™ series: see page 10.

THE BENEFITS OF
WORKING WITH THE
**RIGHT BRAND
PARTNER**

The Benefits of Working With the Right Brand Partner

Industrial Rivet & Fastener Co., Home of the RivetKing™ brand est. 1912

Distributors today are under constant pressure to reduce the hard costs of 'C' Class components such as rivets. The challenge, however, is that there is only so much room to lower costs without sacrificing quality and safety in the supply chain.

Options such as cutting margins or increasing prices may be effective in the short term, but these strategies can be uncertain in the long-run. Cutting margins, for instance, can add to a company's financial burden over time, which ultimately limits its growth. At the same time, raising prices in an economy where customers are looking for savings can also be risky.

As a result, some in the industry have been shifting toward "generic" components to keep costs in check. The thinking is that this approach offers the benefit of flexibility since distributors can shop around to secure the best price for their customers.

But at what cost?

Lower quality generic fasteners can bring with them a number of hidden risks. Where a bad screw can be removed and replaced, a bad rivet cannot easily because it's permanent. Product inconsistency and failure in the field can cause damage ranging from a few ruined assemblies to a global product

recall. This is not only expensive in terms of the bottom line, it wastes time and resources and can have a negative impact on both your and your customer's reputation.

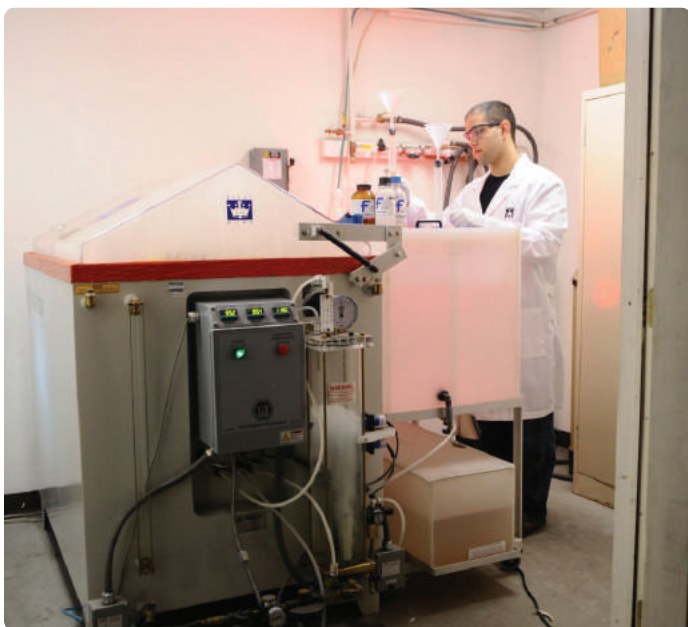
The Value a Brand Partner Can Deliver

The value of working with a proven brand such as RivetKing® can far outweigh the hard cost savings of using generic components. By building relationships with a manufacturer over time, distributors will have access to never before seen solutions as well as a level of service and back up not available from generic providers. These brand partners are also often more likely to do whatever it takes to help their loyal customers solve problems. Plus, with value adds such as free freight, local inventory, rebates and more – distributors may find they have even more flexibility working with brand partners compared to shopping price.

The Right Partner is a Solutions Provider

In the case of Industrial Rivet & Fastener we take a true partnership approach – always striving to be an effective solutions provider and thought leader in the industry.

To help distributors reduce expenses related to an installed rivet, we focus on both hard and soft costs. We start by taking the time to get to know the way a rivet is being used. This



Industrial Rivet's robust quality department includes in-house salt spray testing.



FreeSet: Cordless riveting with error-proofing capabilities that stand up to the rigors of today's production lines.

enables us to make knowledgeable suggestions around cost-saving design changes or the use of more economical materials and finishes. At the same time, we provide value added services that reduce soft costs such as local inventory or blanket order release schedules to support distributors' Just In Time or Vendor Managed Inventory programs.

Over the course of the past decade we've built on this strategy by adding innovative tools to our vast inventory of permanent fasteners with a particular emphasis on cost savings. As an example, our KingSet™ autofeed riveting system – the only tool of its kind in the marketplace – focuses on improving efficiency and streamlining the production line, significantly reducing

labor costs. Similarly, our newest offering – the FreeSet™ series of cordless tools – has unique error-proofing capabilities to identify and prevent application problems at the point of installation. FreeSet also reduces dependence on expensive compressed air systems.

Preventing errors, however, starts with quality rivets – which is exactly what Industrial Rivet delivers. All our rivets go through the same rigorous testing, whether produced overseas or domestically. An advanced computerized quality control system verifies the consistency and reliability of the

Error-Proofing Saves Time and Money

A well-known manufacturer of leisure products, was finding that rivet nuts were not getting tightened enough on the assembly line. As a result, they had to fix the problem post-delivery by sending technicians to the consumer. With **FreeSet's** error-proofing capacity, the operator knows in real time if an install is good or bad with OK and NOT OK green and red indicators.



KingSet: delivers labor cost savings and establishes long-term partnerships as a collated rivet supplier.

Considerations for Choosing the Right Partner

Proven quality control.

Since rivets are permanent and their strengths dictated by the IFI, they must be of the highest quality. Look for a company that is not only ISO certified but also uses advanced computerized quality control systems as well as best of breed equipment to test products here in the U.S. both in terms of both consistency and reliability. They should also have additional quality control measures in place for specific products such as those that will be exposed to the elements.

Flexibility of the company and the speed at which they operate.

How accessible are company executives? Are they able to make exceptions when needed? Are critical decisions made quickly or do they need to go to committee? All this will impact how responsive you can be in the marketplace.

Network of support.

Ask what systems are in place to help solve problems. Specifically, what kind of support is available if a problem does occur? Do you have direct access to seasoned application engineers who will work with you and your customers on specific projects and tasks? And does the company offer free training?

Years in business.

Longevity in the marketplace means they are doing something right and that they have a solid foundation, clear direction and proven success working toward long-term goals.

Footprint – nationwide or global.

This will impact how quickly orders can be fulfilled throughout the U.S. or around the world.



rivet while shear, tensile and break load testing is performed on every lot using technologically sophisticated equipment to measure structural integrity – something many who import generic components do not do. This is especially critical since shear and tensile failure exposes distributors to the highest degree of risk across all industries including automotive, industrial, construction and electronics.

Industrial Rivet also regularly performs testing to ASTM B117-07 using our Salt Fog Chamber to create an accelerated corrosive environment and evaluate a part's resistance to rust. This can be done both before riveting and after the rivet has been applied.

In terms of quality control, we have been ISO certified for more than 17 years and many of our production sites are also TS16949 accredited. Added to this, our 10 locations around the U.S. and 5 international facilities means we are able to deliver local technical support on the phone or on-site. When one of our distributors' customers has a prob-

lem, there is always somebody nearby who can help work through and resolve any issues.

With this, Industrial Rivet and the RivetKing brands offer our distributors a true 360-degree solution they can provide to their customers that covers all facets of the process from manufacturing through to installation and – more importantly – that delivers a balance between price, quality and service.



RK-9000: Featuring pneumatic riveters with an innovative design and unprecedented two-year warranty.

Industrial Rivet Product Set

RivetKing®

With over 100 years of experience, the RivetKing® brand has always been focused on quality and offers a deep inventory of SKUs for solid, semi-tubular and blind rivets as well as standard and custom designs that meet our exacting requirements. We've built a reputation for unmatched customer service based on our unique understanding of market needs. That's because we listen, taking feedback from distributors and their customers – continuously improving our product line to be the most innovative on the market.

RivetKing Blind Rivet Tools

The RivetKing 8000 Series Redesign is built on a modular platform that allows for backwards compatibility across revisions. The long stroke ensures the rivet is set in one shot and the vacuum mandrel collection system is adjustable to reduce the load on shop compressors.

The RivetKing 9000 Series offers improved ergonomics, a rugged



design and an industry-leading two-year warranty. Its precision construction includes mirror polish on the hydraulic surfaces and a hermetic seal to prevent contaminants from getting inside the tool.

RivetKing KingSet™ Autofeed Riveting System

This revolutionary product offers:

- The fastest and most efficient autofeed riveting available
- Rapid reload and cycle times
- Highly engineered, one-touch operation
- Reduced operator fatigue
- Significantly improved output and productivity
- Unique revenue stream for the distributors

RivetKing FreeSet™ Cordless Riveting

Our newest offering sets blind rivets, rivetnuts and lockbolts with the same power and speed as pneumatic tools. Specifically, FreeSet provides:

- An eco-friendly design with reduced reliance on air compressor systems
- Smart tool and error-proofing technology combined with process control integration
- A less cluttered, safer work environment

Industrial Rivet doesn't just deliver components and tools. We help distributors solve their customers' problems.