



## Spring News

Welcome to the Spring Edition of the Newsletter.

Precision Scale has been working hard this past year to deliver quality weighing products and services. It has not been without difficulty as 2008 was our busiest year yet. I wish to congratulate the entire Precision team and their very able leader Howard Pettigrew for a job well done. They worked hard to deliver on our "Value Proposition."

Spring News

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The winter of 2008/09 has brought a much different business climate to Alberta and Precision. Manufacturing, which had slowed to a trickle in the last quarter of 2008 rebounded after Christmas with new orders. Service was pleased with the slow down in the early winter as it gave them a chance to catch their collective breadth. Training that had been delayed due to our work schedule is being completed over the slowdown. Service continues to expand to meet our customer's needs. In order to improve the delivery of service to our customers Precision appointed Mr. Tom Eadie as Project Manager responsible for major installations. We have been seeing the number and sophistication of major projects increase over the past few years and felt we needed to dedicate a team just to handle these opportunities.

We announced last spring the Precision Scale had been appointed the Western Canadian distributor for Pfreundt scale equipment. Precision scale through our Calgary office is working with Measurement Canada to certify the loader scale "Legal for Trade". The sale of our automation equipment, specifically the AAS gate entry system continues to grow as more and more companies look for cost effective ways to deliver weighing solutions to their customers.

We are pleased with the growth we are experiencing in our Calgary office. After a slow start in the spring caused by a backlog of service work which took months to clear our sales team is making real in progress introducing Precision Scale to Southern Alberta.

Precision Scale just completed our Annual Retreat of all staff members. This year's retreat was dominated by discussion on the slowdown in the Alberta economy.



The theme this year was "Save a Nickel – Save a Dime", how we can deliver improved products and services to our customers while reducing their costs. One of the innovative ideas to come from the weekend was a new service we offering to our customers. The idea behind this service is to document the condition of our customers' equipment. This information, we believe, will assist the customer in planning and budgeting for maintenance, repairs and replacement of aging equipment. This service is free to our customers; please ask the next sales or service person at your site to complete this evaluation. The other theme of this year's conference was the "Greening of Precision Scale". The workshop developed ideas of how we at Precision can do our part in combating global warming. The engagement of the entire Precision team in pursuing common goals and objectives forms a big part of our success, as we work hard to get everyone rowing in the same direction. We are cautiously optimistic about 2009. We welcome your thoughts and feedback; we are committed to "Continuous Improvement" in all areas of our business.

Jerry Gunn  
President

## Pettigrew's Perspective

I recently got back from Arizona, and I must say, I'm very glad to be back in Alberta. While I was down there it got to point I was afraid to watch the news, or read the newspaper – simply dismal and depressing with all the massive layoffs (10,000 people in just one day), and the state of their real-estate market, just plain ugly. Obama certainly has his work cut out.

Anyway, at Precision Scale, were not seeing that here in Edmonton, we realize we're extremely fortunate to be living in Alberta, and we're certainly not blind to the fact the slow-down surrounds us and we realize we are not impervious to the situation. We remain cautiously optimistic; the service phones are still active and ringing, and the rentals are steady. We do see a little slowing in the sales department, however, our fab dept is now booked into April with current truck scale orders, and over a million dollars in potential upcoming truck scale sales.



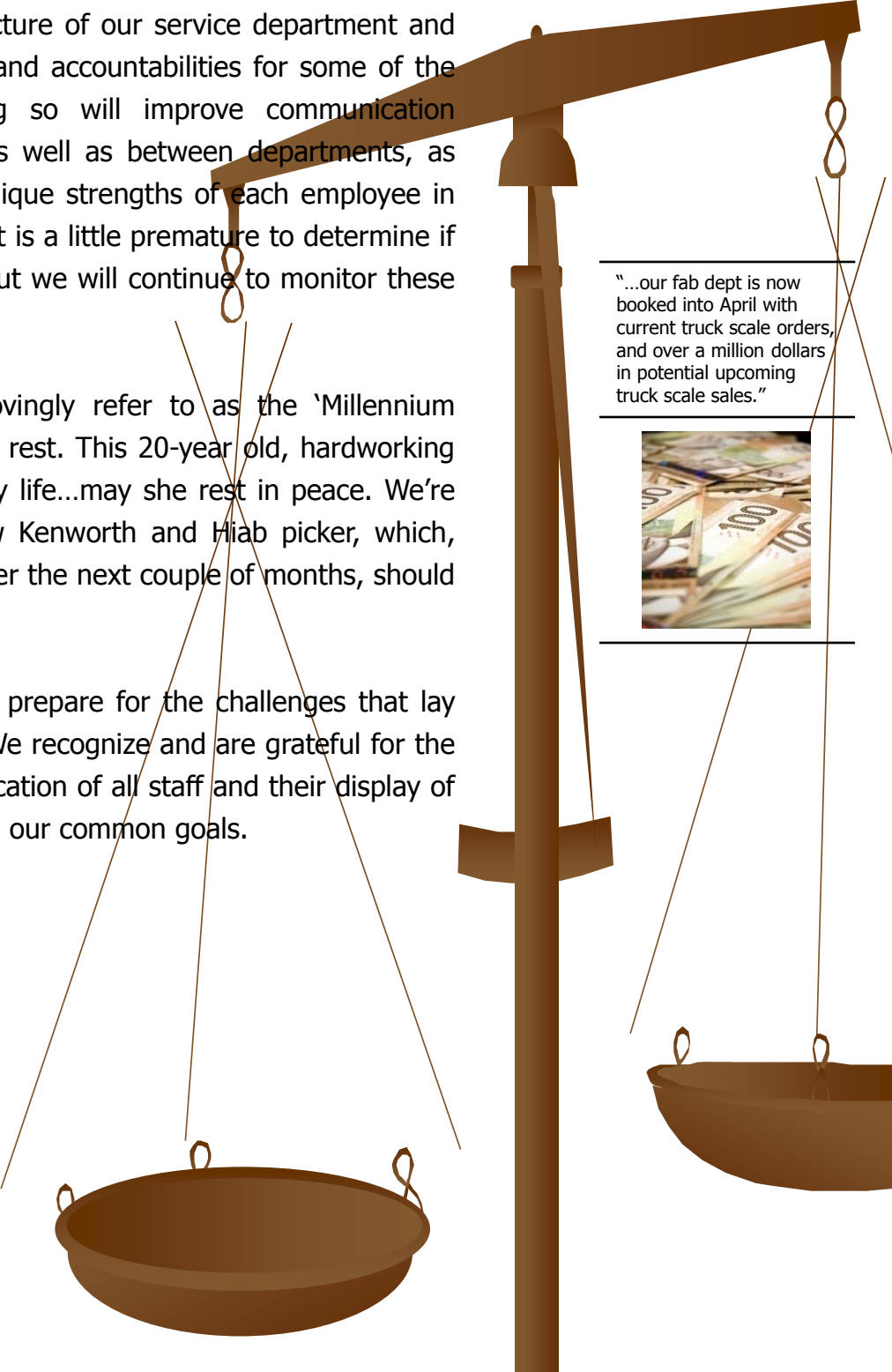
We continue with our normal sales activities and proactive marketing plans. We're a little more cautious and lean with spending and we're focusing on incremental efficiencies.

Last fall we tweaked the structure of our service department and assigned new responsibilities and accountabilities for some of the staff. We are hopeful doing so will improve communication throughout the department as well as between departments, as well take advantage of the unique strengths of each employee in that department. At this time it is a little premature to determine if we hit the nail on the head, but we will continue to monitor these changes.

The old Western Star, we lovingly refer to as the 'Millennium Falcon' has finally been put to rest. This 20-year old, hardworking girl had a fulfilling and lengthy life...may she rest in peace. We're already pursuing another new Kenworth and Hiab picker, which, depending on the economy over the next couple of months, should be in place before summer.

In closing, we anticipate, and prepare for the challenges that lay ahead in the next 3 months. We recognize and are grateful for the combined efforts and the dedication of all staff and their display of teamanship as we aim towards our common goals.

Howard Pettigrew  
General Manager





## Riley's Read

We have just completed another year end, and what a year it was. The number of truck scales that we sold last year was more than we ever imagined, and the technical peripherals that went with these scales was also more than we could ever imagine.

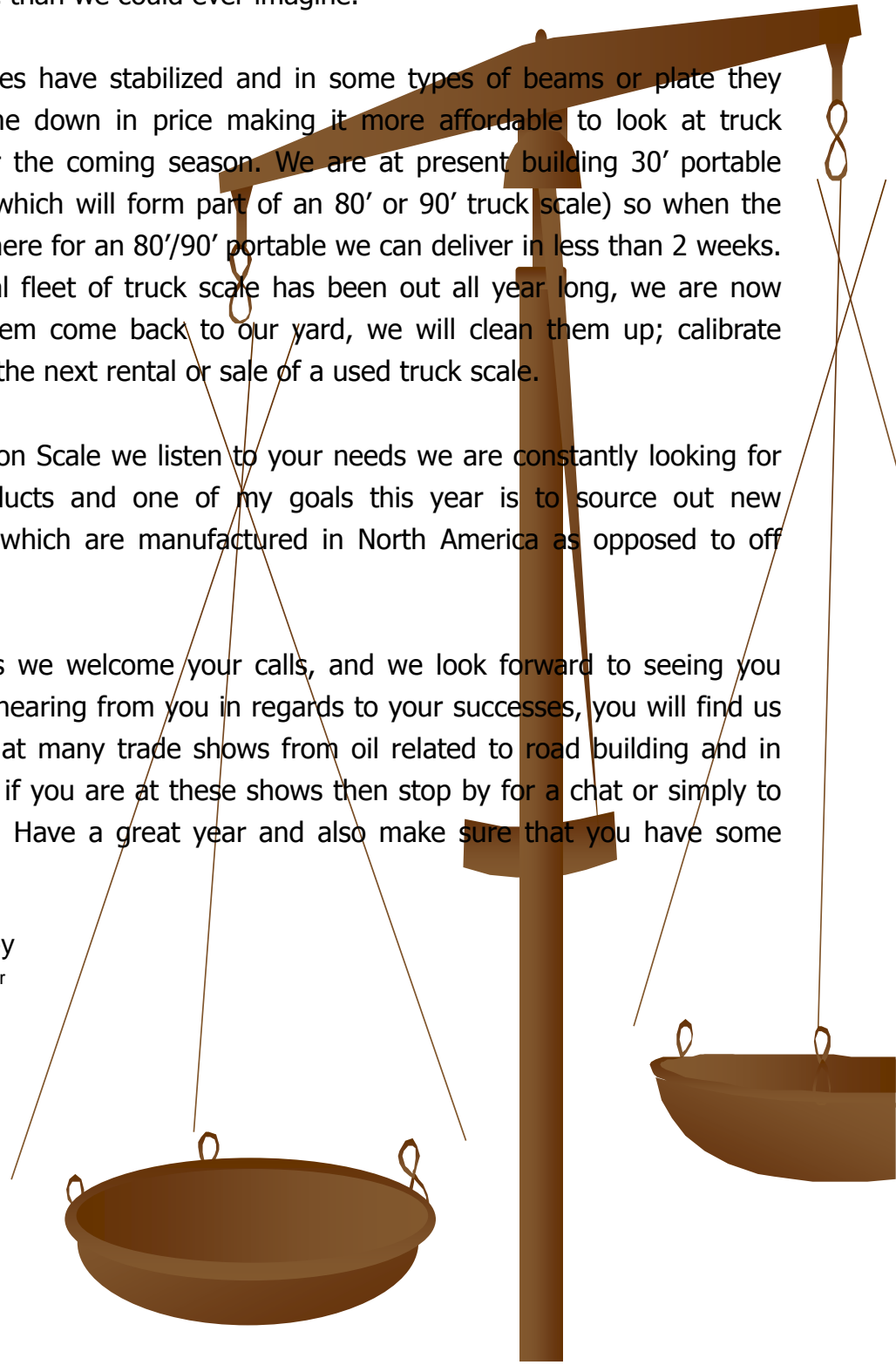


Steel prices have stabilized and in some types of beams or plate they have come down in price making it more affordable to look at truck scales for the coming season. We are at present building 30' portable bridges (which will form part of an 80' or 90' truck scale) so when the need is there for an 80'/90' portable we can deliver in less than 2 weeks. Our rental fleet of truck scale has been out all year long, we are now seeing them come back to our yard, we will clean them up; calibrate them for the next rental or sale of a used truck scale.

At Precision Scale we listen to your needs we are constantly looking for new products and one of my goals this year is to source out new products which are manufactured in North America as opposed to off shore.

As always we welcome your calls, and we look forward to seeing you and also hearing from you in regards to your successes, you will find us this year at many trade shows from oil related to road building and in between, if you are at these shows then stop by for a chat or simply to say hello. Have a great year and also make sure that you have some fun.

Brian Riley  
Sales Manager





## Tony's Tale

What's cooking?

As we face the downturn in our economy, we are all cautious about spending and sustain resources by re-assessing every business process to increase efficiencies.

We've initiated our new "Service Model" with complete focus on our customers. This model is the center point for all of our business activities in the service department and is designed to retain and gain more customers.

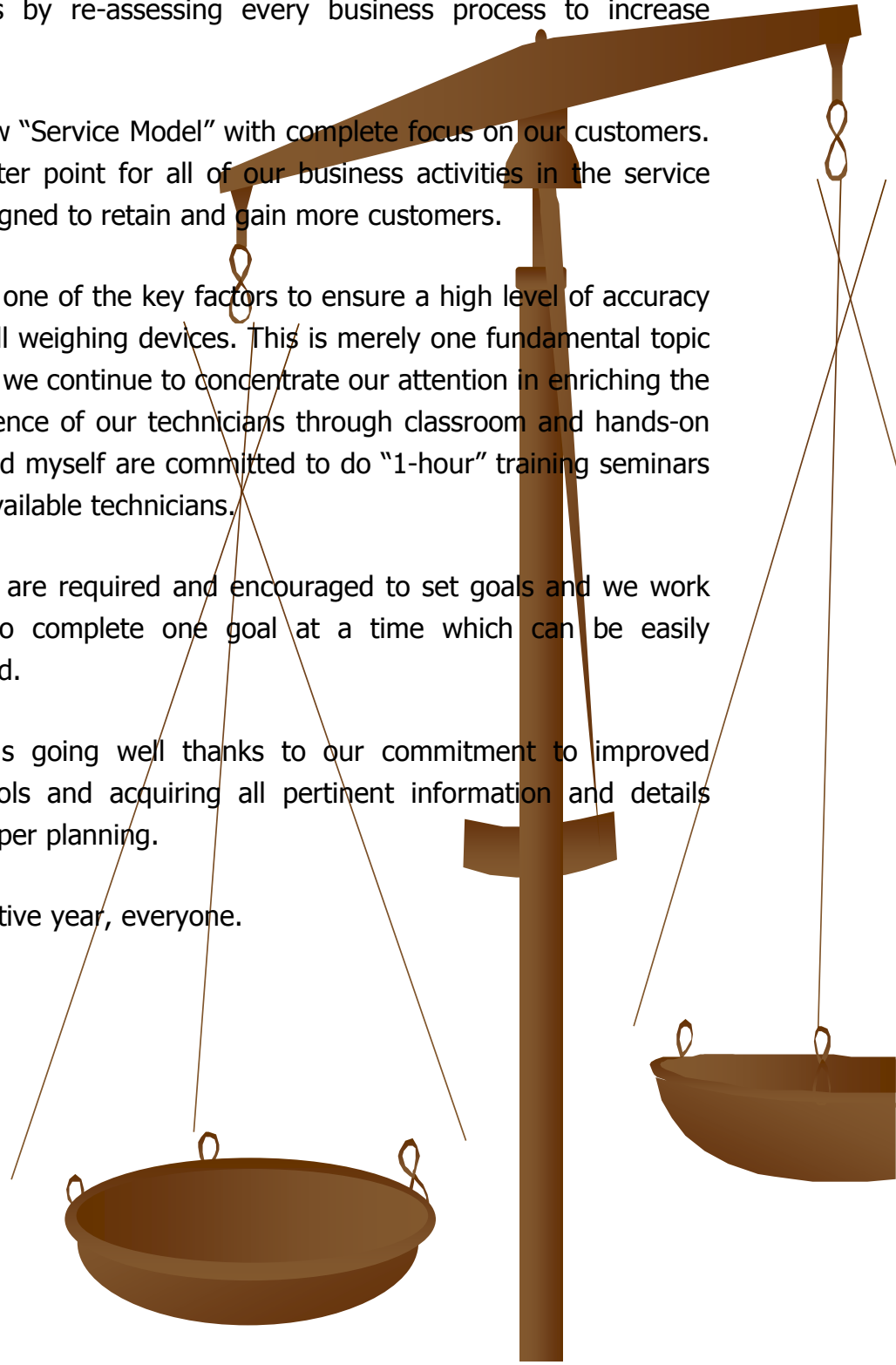
A proper foundation is one of the key factors to ensure a high level of accuracy and performance for all weighing devices. This is merely one fundamental topic in a series of many, as we continue to concentrate our attention in enriching the knowledge and experience of our technicians through classroom and hands-on training. Tom Eadie and myself are committed to do "1-hour" training seminars every Monday for all available technicians.

All of our service staff are required and encouraged to set goals and we work together with them to complete one goal at a time which can be easily managed and measured.

Project Management is going well thanks to our commitment to improved communication protocols and acquiring all pertinent information and details available to ensure proper planning.

Have great and productive year, everyone.

Tony Vu  
Service Manager





## Dr. Toms Tech Tip

The delivery of "Good Service" is much more than showing up on time and getting the work done. All service providers from fast food restaurants to scale companies or airlines must train and encourage similar approaches when dealing with clients even when they provide completely different products and services.

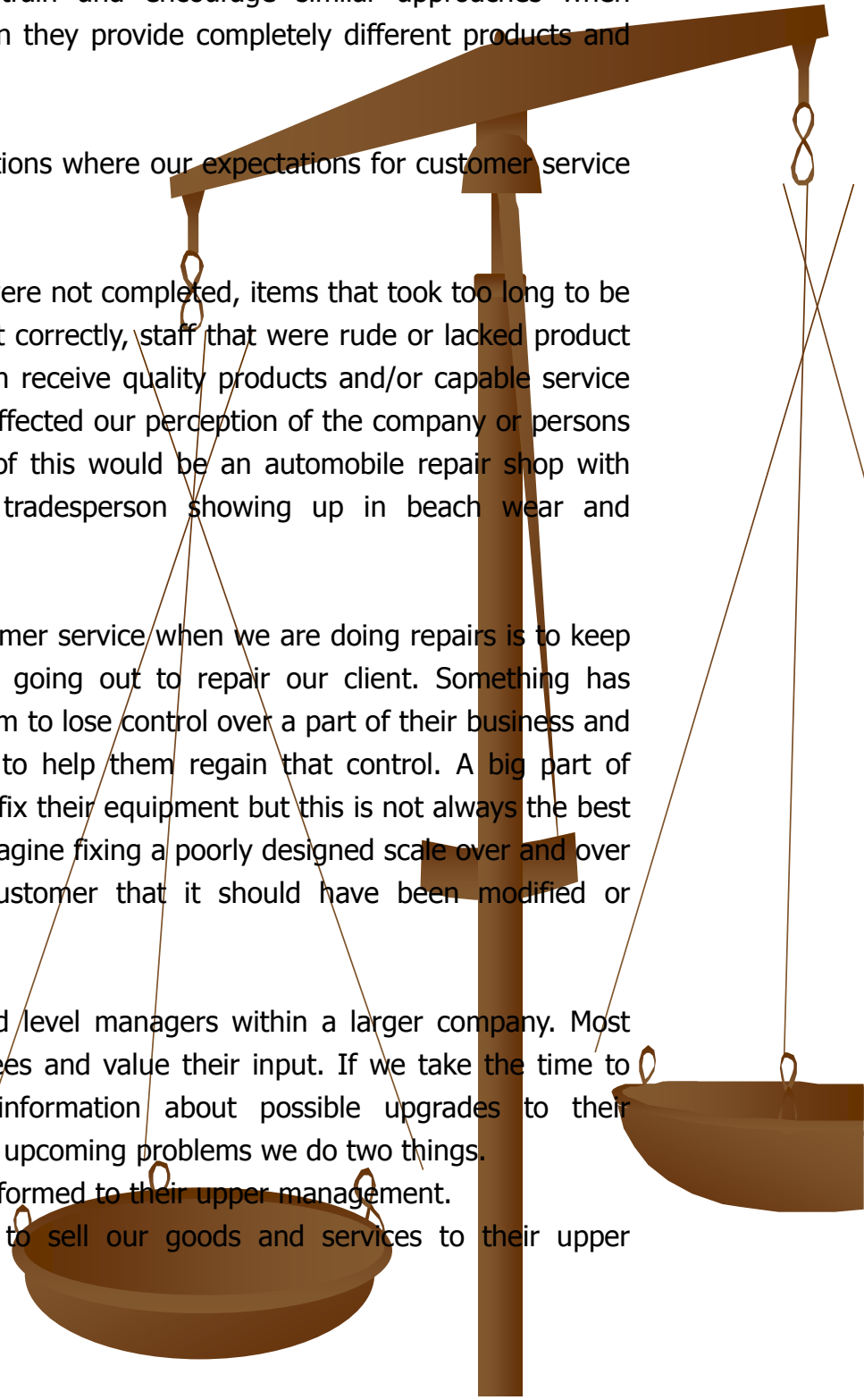
We have all experienced situations where our expectations for customer service were not met.

Repairs that were scheduled were not completed, items that took too long to be delivered, parts that did not fit correctly, staff that were rude or lacked product knowledge. Sometimes we can receive quality products and/or capable service but be put off by things that affected our perception of the company or persons providing them. An example of this would be an automobile repair shop with pounding rock music, or a tradesperson showing up in beach wear and sunglasses.

A good way to approach customer service when we are doing repairs is to keep in mind that we are actually going out to repair our client. Something has happened that has caused them to lose control over a part of their business and they are depending upon us to help them regain that control. A big part of repairing our client may be to fix their equipment but this is not always the best solution for them or for us. Imagine fixing a poorly designed scale over and over again and finally telling a customer that it should have been modified or replaced in the first place.

Quite often we work with mid level managers within a larger company. Most companies trust their employees and value their input. If we take the time to provide our contacts with information about possible upgrades to their equipment and any existing or upcoming problems we do two things.

- 1). We make them look well informed to their upper management.
- 2). We give them the tools to sell our goods and services to their upper management.





Our new "Customer Service Model" applies to every job that we take on. This model also works very well for our field work. In both cases the most potential for mistakes is in the Assessment, Planning and Scheduling portion. If this part is done thoroughly the Carry-out should be straight forward. Any changes or surprises should re-start the Assessment Loop. All four phases of the model must be in sync with our customers expectations.

Feedback from everyone is welcome to help us make this model real.

Tom Eadie

Project Manager

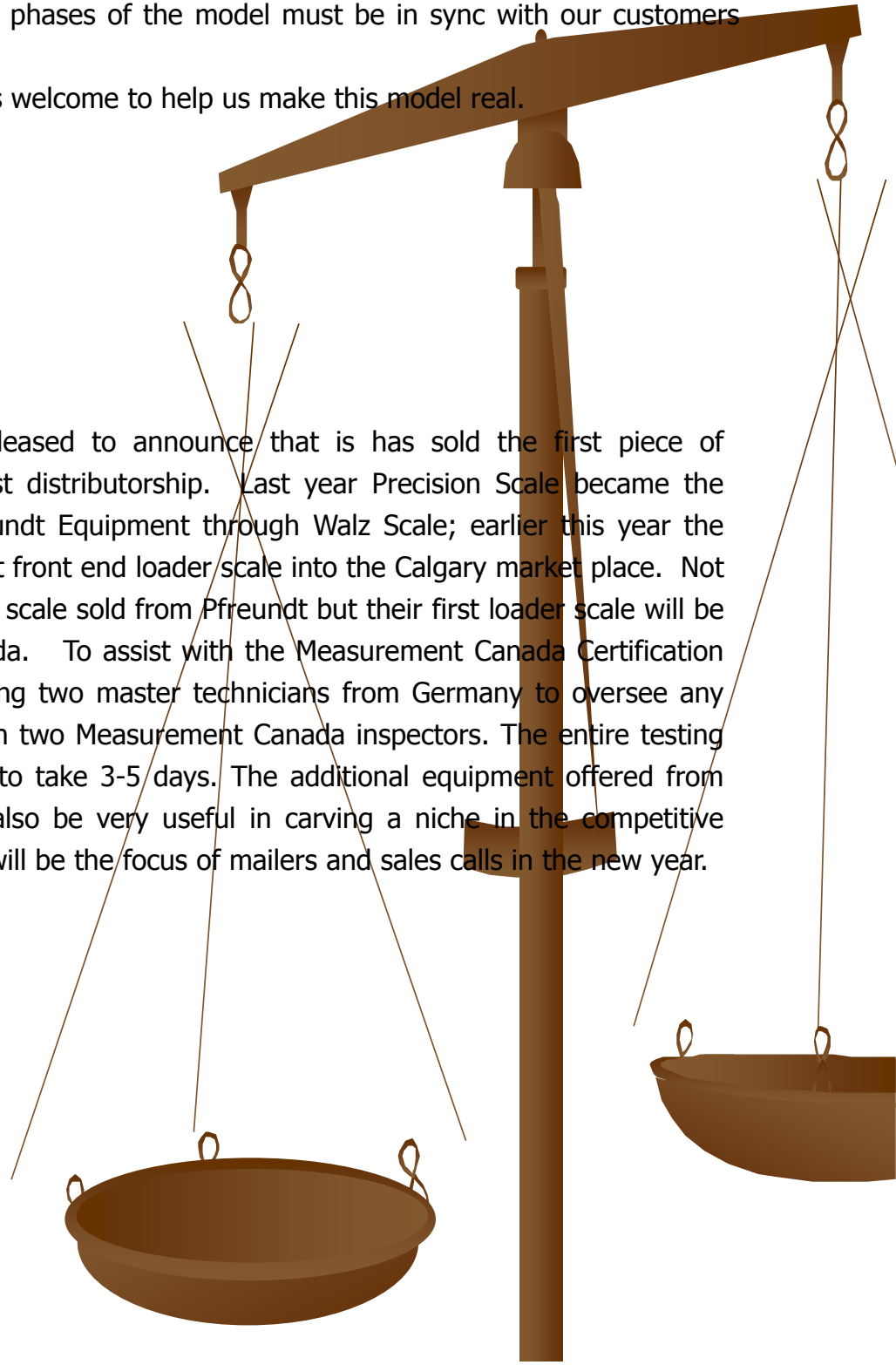
## Calgary

Our Calgary branch is pleased to announce that it has sold the first piece of equipment from our latest distributorship. Last year Precision Scale became the Canadian Dealer for Pfreundt Equipment through Walz Scale; earlier this year the Calgary office sold the first front end loader scale into the Calgary market place. Not only is this the first loader scale sold from Pfreundt but their first loader scale will be "Legal for Trade" in Canada. To assist with the Measurement Canada Certification testing, Pfreundt is bringing two master technicians from Germany to oversee any technical issues along with two Measurement Canada inspectors. The entire testing procedures are expected to take 3-5 days. The additional equipment offered from Walz/Pfreundt Scale will also be very useful in carving a niche in the competitive Calgary marketplace and will be the focus of mailers and sales calls in the new year.

Staying busy!

Aaron Gunn

Calgary Branch





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