Abex

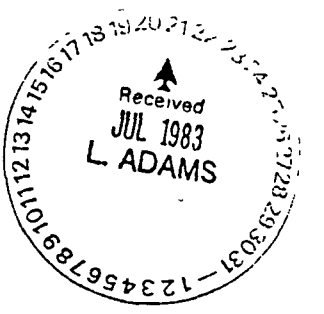
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DATE: July 15, 1983

SUBJECT: Fruehauf Corporation

FROM: L. E. Bretz

TO: C. A. Martin



In 1974 under the sales direction of the writer, a concerted effort was begun to acquire some Fruehauf business. With the full support and cooperation of a number of people at Fruehauf, the advent of 121 and the development of 693-551G formulation, our goal was achieved in November of 1977 with the issuance of original equipment orders to Abex providing us with approximately 50% of the Fruehauf new trailer business.

A part of the overall program, upon the insistence of Fruehauf Purchasing, was that we would also share in 50% of their aftermarket business. We never achieved more than $300-400,000 worth of aftermarket sales and this was only due to basically the efforts of one person.

With a change in some personnel at Fruehauf and again under the writer's sales guidance, an aftermarket program was put together designed to achieve our original sales goal. Shipments under this program began in September of 1982 and sales commenced October 1, 1982.

The writer has just received the following information from Fruehauf. "Second quarter 1983 sales of Abex friction material were $507,660 in aftermarket. During the past 14 quarters, this is the third highest dollar volume for one supplier in a single quarter. This figure is only exceeded by Carlisle Corporation in the third quarter of 1981 and the first quarter of 1982."

Abex Corporation is now the largest friction material supplier to Fruehauf Corporation, a goal slightly achieved in the fourth quarter of 1982, more substantially achieved in the first quarter of 1983 and crushingly achieved in the second quarter of 1983.

In the first quarter of 1983, our sales dollar of $306,726 exceeded the first quarter of 1982 by 211%. Second quarter sales of $507,660 exceeded the first quarter of 1982 by 549%.



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