

Seldom does a good product not have a history of improvements...

Design is the key element to any successful product. Most people that have an idea are thinking of the fruits of their idea already before they have even drawn it on paper. This is the normal enthusiastic approach synonymous with inventors. This is not stated to discourage the creative thinker, but rather to put logistics to the process that comes with successful product development.

Sometimes you hear the comment - why didn't I think of that. Most people have a lot of ideas. It's just that not every person has all of everything that it takes to get something "off of the ground".

A persons line of work often dictates where his/her idea mill is running but sometimes entering a completely new field reveals some instant ideas. Some factories that have done something the same way for years in some cases do not realize that they could increase efficiency substantially by fresh thinking. Hiring in an outside team that can design and implement the improvements without disrupting production or even the managements' budgeted time.

Access to "multiple minds" is the true test of a good idea. This often is not possible without disclosing your idea to group of people. A group that will keep your idea confidential is hard to find. We at HDS have a group of confidantes that will peruse your idea and come back with soluble advice. We are in the business of connecting with our customer.

For your further consideration, we can help you right from start to finish or any segment of the process. There are government incentives that help with the R&D cost of designing and testing a product. We are ready to help.



Rosenort, Manitoba, Canada

1-800-568-7371 Email info@hiebertdesign.com

Building . . . is fun!

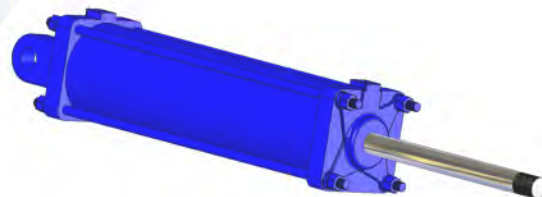
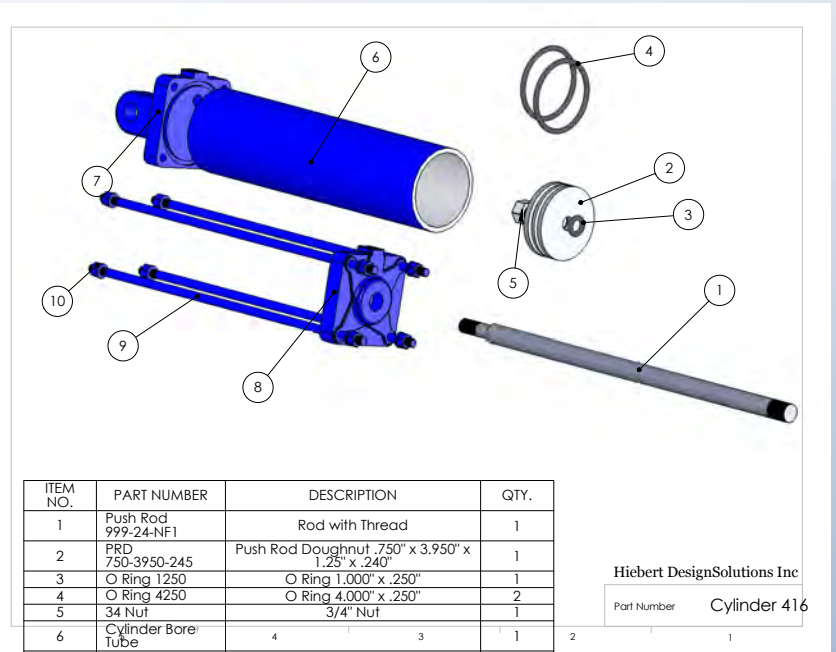
but only if you are organised. Early in the production cycle it is important to have your ducks in a row.

Just suppose you have built this cylinder and you sold 10 of them. Since you are concerned about having the best product out there - you changed your seal supplier because you found better ones for less money which in turn made you have to machine your end cap to a .020" larger seat diameter.

One of the customers that you sold those first cylinders to now has a broken end cap and he needs a new one. With good drawings and serial number recordings you can proceed with confidence in sending your customer the right part. Now in this illustration, as simple as it is, you might have remembered. However when you make 4 or 5 changes it becomes frustrating.

Large companies granted, albeit all levels present need for E drawings are files saved. Such 3D models can be used for catalogue items, brochure approval.

When 3D models, assemblies, Bill of Materials and manuals are graphically created and maintained - then building is fun... Give us a call for your drawing needs.





Advertising as everyone knows is a big buzz word. When you first start your business or new product, you will get more calls from advertising

agencies then you will get from potential customers. Why don't advertising agencies advertise themselves as much as they expect you to spend on advertising? Simply because they know what gets customers and what doesn't.


WALKER MOWERS

*to all our
Thank You happy
customers*

the Model B from Walker is becoming the preferred economical choice for the discriminating shopper. Feature Rich with Quality akin to the Original...

25 years of excellence

for making the Model B a success!



come join in the fun of Walker mowing at
AG WORLD EQUIPMENT
call: 306-864-2200

www.dbhdist.com www.walkermowers.com
DBH Distributors - covering Mid Canada - 1-800-568-7371

There are different types of ads. The one above is warm, soft and has an appealing message. The one to the right is bolder, plain and has an attention getter. People love to see the price.

There are so many forms of advertising you don't have time to read them all. However you will have to figure out what you can afford and what your goals are. A big company can spend a lot of money on portraying an image, this doesn't make the phone ring today - but helps in the long run. Trade Shows are somewhat the same. If you will spend the same amount of time and money on paper advertising and calling your potential customer - the latter will likely give you a higher sale rate. The trade show is a good place to keep in touch with your existing customers. Trade show performance also depends on the price range of your product. Local dealers is one of the best ways of covering the earth.

WALKER MOWERS

Once upon a time 25 years ago, a family of tradition started. This legend started with a simple, yet very effective Front Mount Mower with a built in Grass Handling System. The Walker Mower has always piqued the interest of any discriminating Riding Mower Shopper. Just introduced is the Model B that has almost all the features of the Historical Walker without the GHS. This Model B is special - it has the famous Walker floating deck. The patented FSC is an integral part of every Walker. All Decks are tilt up for easy cleaning and blade maintenance. The low Center of Gravity makes this machine a clear winner on the hills and under trees. As you would expect - the whole seat and engine shroud assembly tilts up to enable prompt, non aggravating service. Decks are PTO driven with Gearbox Blade Drives eliminating belts completely on the front end. When that cut to for your ready for premium just look Walker an enjoyable ride around your yard. The Model B pictured with a 48" or 56" Deck will sell for \$7,500 - \$8,000. And a free set of blades to keep your Walker Mower SHARP - mowing like it should. Every Walker Dealer is backed by the area Distributor. Our service record with commercial lawn care operators has made us a reputable supplier to the turf industry. We have a lot of happy customers. Come joins us in the fun of

Fast, Easy, Beautiful Mowing™.

For Manitoba & Saskatchewan Dealers Call:
DBH Distributors - 1.800.568.7371

www.walkermowers.com



How Mean is your Lean?

Press one button - at the end of the design and get the result.

Are you still reading resumes?

Who is doing the tracking - hips or chips.

Where did the complaints go?

QC - is it a cost or isn't it.

Education is a lucrative business.

Who's bidding?

Are you missing something?

If you are bewildered by these questions, don't be surprised - you've got company. But if you want better company, you might want to find the answers to these questions.

Don't get caught paying super high fees for something you already know. Don't turn your place upside down overnight without a guarantee. There will always be a fad and don't get caught.

We are a young company with a good guarantee, " You pay for what you get " You have nothing lose and everything to gain.

HIEBERT
DESIGN SOLUTIONS
INCORPORATED

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