



Intro to Schroeder Industries
Timothy Rodman, Marketing

WELCOME

2021 DISTRIBUTOR TRAINING

The Schroeder Marketing Team



Timothy Rodman, CPMM

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- Your go-to for advertising, literature requests and updates, SEO, image requests, social media and more!

Serving The Heartbeat of America

- Industries never missed a beat during COVID-19.
- Made resource availability a top priority.
 - Never looked back or complained.
- Kept the nation moving while others could not.



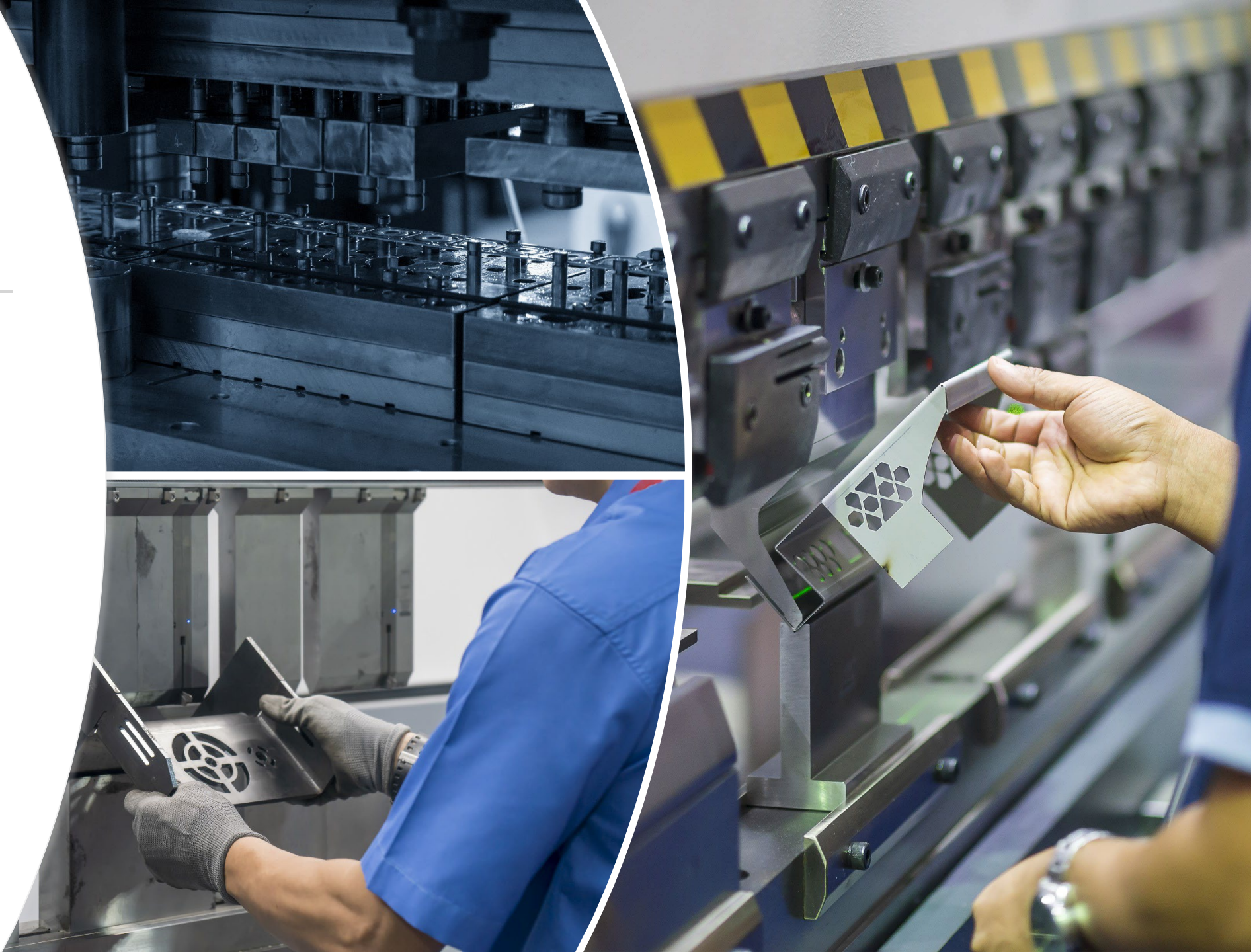


A Sense of Normalcy Through COVID-19

- For most, it was business as usual.
 - Wake up, eat breakfast, drive to work, punch in, operate, eat lunch, operate some more, punch out, go home.
- Though a pandemic looming across the country, these operators only saw minor disruptions and were thankful to be deemed “essential” to maintain their way of life.
- If anything, some may say work was just steady enough...

Increased Demand

- With a good portion of America at home plus the day and age of Amazon, more and more consumer products and services slowly became in higher demand.
- Hydraulic and diesel-powered motors began running overtime to meet this increasing demand.
- This placed an unusually high operating pressure on All essential machinery.





The Need for Economic Components

- With a higher throughput needed, hydraulic and diesel components were being replaced much more rapidly than operators and owners were accustomed to.
- The life expectancy of cylinders, filters, etc. was being cut dramatically when compared to OEM predictions.
- It was decided to try and avert the unplanned cost, companies would look for cheaper component options due to the replacement rate.

The Most Sense...

- Purchasing reps were tasked to save the company money.
- They began searching for the best “deals” for cylinders, filters, breathers, etc. replacements to offset the increased usage.
- Books look good, hopefully machines do too...





It finally happens...

- With the new components in place, the company starts seeing the cost savings as planned.
- Purchasing reps and owners/operators make no correlation to the new wave of issues that suddenly start appearing.
- Machine comes to a halt...

A valuable insight...

- “It’s due to the increased usage, right?”
 - The purchasing reps scramble spending much more time and money than they saved by switching component manufacturers.
- 3rd party analysis/auditing firm determines that the cheap construction material of newly purchased components broke off and made its way downstream and into the engine part causing the shutdown.
- “Would a quality component have saved us more than this downtime costs us?”



Quality components cost < system shutdowns



Schroeder

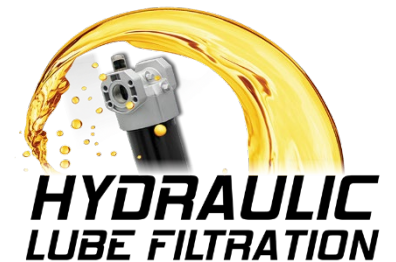
INDUSTRIES



Today's Agenda | 2021 Basic Distributor (Day 1):

How to keep machines running with:

- Contamination Control/ISO – 11:15a
- Element Technology – 1:30p
- Filter/Accessories/TNK – 3:15p





**Basic Contamination &
Cleanliness Concepts**
Bob Ihrig, AE – Filter Systems

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