



# The Richco® Reader

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www.richco-inc.com

April 2009

## True Quality in Engineering and Collaboration on Custom Clip



Richco's custom wire clamp clip, the US08-0720, is the poster child for a true collaboration between a supplier and customer. This part utilizes design and production support on both ends, resulting in a uniquely shaped clip (available in three sizes) that was designed-in for a major worldwide consumer electronics company. The US08-0720 showcases the highest quality in engineering and design support that Richco has to offer.

Our customer needed a wire clamp clip to go inside of their LCD televisions for wire maintenance, being produced at their North American facility. Their current clip supplier was located overseas, which resulted in longer lead times and slower technical support. They decided to look for a domestic supplier that could offer local support and perhaps a better price point and overall value. And that's when they asked Richco to come up with a solution for them.

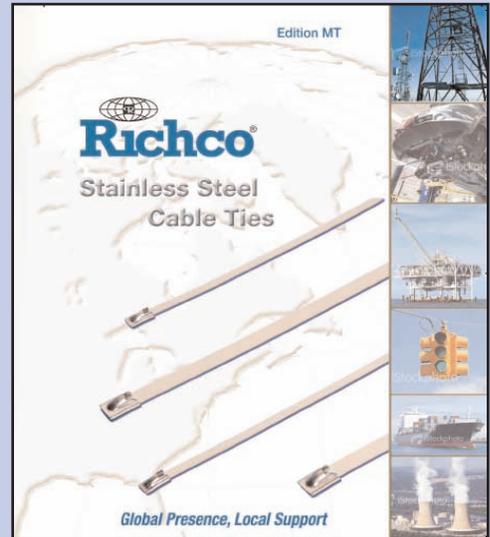
Richco engineers worked with the customer to find a suitable part for their appli-

cation. However, the internal wire routing chassis in their LCD televisions had a uniquely designed "t-mount" hole - meaning that Richco would have to custom design a part with a proper fit. Richco's engineers worked directly with our customer's engineers, to create the US08-0720, which was an even blend of one of our and their existing parts.

Because of the chassis' unique "t-mount" hole, a hybrid part needed to be created. The top portion of the part closely mirrors Richco's popular SHK series, with the main difference being the incorporation of our customer's unique base. This part was approved for use early in 2009 and will be used in their LCD televisions, shipping to Brazil this spring. The US08-0720 is manufactured domestically at our Harvard facility, with an EAU of 15 million pieces.

The US08-0720 is a good example of the contributing factors that gave Richco this significant win - the innovation and quality of our engineering team, the local support of our customer service and sales teams, and the quick and domestic production from our Harvard facility. The success of the US08-0720 in North America may be the start or a worldwide trend for our customer, as their overseas manufacturing facilities may be adopting this custom Richco part into their future designs.

*For more information on the US08-0720, please contact Bill Petrow at [bpetrow@richco-inc.com](mailto:bpetrow@richco-inc.com).*



## Stainless Steel Cable Tie Brochure (MT Series) Debuts

Richco is proud to announce the release of our brand new Stainless Steel Cable Tie (MT Series) brochure. This 8-page, full color brochure is complete with product details and information on applications, markets, and competitor crosses. Here are some highlights:

- \* Strong and durable method for fastening
- \* Tensile strength up to 250 lbs.
- \* Can be used in all indoor/outdoor applications
- \* Radiation, vibration, flame & corrosion resistant
- \* Can withstand temps up to 1000 degrees F
- \* Two types of steel for different environments
- \* ROHS compliant

Limited copies of the brochure are available. To order, please contact Customer Service or visit [www.richco-inc.com](http://www.richco-inc.com) for more information.

## Upcoming Richco Events

**EDS 2009**  
Las Vegas, Nevada  
May 12-14, 2009

**National Industrial  
Fastener Show - West**  
November 16-18, 2009

**Richco U Chicago**  
August 12-14, 2009

For more info, visit  
[www.richco-inc.com](http://www.richco-inc.com)



**EDS 2009**  
Las Vegas, Nevada  
May 12-14, 2009

## Richco Attending EDS Show in May

Richco will be attending the EDS show in Las Vegas once again this year. We look forward to meeting with our valued distributors and sales reps to discuss current market conditions and sales trends, as well as showcase some of our new Richco products, market focuses, and marketing pieces that we have in the pipeline. *For more information on EDS, please contact Michelle Truong at [mtruong@richco-inc.com](mailto:mtruong@richco-inc.com).*

## Recently Released Richco Products

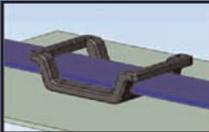
### BHF

Barbed Fasteners



### FTH-27

Flat Tie Holder for Kwik Wrap



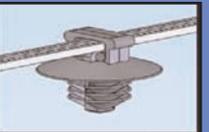
### QTPF

Quarter Turn Panel Fastener



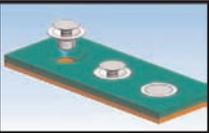
### FTH-36/37

Cable Tie Holder, Fir Tree Mount



### SRCS

Countersunk Snap Rivet



### TLSE

Twist Lock Side Clamp



For more info on these products or to order samples, visit [www.richco-inc.com](http://www.richco-inc.com)

## Lunch and Learn Program Offers More Than Just a Meal

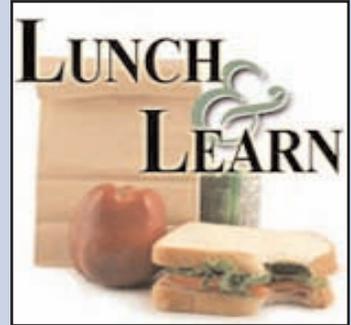
Richco's Lunch and Learn program gives attendees in-depth training on our most innovative plastic components, and also offers information on specialty offerings such as casters.

Most recently, Richco scored a major win after one of our rep agencies held a Lunch and Learn session with a major distributor. Our rep agency gave a detailed presentation on all of the various products that Richco offers, including quality casters. The distributor at the Lunch and Learn was unaware that Richco offered such products, and decided to work with Richco after experiencing

pricing and delivery issues with their current caster supplier. The distributor locked in a significant order with Richco for two different casters, with a combined EAU of over 100,000 pieces totaling over \$150,000.

Whether it is educating our customers on the plethora of products that we have to offer or just giving them a quick refresher course, it goes to show that our Lunch and Learn Program is a valuable sales tool that serves up more than just a meal.

For more information, please contact Michelle Truong at [mtruong@richco-inc.com](mailto:mtruong@richco-inc.com).



## Richco University Chicago Returns



Richco University returns this summer, to be held in downtown Chicago from August 12-14. We are excited to host this popular training session once again, and we hope to see you there! The training session runs 3 days, 2 nights, in the heart of downtown Chicago. Richco staff will go over company history, customer service, marketing, the injection molding process, fiber management, engineering, and custom capabilities, to name a few. Hands-on demonstrations

and team challenges are also a part of the training, complete with prize giveaways!

Richco University is geared towards our valued distributors and sales reps, whom have not yet attended a previous session. If you are interested in attending Richco University Chicago 2009, please contact Michelle Truong at [mtruong@richco-inc.com](mailto:mtruong@richco-inc.com) to fill out an application. Spots are limited, so act fast to attend this valuable training session!

For more information, please contact Michelle Truong at [mtruong@richco-inc.com](mailto:mtruong@richco-inc.com).

## New Ads Featuring Product Series, Market Focus

Richco has two brand new advertisements featuring some important product series and market focuses.

The first new ad features three new product lines: the MT series Stainless Steel Cable Ties, the TR series Tough Rivets, and the PGSB series Snap Bushings. The second new ad (seen on pg. 3) is focused on the White Goods market, and includes application information.

Watch for these new ads in New Equipment Digest and Appliance Design magazines.

For more information, contact Michelle Truong at [mtruong@richco-inc.com](mailto:mtruong@richco-inc.com).

NEW

## PRODUCT SOLUTIONS

**Stainless Steel Cable Ties (MT Series)**

- Strong and durable fastening method
- Tensile strength up to 250 lbs.
- Withstand temperatures up to 1000°F
- Resist radiation, vibration, flame and corrosion

**Tough Rivets (TR Series)**

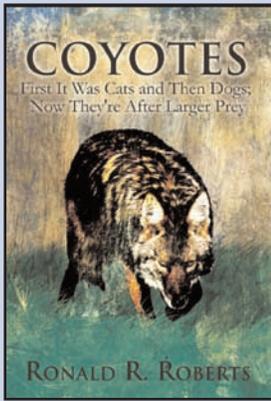
- Impact modified UL94 HB Nylon 6/6
- Supplied pre-assembled for easy installation
- Fastens two or more materials together
- Replaces screw-nut assemblies

**Snap Bushings (PGSB Series)**

- Converts/smooths raw holes
- Insulates and protects cables
- Easily snapped into hole by hand
- Available in 42 new sizes

FOR FREE SAMPLES OR LITERATURE CALL 1-800-621-1892

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Coyotes follows the story of a town's struggles with a hungry pack of coyotes terrorizing its residents.



Ron Roberts found inspiration for his novel after a close encounter with a pack of coyotes lurking in his community subdivision.

## Thriller Novel Published by Richco's Very Own

Richco, Inc. is proud to announce that one of our very own, Ronald R. Roberts, Samples Coordinator at Richco's Harvard manufacturing facility, has written and published his first novel, entitled, *Coyotes*.

The novel follows a town and its residents as they deal with three large packs of coyotes over a two-year period. The coyotes are left with nothing to eat after the Conservation Department kills off the local deer herd due to Chronic Wasting Disease. They then start terrorizing the town as their population grows. There is also a subplot about a one-eyed coyote that becomes a notorious killer of children.

The inspiration for *Coyotes* came after Ron and a hunting enthusiast friend of his had a conversation on the depleting abundance of deer in their town. The United States Conservation Department has been killing off deer in recent years due to the high incidence of Chronic Wasting Disease or CWD – which is a transmissible spongiform encephalopathy (similar to “mad

cow” disease) that affects deer, elk, and moose. Ron was outside one night with his dogs, when he heard one of the nearby coyote packs howling and yipping behind the houses of a close subdivision. He thought about what the coyotes would have to turn to for food when all the deer were gone – and the logical answer was that they might start invading and ravaging towns.

The setting for *Coyotes* is based on Ron's hometown of Harvard, Ill. and other nearby locations. There have been increased reports of coyote sightings and attacks on small animals in rural towns similar to Harvard, as reported by local news stations. Ron dedicated a lot of time to researching coyote behavior, coyote attacks on humans, and kill statistics from the Conservation Department's efforts to control the spread of CWD. He wanted *Coyotes* to be as accurate as possible.

Born on the 4th of July in Harvard, Illinois, Ron graduated from Harvard High School and has remained a town local his whole life. He has been a part of the Richco family since 1984. Ron is

responsible for handling all of the sample orders that are sent into Harvard, and works diligently to make sure that requests are filled and shipped out the same day. Writing has always been a favorite hobby for Ron, having written poems for a number of years.

Ron's next published work will be a book featuring a collection of over 75 poems that he has penned. The title will be *Along the Banks of Mokeler Creek...And Beyond – Poems of an Outdoorsman*. Ron is also thinking about doing a sequel to *Coyotes*, and has been doing research for another potential novel that deals with a legendary wolf-life animal that is supposed to live in the Northwest Territories of Canada.

When asked if becoming a published author has changed his life in any way, Ron simply says, “It would be to show me that I can accomplish anything that I set my mind to. Nothing is impossible.”

*Coyotes* is available on Amazon.com, Barnes & Noble.com, and in major bookstores now.

For more information on *Coyotes*, contact Ron Roberts at [rroberts@richco-inc.com](mailto:rroberts@richco-inc.com).

### Top Ten Richco Distributors Through March 2009

1. Bisco Industries
2. DAC Group
3. Hardware Specialty
4. Carlton-Bates Co.
5. Endries Inc.
6. Altex Electronics
7. Supply Technologies
8. Century Fasteners
9. Future Electronics
10. Digi-Key Corp.



### Richco Engineered Components for the Appliance Industry



Richco offers an extensive range of plastic components to meet the needs of numerous product applications and market areas within the appliance industry:

- Leveling / Mounting Feet
- High Temperature and Standard Door Bumpers
- Custom Fan and Motor Mounting
- Wire and Harness Cable Ties and Clamps
- Protective Grommets and Bushings
- Panel Fasteners / Plastic Rivets



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Want to be featured in the Richco Reader? Please send your questions, comments & suggestions to: [mtruong@richco-inc.com](mailto:mtruong@richco-inc.com).

