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Weathering The Storm With A Little Fresh Thinking

By Eric Sorlie, Marketing, Waterbury Companies Inc.

“Times of stress and difficulty are seasons of opportunity when the seeds of progress are sown.” — Thomas F. Woodlock, financial writer.

As the leader in our industry, Waterbury Companies Inc., and the TimeMist™ brand are taking great strides to prepare for future growth. Along with virtually every other U.S. company, we, too, notice that the time of economic challenge is upon us. Rather than retreating, we are surging forward with groundbreaking new product development and innovation. We choose to set our sights even higher and let the past remain where it should be — in our rear-view mirror.

First and foremost, we feel it is important to get back to our roots — to the foundation of the successful business that we are today. It is our product line and unsurpassed quality that attracts our customers, but it is our commitment to innovation and excellence that maintains our devoted customer base, consistently resulting in the growth of current relationships as well as the birth of new ones.

At a time when many companies have backed away from research and development, we see that we must be constantly evolving in order to maintain our reputation as the industry leader. This year, we are pushing technology and customer service with tenacity — making tremendous strides in research and development to ensure that we never lose focus on the needs of our industry and our customers. Our engineering team

continues to push the limit, our marketing department is focused on finding new trends and avenues of creativity, and our sales

team has been realigned in an effort to reach all corners of the market. We are backed by strong management and ownership along with experienced teams at our corporate office and at our manufacturing facilities.

We understand that in order to maintain the title of market leader, we must continue to churn out the most unique and innovative products. We will continue to grow stronger in the next few years as we place enormous emphasis on new product development to continue creating groundbreaking technology. Our carbon footprint has also been a focus. The launch of green products like MICROBEMAX™ and TimeWick by TimeMist™, which maximize performance while maintaining an environmentally friendly product line, are only the tip of the iceberg.

We continue to strengthen our commitment to our customers to ensure that we not only deliver the highest quality products, but that we support

those products through exceptional sales, marketing and customer service. We will go above and beyond to make sure that our distribution not only knows the TimeMist™ product line, but will go to market with the same pride that is our foundation at Waterbury Companies Inc.

