



At Mark Metals, Value-Added Service is the Name of the Game

At Mark Metals, service to our customers is much more than reliable, fast wholesale metal supply. We feature many fabrication services with the goal of supplying our customers with the metal parts they need, when they need them.

Our Mark Metals Shop Supervisor, Eric Pannebecker is responsible for the day-to-day operations of the wholesale metal business. Eric talked to us recently about how Mark Metals plays an integral role in The Rose Corporation family of companies and delivers value to our customers.

Question: What are some of the capabilities offered by Mark Metals?

Answer: We offer flame cutting, saw cutting, shearing, forming, and fabrication. We are now offering CNC bending and forming with our new Press Brake.

Question: What types of customers do you supply?

Answer: We supply various types of companies; manufacturing and sign fabrication being two areas that immediately come to mind. In addition to our external customers, our business is a nice complement to The Rose Corp and TRC Services, because they have needs that we can support.



They are our two “internal customers.”

Question: What is the philosophy at Mark Metals on service?

Answer: Our philosophy on service is the same as the overall Corporation values that we all share, but in addition to that, Mark Metals is unique in our area because we are set up to service our customers faster than the competition.

Question: Can you give me an example?

Answer: If a customer has an equipment breakdown,

we have the flexibility to fabricate a part in a matter of hours if necessary without compromising our other customer commitments. Another example is our independent quality certification services. We have a customer who needs parts independently certified according to ASME LPT Qualified level 2 standards. This service fits within our overall business strategy, so we decided to add this for them.

Growth Solutions

Welcome to the 2008 edition of our Solutions newsletter. We trust that you will find this to be good communication on how The Rose Corporation is evolving every year to be a better company with which to do business.

2007 was the best year in the history of The Rose Corporation, and we expect 2008 to be even stronger. Good news for us you might say, but how is that good news for our customers? That is a very good, valid question we are happy to answer it!

To survive and grow in today's competitive marketplace, companies like ours find it necessary to develop a structured strategic plan. The purpose of this plan is to get everyone in the organization working together in agreement on how and what to do to become a better company. The components of the strategic plan are planned objectives with measureable goals, established timelines and defined leadership. Simply described, a strategic plan focuses members of the management team and front-line leadership on working on change activities, vs. the everyday battle of becoming involved in routine activities.

The strategic objectives we have at The Rose Corporation include the following:

- A documented, more fully developed organization-wide quality assurance program
- A structured training program designed to increase the capabilities of our already highly skilled employees.
- A training program for all employees in LEAN process improvement procedures.

These objectives are designed to raise the skill levels of our employees. The benefits to our customers are better consistency & quality. In addition, we are more cost effective because we achieve better throughput with less scrap. The addition of more documentation allows us to serve higher technology and aerospace quality customers. Our increased capabilities have resulted in geographic expansion and increased market share, diversifying our customer base. This expanded base of business continues to make capital investments and has resulted in The Rose Corporation growing and thriving in 2008.

We value your business and welcome your feedback as to how we can better provide you Quality Solutions That Work.

Brian Higgins, President