

Grizzly Forest Products
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Paw Prints



The Grizzly Forest Products Customer Newsletter

**COME SEE US AT
 BOOTH #831 AT
 THIS YEAR'S
 NWFA
 CONVENTION IN
 LONG BEACH.**

**We will be
 introducing new
 products and talking
 about our new
 Grizzly 110%
 Quality Assurance
 Guarantee.**

**SEE PAGE 2 TO
 LEARN ABOUT
 OUR NEW
 110% QUALITY
 ASSURANCE
 GUARANTEE**

Earning Your Business... Instead of Buying It

In tough economies, there seems to be an inevitable separation of the men from the boys. It is a cliché, but an accurate one. It doesn't take long to determine who is prepared for change, as those companies that are well run have one finger on the pulse and their ear to the tracks.

When times get tough, there are a few techniques used to secure business until more prosperous times come about. One is to buy business. This one is pretty self-explanatory. Price your product to undercut your competition and wait for added sales volumes to make it pay off. This is pretty tempting since it takes no extra work and can seem on the surface like it is yielding quick results. Unfortunately, it also devalues your product and typically will only attract customers that can only compete on price. Those customers aren't likely to be standing when the dust settles.

Our experience has been that the companies with a solid foundation are thinking long-term, and therefore are looking for more benefits than just price when choosing a supplier. We think they are looking for partnerships. Partnerships are created by suppliers that offer better quality products and more selection, creative marketing and buying programs, improved response times, better customer service, and a mind-set that will ensure that they will be ready to act when market changes occur.

Grizzly Forest Products is all of those things. In this newsletter and over the next several months you will see examples of how we are constantly improving our company to serve you better in today's market. Please let us know how we are doing, and if there is anything we can do to help you grow!

**Coming
 Soon!**

We have a lot going on behind the scenes at Grizzly these days. Soon, you will get to take advantage of all of our hard work. In the meantime, check out some of the things to look out for at the NWFA Convention and beyond. Our commitment is to continue to expand our products, services and sales force to help you continue growing with us. Thank you for all you do for us.

- 110% Quality Assurance Guarantee—see page 2 and call us for details!!
- New company catalogue
- New line of specialty hand-scraped products and reclaimed products.
- New retail display and sample program.
- FSC Certified Products

GRIZZLY FOREST ANNOUNCES ITS NEW 110% QUALITY ASSURANCE GUARANTEE

At Grizzly, we are committed to constantly separating ourselves from our competitors. Despite the doom and gloom that you are hearing on the news and throughout our industry, Grizzly's sales are up so far this year and we anticipate that the trend will continue as the busier months approach. This is due to the loyalty our distributors have shown us during a difficult time. Our goal is to continue to repay that loyalty by showing our appreciation to our distributors all over the country. Beginning May 1, Grizzly Forest Products will be offering a 110% Quality Assurance Guarantee that will cover all of our standard pattern unfinished flooring products.

The purpose of this guarantee is to drive pine sales to Grizzly through our qualifying distributors. Losing time spent handling claims is costly and at Grizzly we understand that time is money. We also understand the importance of customer confidence in today's market. This guarantee will help build trust and confidence in all of our products, which will only work to benefit you. We feel that this will be a valuable sales tool for you and will definitely give you an added value to pass on to your customers.

For information on how you can qualify for this guarantee, as well as more details on the parameters and benefits of the program, please call us today!!

Dave Stone: 864-697-4316

Travis Woodall: 423-946-2692

Quick Thank You...

With just a small amount of space left, we felt like this was a perfect opportunity to thank you for your business so far this year! With all of the manufacturers and distributors that we talk to, we have yet to hear the words, "We're Up So Far and Things are Looking Great!" Well...we are going to say it then. We are indeed up so far this year and are going to continue to work hard to drive business forward and provide high quality products to all of our customers. We couldn't do it without you though...so, thank you very much!!!

—The Grizzly Team

Check Out Our Newly Updated Website..

Log onto www.grizzlyforest.com and you will see some subtle and drastic changes to our website. Our new site is up and will be completely renovated by April 1st. We encourage you to look it over and give us any feedback that you may have.

One of the things that we are most excited about is our blog. Go to

<http://www.grizzlyforest.comGrizzlyBlog.aspx>

Once you are on that page, click the section that says, "Subscribe to Grizzly Forest Products' Blog by E-mail." Use this blog to ask any questions or learn more about our products or our industry.