

Owners proud to be part of area's growth, success

The year 2007 proved to be another successful year for FDL Automation & Supply, located at 801 S. Vandemark Road. For 26 years, FDL has supported Shelby and surrounding counties with high quality electrical products and services in the industrial, original equipment manufacturing, construction and commercial markets. The employees and company owners, Doug Christie, Gary Heitmeyer and Rick Brooks are pleased to be a part of the region's growth, its competitive spirit, and the strong work ethic of people in the area.

The owners have released the following report:

A major highlight for FDL in 2007 was achieving the Allen-Bradley Automation Appointment. The Appointment goals were very high such as implementation of sales management software, increased engineering staffing, engineering certifications, EDI communication, market planning and execution, and a disciplined selling process all of which were several years in the



Photo provided

FDL AUTOMATION & Supply owners are (l-r) Gary Heitmeyer, Doug Christie and Rick Brooks.

making. The Automation Appointment recognizes FDL as a significant differentiator in the marketplace.

Economically, FDL experienced the strengths of a strong 2006 flowing into the new year of 2007 and continuing throughout. Due to this market strength and customer growth, FDL increased the staffing of the logistics group to enhance customer service levels and for future growth.

In September, a record number of customers experienced free training and technical sessions at Rockwell Automation's "Complete Automation On

The Move" in Columbus, Ohio where automation products and solutions were presented. Another popular event in November was the Rockwell Automation Fair in Chicago where training, services and products were presented to more than 20,000 customers. Many customer events were held throughout 2007 and FDL is planning a major 2008 event, FDL Oktoberfest.

Energy saving light fixtures and lamps were also popular products in 2007 because of federal initiatives such as the Energy Policy Act of 2005 (EPACT), which provide accelerated

tax deductions for the use of energy reducing lighting systems. Lithonia lighting and Sylvania lamps offer many technologies such as bi-level switching, T5 and T5HO fluorescents, and pulse-start metal halide lamps which not only reduce energy, but also increase light levels and the quality of light. FDL has specialists on staff to aid in the lighting design of factories, warehouses, offices, schools and other applications. They offer customers the opportunity save money and reduce energy demands with the help of the Federal tax deduction.

Goals were reached to improve internal efficiencies and offer competitive deliverables to FDL customers. The company continued to evaluate and refine their ERP system (computer business system) which they view as part of the continuous improvement process. Improvement in this area translates to improved service and enhances the bottom line of customers and FDL.

Continuing education of sales personnel, engineers, and managers is a signifi-

cant part of the FDL culture. Weekly on-site training is held on products, services and the business system. Off-site training presented at the manufacturer's locations offers hands-on learning experiences. Automation Specialists attend about 16 weeks of advanced technical training annually. The end result of FDL's training philosophy is an advanced level of technical support for their customers.

FDL and its employees are strong supporters of the United Way and other charities. Continuously, FDL and employees have achieved the United Way's highest award for contributions, the Platinum Award. Employees are also very active in their schools, churches and civic organizations.

FDL Automation & Supply wishes to thank customers, employees and suppliers for the successes of 2007. For more information on products, services, supplier links, contacts and events, the Web site is available for viewing at www.fdlautomation.com or call 498-2104.



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