

Smart Level issues

From: Mike East <Mike@SmartLevel.us>
Sent: Wednesday, March 15, 2023 7:22 AM
To: Don Qualls <dqualls@pentarinc.com>
Cc: Bill Dusinberre <billd@pentarinc.com>
Subject: RE: Smart Level issues

Don, Pentar can not be sending levels covered in oil, levels with air in the line, and all of these other issues unless the assembly crew simply does not care anymore. I have never faced this number of continuous problems since I've been manufacturing the Bluetooth model.

And you always ignore and do not respond to the smaller problems, the tubing having the v cut far too deep, the bungee cord too tight, the reservoir plug screwed in too far, the reel disc loose. This is careless assembly that isn't being checked. I've sent you numerous photos of levels covered in oil.

I've sent you numerous photos of levels leaking oil. Have you opened the cases and checked the ones in stock?
I've sent you the first level that had air in the line, and photos of another I had recently, and now the third. Have you elevated the displays and checked to see how many in stock are leaking?

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I had to babysit both Sean and Jason the entire time they worked for me. And at the end neither of them cared. Their work was a disgrace to their profession and caused me a great deal of hardship, stress, and hurt Smart Level.

What Pentar is doing is ruining my business and reputation. The fact I have to directly instruct you on how to address the issues I've been telling you about is unacceptable. When I sent you photos of oily displays you should have been concerned enough to have done something.

Mike

From: Mike East <Mike@SmartLevel.us>
Sent: Tuesday, March 14, 2023 6:45 AM
To: Don Qualls <dqualls@pentarinc.com>; Bill Dusinberre <billd@pentarinc.com>
Subject: Smart Level issues

Don and Bill,
Since I first introduced the Bluetooth version of Smart Level I have had nothing less than a continual fight to stay in business because of engineering, firmware that didn't work- what I have now has significant flaws. Every circuit Sean built failed and had to be reworked at my expense. Bad tubing where the manufacturer was dishonest and did not stand behind their product, sensors ported wrong- both initially and recently. On top of this I've had a continual non ending stream of problems from Pentar.

Don I was emphatic two years ago Smart Level had to run trouble free in order to overcome these severe initial issues. The issues have not stopped. They haven't even slowed down. Every new distributor I try to land I have significant problems. Since the beginning of this year alone I've had levels ported wrong, again. Levels leaking and covered in oil, bungee cords so short it's almost impossible to remove the reservoir, reservoir plugs screwed in too far and too tight, the disc that holds the display onto the reel so loose it looks like the display is about to fall off, reel labels upside down, levels shipped with the display covered in oil from not being cleaned up after someone was messy connecting the tubing. The v cut far too deep when we are having issues with the tubing leaking where it's connected to the plastic barb. I don't ever recall having this issue with the brass in 25 years. There's significant issues with both E and D firmware. This was just careless, lackadaisical engineering on both Jason and Sean's part.

Don it literally feels like I've been sabotaged when both levels shipped to Techo failed. One sensor ported wrong ruptured making an oily mess, and they tried to upgrade the other one's E firmware and it locked up. This is one of three major distribution channels I have been working on for two years. Incidentally, the owner of Pave Tool, Phil Bahler is the chief tech adviser for Techo. Pave tool has been dealt every problem we have had over the past 4 years, bad sensors, bad tubing, circuits that didn't work, firmware that didn't work, levels not calibrated. We have missed several of Pave Tool's ship dates on their blanket orders. And we sent them new display units that were ported wrong and had to be recalled. No business can survive these continual mistakes, let alone grow.

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Lance with King's Materials and I had a very long conversation before he placed his first order for the new style display unit. He said "Mike we've had too many issues with Smart Level to continue buying but I'm going to give you one more chance. Are you sure you have the problems fixed?". I assured him I did. And once again Pentar made a liar out of me. The stress Pentar has put me through the past three years is far beyond what any person should have to bear.

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SiteOne is # two of the three big players I've been working on, once again for two years. I overnighted their MN location a new rev H and it had 6" of air in the line a week later. I found this last Monday. That Wednesday I was at their Atlanta location setting up a display and the level they had in their display was covered in oil and the disc was so loose it looked like the display was about to fall off. I left them the level I was using to demo, cleaned their level up and used it for the next two shows. It didn't leak. It was just sent out covered in oil.

Then I go to Canada and have an extremely successful show in Toronto. Possibly the best I've had since I've been dealing with Unilock. I have somewhat smoothed over the recall and the find the level they are using for a demo at the show has the lock ring problem I sent you a video of. I go to the factory the next day to inspect the levels, and all of the them are an oily mess. This was Thursday.

Friday I attend another Techo Bloc expo and the level GNH is using as their show demo has 8" of air in the line.

For the 3rd year in a row I have had to quit my sales run because of inexcusable problems from Pentar. I have once again come off the road and stopped pushing sales in order to find another manufacturer that can turn this mess around.

Sincerely,
Mike



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