

Smart Level, Pentar continues to waste my time and energy, and hurt my business



Mike East

To: Andrew Spain (andrew@spainenterprise.com); Don Qualls <dqualls@pentarinc.com>; +2 others

Wed 9/20/2023 7:48 PM

Cc: Dirk Warriner <Dirk.Warriner@Bayatronics.Com>; +3 others

Andrew if you are ready to pull the plug and all it quits that's fine with me. I've been working 7 days a week trying to recover from the multiple and continuous manufacturing problems Pentar has continually shipped over the past 5 years, and in particular this past year and no matter what I do Pentar manages to sabotage me efforts. I worked through the weekend as usual, from 6 AM until 10 PM Monday fixing Pentar's mistakes, got up at 4 AM Tuesday to be on the road by 5 for meetings with customers and distributors only to get home and find Pentar is very late shipping orders once again. With no notice whatsoever there are multiple orders that were left sitting unfulfilled. My assistant Erica has emailed you numerous times and you don't even bother to respond. No response to problems and issues has become the normal for Pentar. Failing to even acknowledge the problems, yet alone present a reasonable fix. Among these orders are 2 distributor orders from 2000 Industries and Unilock. And then I get this insulting email from you this morning.

2000 Industries: When I first convinced 2000 Industries to start distributing Smart Level almost two years ago we set up a "Grand Kick-off" with 2000 Industries doing eblasts, mailings, calling customers directly ect. On the day we had the event Pentar did not deliver the Smart Levels and instead of having inventory to sell I has one demo unit on site. The owners and everyone at 2000 Industries was angry with me, and rightly so. This was just typical of what I had come to expect from Pentar. Then we discovered in this order Pentar had reversed the plumbing on the sensor causing the sensors to burst during use and they had to be recalled. Then the next order Pentar shipped with the bad plastic plumbing adapters that leaked. Instead of recalling these Pentar has done nothing, leaving me to deal with it level by level. I've had at least 6 leak that were sold to 2000 Industries alone in the last 4 months. After many conversations trying to keep 2000 Industries as a customer, the first order I talk them into placing just sits at Pentar and you don't even respond to Erica's multiple emails as to what is going on.

Unilock: I first came to Pentar with orders for 200/month from Unilock. Pentar never came close to filling 100/month. Ther first two years were marred with sensors leaking, bad tubing, and a barrage of other problems. I have fought very hard trying to build that damaged relationship back because of the potential of returning to a 2500/year order from them. Once again as I started out with the new rev H model advertising "problems have been fixed" Pentar ships levels with the plumbing backwards that leak. We recall those and Pentar ships levels with the bad plastic adapters that leak. And instead of dealing with the leaks Pentar has the nerve to try to hid their mistake and claim there are no leaks even though I'm sending multiple photos and complaints from distributors and customers. I had to come off the road from Canada where Unilock is located to finally once again "babysit" Pentar, take you by the hand and show you the leaks, and engineer the fix myself machining parts and sending them to Pentar. Then you ship Pentar levels with the lock ring not in place and the reel literally falls out of the housing at a major show as I'm displaying one of the levels Pentar has shipped. The carrying case labels that Pentar used that were paper instead of the vinyl I had approved are falling off. And some of the levels have air in the lines that has not been bleed out properly. I drove to Chicago and Cincinnati to Unilock training shows the past couple of weeks trying to fix this mess. At Cincinnati the presenter gave me a new level with the power button not working. At Chicago numerous attendees told me of their past problems. Many of them had multiple problems. The head of Unilock training was there and said, "Mike, you told me we had this fixed".

When I came home late last night, I have another Smart Level returned from "Dan the Tiki Man" in Miami Florida. Dan is the tester for San Juan Pools a very large company looking at using Smart Level in all of their locations. Dan immediately saw the value in Smart Level at the PSP Expo in Vegas last year. Of course, the first level Pentar shipped Dan had the bad plastic plumbing and leaked. The level he returned yesterday is calibrated backwards. One more of the multiple problems I've had to deal with this past year. Like all of the other deals I have worked so hard to land Pentar has sabotaged yet another. I traveled to Miami to fix the bad PR the first leaking level had caused. San Juan Pools liked the level so much I did a company wide presentation.

I am 3 years behind where I should be with All Sensor because Pentar could not get your act together.

I am making progress with new companies that have not been subjected to Pentar's mistakes, but this is taking a tremendous amount of time. It will take me years to recover from the PR damage Pentar has caused me.

And regarding my balance with Pentar, I am not paying full price for the levels with so many mistakes that have nearly ruined my business. That pricing will be renegotiated starting with the first rev H model and covering all that have shipped.

Pentar is no longer a 9001 company. This is a joke.

Sincerely,
Mike

<input type="checkbox"/>	Order	Date ↕	Customer	Total	Payment status	Delivery status	Fulfillment status
<input type="checkbox"/>	#1783	Yesterday at 9:05 pm	Óscar Medrano	\$1,060.10	● Paid		○ Unfulfilled
<input type="checkbox"/>	#1782	Sunday at 03:49 pm	Josh Kemp	\$1,158.41	● Paid		○ Unfulfilled
<input type="checkbox"/>	#1781	Sunday at 07:14 am	John Herr	\$1,057.45	● Paid		○ Unfulfilled
<input type="checkbox"/>	#1780	Saturday at 05:49 pm	Jule Fazz	\$0.00	● Refunded		○ Unfulfilled
<input type="checkbox"/>	#1779	Friday at 03:59 pm	Tony Axsom	\$1,128.43	● Paid		○ Unfulfilled
<input type="checkbox"/>	#1778	Friday at 12:17 pm	Josh Kemp	\$1,150.11	● Paid		○ Unfulfilled
<input type="checkbox"/>	#1777	Friday at 11:51 am	Charles Bandy	\$1,248.96	● Paid		○ Unfulfilled
<input type="checkbox"/>	#1776	Friday at 10:10 am	Leslie	\$3,704.07	○ Payment pending	Tracking added	● Fulfilled
<input type="checkbox"/>	#1775	Friday at 09:16 am	Leslie	\$3,670.34	○ Payment pending	Tracking added	● Fulfilled
<input type="checkbox"/>	#1774	Friday at 09:14 am	Melissa Moccia	\$721.66	○ Payment pending	Tracking added	● Fulfilled
<input type="checkbox"/>	#1773	Friday at 06:09 am	Justin Burleson	\$1,068.42	● Paid	Tracking added	● Fulfilled
<input type="checkbox"/>	#1772	Thursday at 08:35 pm	Jonathan Allison	\$1,147.26	● Paid	Tracking added	● Fulfilled
<input type="checkbox"/>	#1771	Thursday at 03:41 pm	Chris Enders	\$1,048.96	● Paid	Tracking added	● Fulfilled
<input type="checkbox"/>	#1770	Thursday at 09:55 am	Richard Garcia	\$0.00	● Paid	Tracking added	● Fulfilled

Sent: Tuesday, August 1, 2023 8:35 AM
To: Andrew Spain (andrew@spainenterprise.com) <andrew@spainenterprise.com>; Don Qualls <dqualls@pentarinc.com>; Bill Dusinberre <billd@pentarinc.com>
Subject: Smart Level, Pentar continues to waste my time and energy, and hurt my business

Andrew,

Pentar continues to waste my time and energy by continual mistakes and lack of cooperation in transferring the manufacturing to Bayatronics. Below is the email where replacement oil was shipped and leaked, Several things I had to handle while Tina was off last week, and once again part numbers and suppliers Pentar has chosen to hide from me for over two years now. All of these things demand my time and energy and place Smart Level in a worse financial position, and place additional stress and burdens on me. You have sent 547 levels into the field this past year with failed plumbing. Only a fraction have been recalled and upgraded. You sent a pallet of levels into Canada to Unilock with lock rings not installed. You have sent levels out calibrated backwards, and levels with air not removed from the reservoirs. These continual mistakes and lack of cooperation are ruining my business and reputation.

1. The attached photos are from an order for oil placed through Boar Hog Diamond Tools. As I try to rebuild Smart Level's reputation from the 5 years of continual mistakes they just keep happening. I'm send his customers oil from my location to make sure they get what they need.

2. Here's a list of things I had to attend to while Tina was off last week including 4 more levels with bad plumbing, etc.

Good morning Tina, Here's a few things today:

1. We sent levels for plumbing upgrades from:

John Mehalek
Scott Widick
2000 Industries and Christian Abelardo
Jose Maldonado

- 2. Shipping update of Versalok
- 3. Disregard my question about the undeliverable order from Luke Griffin, we already shipped it from Mike's address.
- 4. For order # 1708(Dan the TikiMan)-Please send him an All Sensor level, NO CASE JUST the LEVEL.
- 5. Have you already issued a recall to order # 1509 and to Steve Allison
- 6. Invoice of the display that Pentar send to Mike

3. For over two years I have been requesting a complete BOM listing pricing, part numbers, and cost and Pentar has failed to provide this information, all the while stating they are giving me everything. Below is a partial list of what has not been provided.

Item	P/N	Description	Question or Issue
3	550263-01	Label, Equipment Case information or spec / artwork	"Deluxe" P/N G910301933 – Need contact
4	220058-01	Lens, Smart Level Window Pentar price is \$1.65	Who is machine shop ? Local guy quoted \$40 –
10	220057-01	Cling vinyl, display information or spec / artwork	"Label-Aid" 220057-01 – Need contact
11	220060-01	Overlay, front label	"Label-Aid" 220060 – Need spec / artwork.
12	220061-01	Overlay, button label	"Label-Aid" 220061 – Need spec / artwork
16	5500285-01	Label, Reservoir	"Label-Aid" 550285-01 – Need spec / artwork
19	550259-02	Label, American flag	
20	550287-01	Label, Large Reel	"Label-Aid" 550287-01 – need spec / artwork
27	960055-01	Insert Velcro strap us to have printed	Smart Level to supply at zero cost – send file for

From: service boarhogtools.com <service@boarhogtools.com>
Sent: Monday, July 31, 2023 8:04 AM
To: Mike East <Mike@SmartLevel.us>
Subject: FW: Delivery of my ORDER OL1932

Mike, here are the pictures from Jerry Zanetti whom we shipped the replacement oil to last week. Please note the pictures of the spilled oil.

Per our conversation, please send a new Replacement Oil to this customer. I called the customer this morning and told him, you were sending another one personally.

Mr. Jerry Zanetti
32 ½ Blair Ave.
Rock Springs, WY 82901
307-705-3321

Thank you!

Dan Mechley

President
Boar Hog Diamond Tools
8921 Harrison Pike – A2
Clevs, OH 45002
513-609-4005, Ext.1
boarhogtools.com



From: Jerry Zanetti <wyoinspection@gmail.com>
Sent: Saturday, July 29, 2023 7:01 PM
To: service boarhogtools.com <service@boarhogtools.com>
Subject: Delivery of my ORDER OL1932

To whom it concerns,

Attached is how I received my order today. This issue needs to be addressed. Any help would be greatly appreciated.

Sweetwater Home Inspection