



PRICE / PERFORMANCE

GATOR Quality stands on its own, but when you add the Pricing component, you get THE best PRICE : PERFORMANCE ratio on the market. While our pricing is competitive, GATOR supplies a lathe chuck that is every bit the equal in quality/ durability/accuracy—**guaranteed!** GATOR chucks are produced to a DIN / ANSI / ISO standard and in competitive situations, GATOR's PRICE : PERFORMANCE positioning will allow you to stand out and win more business. GATOR gives you an opportunity to reduce your customer's cost to purchase while improving your profitability.

val·ue

/valyoo/ | noun

The regard that something is held to deserve; the importance, worth, or usefulness of something.

VALUE

Many organizations measure value on just PRICE : PERFORMANCE. While GATOR has this covered, there is so much more that must be done to build a true value proposition. By limiting distribution, we support your profitability. Competitive lines that have been on the market for many years are forced to add new distributors in order to continue to grow. These “open” lines make their products available to virtually every metalworking and industrial distributor on the market, dramatically increasing competition and driving down costs. This is great for the end user, but horrible for the distributor. Though you put in all the time to quote, you win less business, and as costs are driven down, so is your profitability. GATOR distribution is limited to protect our distributors. This allows you to quote with confidence, win more business, and, dramatically improve your profitability. We hear more and more that our competition is taking business direct. This is NOT how GATOR will be distributed! We will never sell direct to your customer!

~~PROBLEMS~~ SOLUTIONS

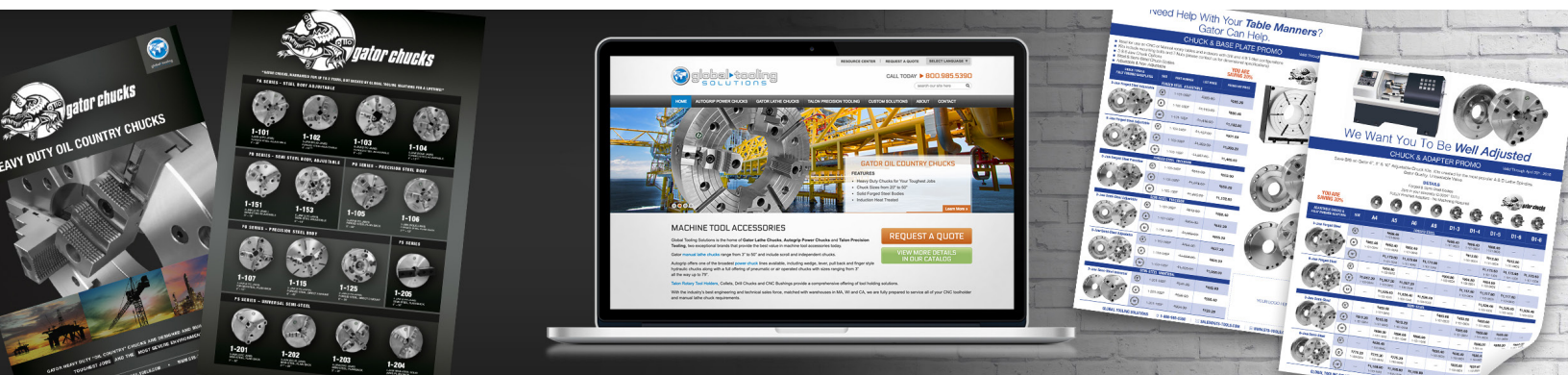
ENGINEERING & TECHNICAL SUPPORT

GATOR comes with some of the industry's BEST technical engineering support. The US market is more and more focused on complex manufacturing challenges. This means that many of the machine tool accessories used in these complex manufacturing environments must be able to do more than the standard workholding solution. Suppliers of workholding products must have the capability to "engineer in" workholding solutions. This is where GATOR excels. GATOR employs a 3-step engineering program to ensure that you are receiving the strongest support and ultimately your customers' are introduced to the single best solution for their application.

Step 1 – Field-based technical sales reps that work directly with the job shops and manufacturing facilities, where the complex work is being performed. Our sales organization is trained to look for opportunities and to identify applications requiring both standard and special-purpose workholding options. Our technical sales organization adds value to the distributor relationship by driving business back through distribution and to technically support the product application and selection process.

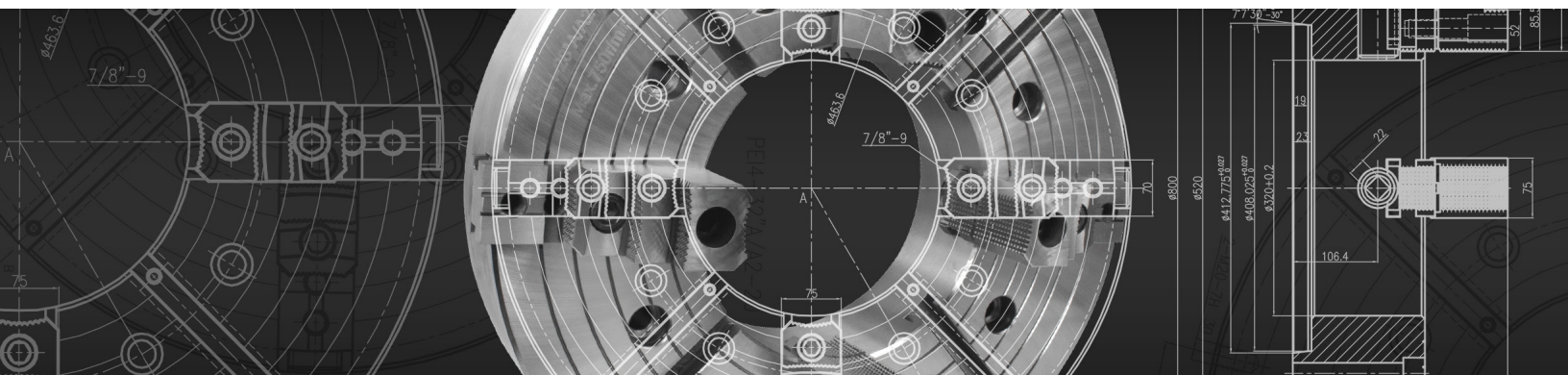
Step 2 – US based Product Engineering. When the application requires additional engineering support, we've got you covered! Our US based technical engineering team has decades of experience and has been exposed to pretty much every workholding challenge ever presented. With CAD capabilities, we will scope out your customers' machining challenges (at the spindle if necessary) and will establish first pass "concept" options to support each customer's unique challenges.

Step 3 – Factory Engineering. These are the people that manufacture the product and they will work hand in hand with our field based technical reps and US Product Engineers to provide final solutions for your customers. This 3rd level of engineering support guarantees that the customer gets the best solution for their application.



MARKETING SUPPORT

Along with the industry's BEST technical support, we will also help you sell. GATOR and our aggressive SEO program will be exposed to the market in a BIG way. End users will be driven back to you in the form of "slam dunk" leads. We will supply a library of additional marketing tools and sales aids to support your efforts. Our Mfg Reps will also be working on your behalf, looking for opportunities at the end user level, developing real interest, and driving this business back to you. We will help you sell!



CUSTOM SOLUTIONS

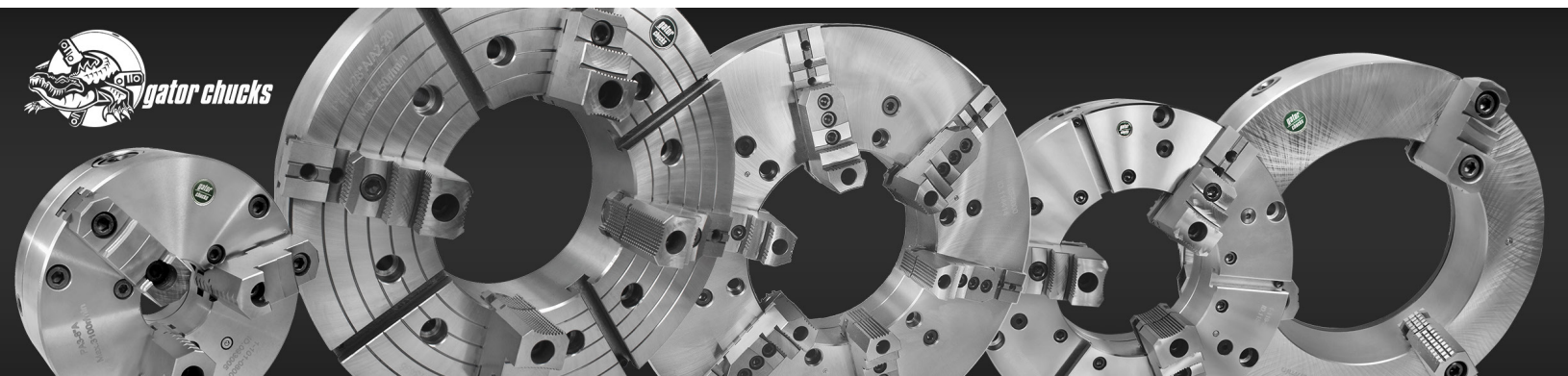
Gator provides one of the most comprehensive standard chuck offerings on the market and can also handle all of your requests for SPECIAL or MODIFIED standard manual lathe chucks. Gator's capabilities extend to both Independent and Self Centering Scroll chucks covering 2, 3, 4 and 6 jaw executions with chuck diameters ranging from 3" – 50". Body material options include Cast Iron, Cast Steel, and Forged Steel. We can work with your prints or our engineering department can develop the drawings focusing on your special needs. Custom Solution opportunities are everywhere (you just have to look for opportunities and ask questions).



**CUSTOMER SUPPORT
SUPER HERO**

SERVICE

We put the icing on the cake. The quality of the product, our unbeatable value and our 3 step product support system are all pulled together with the world's BEST customer service. Experience the difference! We go way beyond the norm to make sure you receive the best service possible. You will feel the love when you call, we stand firmly behind everything we sell, and we will stand with you and your customer to make sure we provide you with the best solution possible.



SELECTION

From our Steel Body Adjustable, to our Heavy Duty Independent monsters and everything in between, we have the lathe chuck for your customer's application.



PA SERIES - STEEL BODY ADJUSTABLE



PB SERIES - SEMI STEEL BODY, ADJUSTABLE



PO SERIES - PRECISION STEEL BODY



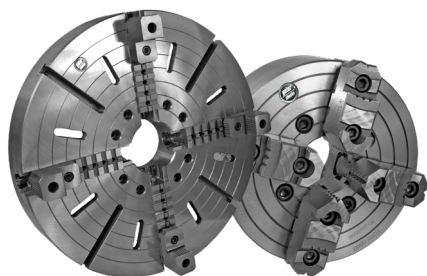
PS SERIES - UNIVERSAL SEMI-STEEL



FRONT MOUNTING



PSL - LARGE THRU HOLE



PI SERIES - 4-JAW INDEPENDENT



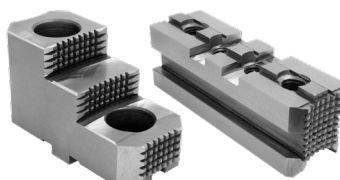
OIL COUNTRY CHUCKS, HEAVY DUTY



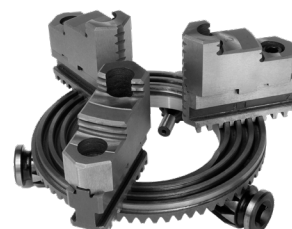
ADAPTERS & BASEPLATES



5C COLLET CHUCK



JAWS



SPARE PARTS