



# Newspec

Volume 4, Issue 1

February 2002

## New Look for the New Year

2001 was a rough year. With the US economic recession and the events of September 11<sup>th</sup>, last year was one that was particularly easy to say goodbye to. So, out with the old, in with the new. In the true spirit of the New Year, FRE Composites plans on rolling out its new look and new format for many of our policies and procedures.

Notable among the many changes being made is the move to an expanded and revised rep sales force. Between now and mid-summer, our conduit system agents will increase in number from approximately 30 to more than 50 for the US and Canada. In addition, they will now be broken down into more closely

defined areas of specialization, such as Utility and Commercial/Industrial. This increase in our sales force will dramatically increase our ability to effectively cover all of our markets.

Also new for 2002 is the Inside Sales Support Team. In an effort to streamline our internal channels of communication and keep more information in the hands of those involved in the sales function, we have replaced the old Customer Service Department and replaced it with a team approach to the various sales functions. From now on, each of the inside sales' agents will be teamed with two or three regional managers and will have primary responsibility for tracking all of the sales activity

in the regions controlled by those managers. Now, if a manager is unavailable for any reason, their inside sales support agent will be better able to handle most of the common issues that arise. This arrangement will also give the regional managers more time to spend supporting their sales manufacturer's representatives and developing new business.

Effective this past fall, FRE became a manufacturer member of NEMRA. In addition to regular sales meetings, FRE will now be participating in NEMRA events such as the annual NEMRA conference.

Our Rep Council, established last year, will be expanded for 2002. The contributions of our council members last year were

both valuable and appreciated. Changes are in the works to break the council down by region as the rep sales force continues to expand.

These are but a few of the changes being made by FRE Composites to contribute to a better flow of information among field and office personnel and, thus, to enhance our sales effort. Many of these changes originated in conversations with our sales reps. Again, input from the field is important. As we enter another new year and another new sales cycle, FRE Composites encourages our agents and customers to give us feedback that we can use to continue to improve our service.

## Inside Sales Support Notes



FRE Composites has been a leader as manufacturer of Fibreglass Reinforced Epoxy Products. In order to be recognized as an industry leader, Product Quality and Performance, Availability, On Time Delivery and Customer Service measure one's accomplishment.

Having to follow the market requirements must be at the top of a Company's objectives in order for it to thrive and grow with its partners (customers). We are happy to report, that in the past couple of months, our records have been more than good, we have averaged out the following performances :

### On-Time Delivery Performance *Month of October 2001*

- 84% of all deliveries were on time or exceeded customer's expectations
  - 58% of which met our customer's expectations
  - 42% of which exceeded our customer's expectations

### *Month of November 2001*

- 84% of all deliveries were on time or exceeded customer's expectations
  - 69% of which met our customer's expectations
  - 31% of which exceeded our customer's expectations

### Complete vs partial delivery performance

#### *Month of October 2001*

- 86% of all deliveries were complete (no back orders)

#### *Month of November 2001*

- 85% of all deliveries were complete (no back orders)

We are especially proud of these numbers since they are based on all expeditions, therefore also including non-standard & specialty products. We truly believe that having been sensitized to your needs and recommendations in the past year, has given FRE Composites a chance to renew its effort in trying to better serve our customer base, one delivery at a time. We make the commitment to all to continue our

efforts in keeping our delivery performance up to your expectations if not exceeding them !

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**Benoit Arsenault**  
President and CEO

*"FRE Composites posted  
an adjusted net  
increase in sales  
of more than  
45% over the  
previous 12 months "*

### *A Word from the President*

**N**ormally, when we enter a new year, I like to focus my message on what lies ahead for FRE Composites. However, given the tumultuous nature of the past year, I would like to begin with a look back at the year just past. By anyone's standards, 2001 was an unusual and unsettling year. In a global sense, we all had to deal with both the US & Canadian economies, strong for so long, stumbling and finally falling into recession. More closely related to our work, we watched as the telecom market collapsed as rapidly as it had grown. Those two factors alone would have been more than enough for any company to deal with as they worked toward the achievement of their growth objectives. Add to that the horrendous events of September 11<sup>th</sup> and 2001 shapes up as a year not soon forgotten.

Internally, here at FRE Composites, other changes were taking place that added to the overall unsettled feeling of the past year. Some of our people left to take advantage of new opportunities while new people joined the team. By mid-year, we had a totally new sales team in place with a fresh, new approach to how we would take our goods to market. Several aspects of our business system and practices were examined to see where we were strong and where we could improve. Recognition of the importance of manufactur-

ers reps lead us to create a Rep Council for the first time. Through their input and that of a new team of regional sales managers, many of our procedures were streamlined. Our Customer Service Department was redesigned and became the new Inside Sales Support Department, with a definite orientation toward a team approach to sales and sales follow-up. Further changes that began in 2001 will be implemented this year and will contribute greatly to the achievement of our growth objectives for 2002 and beyond.

However, in spite of the obstacles encountered in 2001, FRE Composites did remarkably well. Even with the telecom market collapsing and the slow down in the economy, we were able to post sales equal to fiscal year 2000. Given the circumstances, this performance was respectable by anyone's standards. However, that doesn't represent the true picture of the company's performance for the year just past. Discounting the unexpected collapse of the telecom market, a market that had emerged as one of our strongest growth areas, FRE Composites posted an adjusted net increase in sales of more than 45% over the previous 12 months. For that achievement, everyone at FRE Composites should be proud and I thank

each and every one of our employees personally for their effort in helping to make that happen.

2001 is behind us and it's time to look forward at the new year just beginning. What lies ahead for FRE Composites this year?

While 2001 was a rebuilding year for us, 2002 will be a growth year. Going from two regional managers last year to five this year means that we anticipate being able to achieve much greater market penetration in all regions of the US and Canada. Our agency network is being revitalized and expanded, again giving us greater access to our markets. Our new team approach to sales, unveiled earlier this month, is already paying off in decreased down time and greater customer satisfaction.

While we are proud of the changes that we have made this past year, we will not stop there. FRE Composites is committed to a course of continual improvement in its operation and I, personally, will see that we do not waiver from that course. I would like to thank all of our agents for their efforts on our behalf and all of our customers for their business and their continued support. Finally, I would like to wish everyone a Happy, Healthy and Prosperous 2002.

### *Honorable Mention*



**O**n December 15th, 2001, at the annual FRE Composites Holiday Party, Mr. Jacques Lupien was awarded an honorable mention because of Mr. Lupien's exceptional contribution in recommending

changes to improve winding efficiencies here at the FRE® plant. Because of the suggestions made by Mr. Lupien, FRE Composites expects to decrease down-time and increase production capabilities in the winding

process.

Mr. Lupien is a 22 year veteran of the FRE Composites' maintenance team.

## Agency Profile

**D**ick Betts founded Cascade Western Representatives in 1976 with one line. Since then Dick has grown Cascade into one of the most respected agencies in the Northwest. Headquartered in Portland, Oregon, Cascade Western covers the states of Oregon, Washington, Alaska, Idaho and Montana. The agency maintains a warehouse in Portland and has sales offices in Washington and Idaho. The Cascade sales staff of 6 covers all the key engineers, contractors and end users in their territory.

Cascade Western is a full line manufacturers representative, which allows them to serve both the C&I and Utility markets. Cascade Western's major accounts include Portland General Electric, Montana Power, Seattle City Light and the U.S. Navy, to name just a few.

Bob Muerth, Cascade Western's General Manager, coordinates the sale of FRE Composites in the Utility market. His key account is Western States, a multi-state Utility distributor.

Through Western States, Cascade has greatly increased sales for FRE Composites with the regions' utilities. Bob also



**The Cascade Western Representatives FRE® Team**  
(pictured, from left to right, are Bob Muerth, Jeff Betts and Dave Belusko)

coordinates all FRE Composites' quotes for Cascade and is a great point man for tracking quotes.

Bob Peterson works as an outside sales representative in the Seattle area. Bob heads the FRE® push in this area by handling Seattle City Lights and key electrical distributors. Through Bob's efforts FRE Composites has increased sales to both utility and electrical contractors in the

Puget Sound area.

The newest member of the Cascade staff is Jeff Betts. Jeff handles the FRE® line as the inside sales coordinator. Jeff helps coordinate the quotes and pricing of orders for all of Cascade Western's FRE Composites' customers.

Dave Belusko handles the engineer and specification calls for Cascade Western. With Dave's help FRE Composites has made presentations to all the major engineering firms in Oregon. Through his efforts, FRE Composites is becoming well known in the specification market.

With Cascade Western anchoring the Northwest so effectively, FRE Composites is well positioned to continue its ongoing growth in this important region. All of us at FRE extend our thanks to Dick and his staff for all of the energy they have put into developing our line in their territory.

*"FRE Composites is well positioned to continue its' ongoing growth in this important region"*



From left to right — 1st row: J. D'Agata, S. Gauthier, M-J. Fournier, A. Davison, L. Arsenault, M. Santini, A. Hébert, R. Roger, B. Arsenault, B. St-Laurent, M. Charron — 2nd row: J. Barnes, F. Violl, M. Denis, B. White, K. Gruber, W. Brien, J. Leclair

*On behalf of the entire team, warmest wishes for health, happiness and prosperity for you and yours throughout the entire year!*

## Beauharnois Power Station



The Beauharnois hydroelectric power generating station is situated 40 kilometers southwest of Montreal. Hydro-Québec has installed 24 circuits of high voltage 120 kV XLPE insulated cables to connect the transformers to the new SF6 substation and to the overhead transmission lines located at the west end of the Beauharnois power house.

The major portion of the ducts are located inside the powerhouse below the ceiling of an existing mezzanine. (Fig. 1)

Fiberglass ducts were selected because of their superior mechanical characteristics and their lighter weight. Martin Choquette of Hydro Québec stated that "FRE® conduit's strength to weight ratio, its high voltage capabilities, its ease of installation and the competitive pricing made it an easy choice."

Phenolic conduit was chosen for its low flammability thus eliminating the risk of major fires. The ducts had to withstand the following tests to ascertain that flame retardant and smoke toxicity properties were met:

- Vertical flame test FT4: CSA-C22.2 No.211.3-96 – UL1684



- Maximum index rating of 5: Flame spread test according to ASTM E-162
- DS at 4 minutes = 50 and DM maximum = 250: Smoke density test according to ASTM 662
- Low smoke toxicity according to ASTM E800 / SMP800-C test.

Phenolic conduits did not sustain flame and remained virtually undamaged.

Hydro-Québec Ingénierie, approvisionnement et construction (the division responsible for engineering, procurement and construction), will participate in projects involving the refurbishment of generating stations, reinforcement of the transmission system and the development of Québec's hydroelectric potential. FRE® is proud to be a supplier of choice to Hydro-Québec and will continue to contribute to their promotion of environmental protection and reduction of construction lead times with our line of conduit products.



## FRE Composites Actively Solicits Your Contribution

The FRE® Newspec is published quarterly by FRE Composites Inc.

We encourage the widespread use of the material contained in this newsletter.

In addition, we actively solicit contributions from our sales force. Please feel free to contribute by sending articles and photographs.

Send or e-mail your comments, contributions or feedback to FRE Composites at:

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