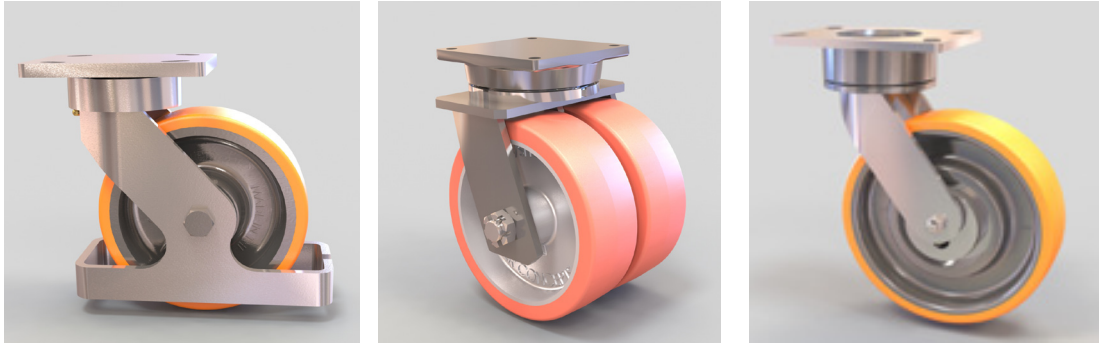




## Top Reasons to Embrace Mass Customization



The leader in industrial caster and caster wheel solutions, Caster Concepts has a long history of quality products and outstanding service.

Caster Concepts designs and builds heavy duty industrial casters for all industries and applications. Options include: toe guards, noise reducing and anti-vibration casters, brakes, and swivel locks.

- 1) The Customer Gets Exactly What They Want** — In a world of “one size fits all” isn't it nice to think that you can get exactly what you want? No longer trying to make something that is “close” work by brute force. If you want your caster or wheel—a little taller, a little wider, a longer lead or whatever—let us know. Caster Concepts can make it happen.
- 2) Saves The Customer Money** — Surely we would all agree that a mass customized product is probably going to cost a little more at the start. The savings then comes when the product is put into service. The product is built for the application and extends its life, The product will provide great results hence adding safety factors and in turn saving money.
- 3) Options are Built Into the Original Manufacturing Process** — In our mass customization design process the desired options can be integrated into the final design. The process does not take standard stamped parts and start welding options to a a standard product. The mass customization integrates the options into the design, saving time and money for all involved while providing a product that is not only pleasing to the eye but extremely safe.
- 4) Speed of Design to Market.** Collaborative design of products using the Caster Concepts Custom Configurator takes out verbal communication and allows you (the customer/end user) to design exactly what is needed for the application.
- 5) Extended Life Cycle of the Product.** When a caster is made especially for a defined application all components are aligned to give the product the greatest durability possible. When you purchase a caster that was manufactured for your unique application the lifecycle will be prolonged.
- 6) Trust is Built When There is Interaction Between End User and Manufacturer** — Great communication on technical matters is the very BEST way to built trust. This trust will lead to great outcome for all stakeholders in the process.



Caster Concepts has over 25 years experience making wheels & casters for virtually all industries/applications.