

# TRIED & TRUE

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SPRING 2022

**FRATCO**

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THE FIELD

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**To Tried & True Readers,**

Now that we are a few months into 2022, I hope this new year has brought with it more opportunities for you to spend time with those you hold dear, thrive out in the field and enjoy those bursts of warm weather. For me, springtime brings with it a spirit of renewal and anticipation of the summer to come. I know we are collectively ready to shed the winter gear and welcome the sunshine.

In our continual search to be more efficient with our time and resources, "Focused Energy in the Field" is a great piece that speaks to how we utilize power. It includes tips on analyzing usage in our workspaces and makes a case for investing in renewable energy sources. As stewards entrusted to care for the earth, I know we can all find ways to do our part.

Staying with the theme of resources, "Bee Friendly" is an excellent editorial that will have you buzzing about our important pollinating friends. With the bee population declining rapidly, we all must take inventory of how we can help them thrive. From planting milkweed to "leave it alone gardening," protecting pollinators and providing safe habitats allows us to help give them a chance to feed the world.

No matter the season, it is my honor to serve you and our entire Fratco team. I'm humbled by the continued opportunity my family has had to bring you the best pipe in the business. I'm excited about what's ahead for Fratco as we get closer to celebrating a century. Your continued loyalty has allowed us to continue inching toward this fantastic milestone. For your trust, confidence and so much more, I thank you.

Sincerely,



**Chris Overmyer**  
President and CEO

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## Locations

- 1** **Francesville Headquarters**  
4385 S. 1450 W.  
P.O. Box 368  
Francesville, IN 47946

**2** **St. Anne Location**  
499 S. Oak St.  
St. Anne, IL 60964

**3** **Mt. Pleasant Location**  
1600 W. Washington St.  
Mt. Pleasant, IA 52641

**4** **Algona Location**  
2502 E. Poplar St.  
Algona, IA 50511

**5** **Westfield (Stateline Tile)**  
23942 IA Hwy 12  
Westfield, IA 51062

**★** **Corporate Office**  
105 W. Broadway St.  
Monticello, IN 47960







## INDUSTRY NEWS UPDATE

We've been through a lot together these past two years, haven't we? Even during the most "normal" of situations, we can feel frustrated by things beyond our control. Seeking solutions to help one another is what motivates us and keeps our industry moving forward.

Fratco will continue the open dialog we've always had with you by communicating about what we see industry-wide on the horizon. In the months to come, we may encounter struggles in three distinct areas: electricity, shipping and supply. We take your trust and loyalty seriously, which is why we will keep you updated concerning market fluctuations and their impact.

At Fratco, our team is continuing to respond quickly to fulfill your orders, answer your questions and remain the trusted pipe source you've relied on for almost a century. Please do not hesitate to reach out to your sales reps with questions and concerns. Thank you for being flexible, patient and—as always—for allowing us to serve you.

## MEET JADE CRUM

SALESMAN FOR CENTRAL INDIANA  
AND CENTRAL OHIO



Meeting with customers, attending trade shows and working conventions have kept Jade Crum busy. With only a few months under his belt, Crum is acclimating to his new Fratco sales position by jumping in at full speed: an immersive way to introduce oneself to the four generation-strong company's top-tier placement in the pipe industry.

Helping clients solve drainage problems by offering Fratco solutions is one of the things that interested Crum the most when he accepted the job. The other? That Fratco is close to a huge milestone: 100 years in the business. "The fact that a family business is hitting this milestone is rare these days, and it's definitely something worth celebrating," says Crum.

Crum previously worked in what he deemed as more of a "Corporate America" position. The autonomy to run an assigned region like you would your own business was not one Crum had previously experienced. Fratco is different: they provide their people with the freedom to make instant decisions. "Sales Manager Craig Douglass encourages us to run our territories the way we see fit. That allows me and my fellow reps to be nimbler in the field and give customers the care they deserve without waiting for answers," Crum says.

Crum is a testament to the family atmosphere Fratco embodies. In his short time with the company, he's enjoyed getting to know his coworkers. **"I feel connected to my coworkers. Everyone has been more than accommodating and open with me while encouraging me, anytime, to ask questions,"** he shares. His new position has also helped him evolve professionally. "Before coming to Fratco, I worked for an agricultural chemical company. My growth here has come from working in a different ag segment, with a new set of customers and learning about the commercial side of drainage," he shares.

The company's direction for growth excites Crum, and he's thrilled to work hard to make it happen. "We know Fratco is a key player in the ag sector. There's an entire commercial market ready for us to tap into at a deeper level. Our willingness to diversify and drive growth is a testament to the level of trust Chris Overmyer has in his sales team—in me. It's easy to get blinded when you're successful, but we're all working together to achieve the big picture for Fratco."



## FEATURE STORY

# GUESS WHO'S COMING TO DINNER?

DEVIN SALSMAN

*Salsman Drainage, Inc.*

In 1821, Putnam County, Indiana, was formed. Located west of Indianapolis, the county was named after General Israel Putnam, who served during the Revolutionary War. It's an area rich with industry, agriculture and includes the community of Belle Union. It's also where Devin Salsman, owner and operator of Salsman Drainage, Inc., calls home.

After college in 1985, Salsman's ambition was to work on his family's farm, yet the timing wasn't right. The economy was rocky and volatile. Interest rates were high and margins were low, which meant he needed to look for employment elsewhere. Salsman landed a job at Ryland Farm Drainage. "I worked for Stanley Ryland until July 1988. During that period, we experienced horrible drought. No groundwater or rain meant work for the company was scarce," Salsman shares. Unfortunately for Salsman, that meant it was time to look for a new employer.

In 1992, four years after he left, Salsman had a conversation with his former boss that changed everything. "Stanley not only asked me to return to the business, but he also offered me a partnership." A stake in the company and working alongside his former mentor was an opportunity Salsman couldn't refuse. The two went to dinner to talk, sign papers and make it official. That evening, one additional dinner guest joined



Devin Salsman

the pair: former Fratco president and CEO Steve Overmyer. Fratco was Ryland Farm Drainage's pipe supplier, and there was no shift in that decision when Salsman came on as part-owner. "Stanley was already doing business with Fratco. When we all went to dinner, I met Steve, liked him, trusted him and signed the contracts to order his product that evening. I have been a customer of Fratco's ever since," reflects Salsman.

That momentous night, Ryland and Salsman Drainage was born. It was also when Salsman learned about Fratco's history, products and what the now four-generation-strong company was all about. When asked why Salsman selects Fratco pipe time and again when the market is filled with choices, he says, **"Fratco is a quality product with exceptional service. Whatever I need, they get it to me, and that's service above and beyond anywhere else."**

In 2006, Ryland retired, and the company became Salsman Drainage,

Inc. When asked if he ever considered another pipe supplier when he took over operations, the answer is direct and swift. "No!" Salsman laughs, then continues: "We've always been happy with Fratco. They've always treated me well, even when issues arise. When you're in business with someone for 31 years, you're going to have things happen—we're all human, and that's a part of life. Fratco's always taken care of me when I needed them most."

In an age where the dollar doesn't go as far as it used to and many once-trusted products seem to disappoint, Fratco has never wavered from their mission of quality pipe. **"They are 100% customer-focused and have always gone out of their way for me," Salsman praises.** When asked why he depends on Fratco products and accessories, Salsman is clear: "They're good people and always keep their word; they do what they say they are going to do."

Accessibility to products is important yet direct contact with staff is essential, and Fratco's team takes that to heart. An open line of communication for Salsman started thirty years ago when Steve Overmyer provided his phone number during their first dinner. "When the owner of the company gives you his personal contact information, that says a lot about his availability to their customers."

Fratco cares about the success of its partners' businesses. Chris Overmyer, fourth-generation Fratco president and CEO, has made it clear time and again that relationships matter. Whether the market is thriving or challenges arise, industry transparency is critical for Fratco. "Chris always has been available to me and upfront about what's happening in the industry—just like his dad was—and that helps me make current and future business plans. He cares about my success, and I care about his," Salsman heartily states.

The market's recent resin shortage and strain on transportation have been something Fratco and their customers are navigating together. Salsman reports that although times have been tricky, he's been able to keep installs moving along. "My customers understood from the beginning what was going on and never complained. Luckily, I was never without product. With all that we've been through together, Fratco took care of me."

Business for Salsman is booming. What was once a two-person operation with minimal equipment has become an in-demand company. "When we started, we had a wheel trencher, an old backhoe, a dump truck and two pickup trucks," he remembers with a laugh. "Our business has expanded greatly, and we diversified a few years ago when customers demanded it. We have definitely evolved."

Salsman Drainage and Fratco have a lot in common regarding company values. **"We're both customer-focused—always. Quality is our standard above everything, and we guarantee everything we do. If an issue arises for a customer of the company before I started, we take care of their problem for free with no questions asked,"** says Salsman. The core values Salsman shares with Fratco is one of the things he most admires about both companies'

similarities. "Fratco always stands behind their product and their work, and so do we."

Many of Salsman's employees have been with him a long time, including his daughter, who helps manage the office. "I treat my employees better than I do myself because I appreciate everything that they do for me. I may not sit long hours in the backhoe seat or dig as many trenches as I used to, but I know that's a hard day's work—I'm grateful for every one of them," he humbly shares.

Salsman continues putting in hours at the office while also serving his community. Born and raised in Belle Union, Salsman served as a Jefferson Township Volunteer Firefighter for twenty-one years. He's also a board member at Endeavor Communications: his previous employer before he ventured out and became a business owner with Ryland. When he's not at the office or visiting with customers, you might find him spending time with family, watching hockey or finding a quiet spot to fish.

Fratco partners, like Salsman, who work hard to serve their customers and community, keep Fratco inspired to continue making the best pipe in the industry. However, heading out to fish occasionally doesn't sound like a bad way to spend a day either, does it?



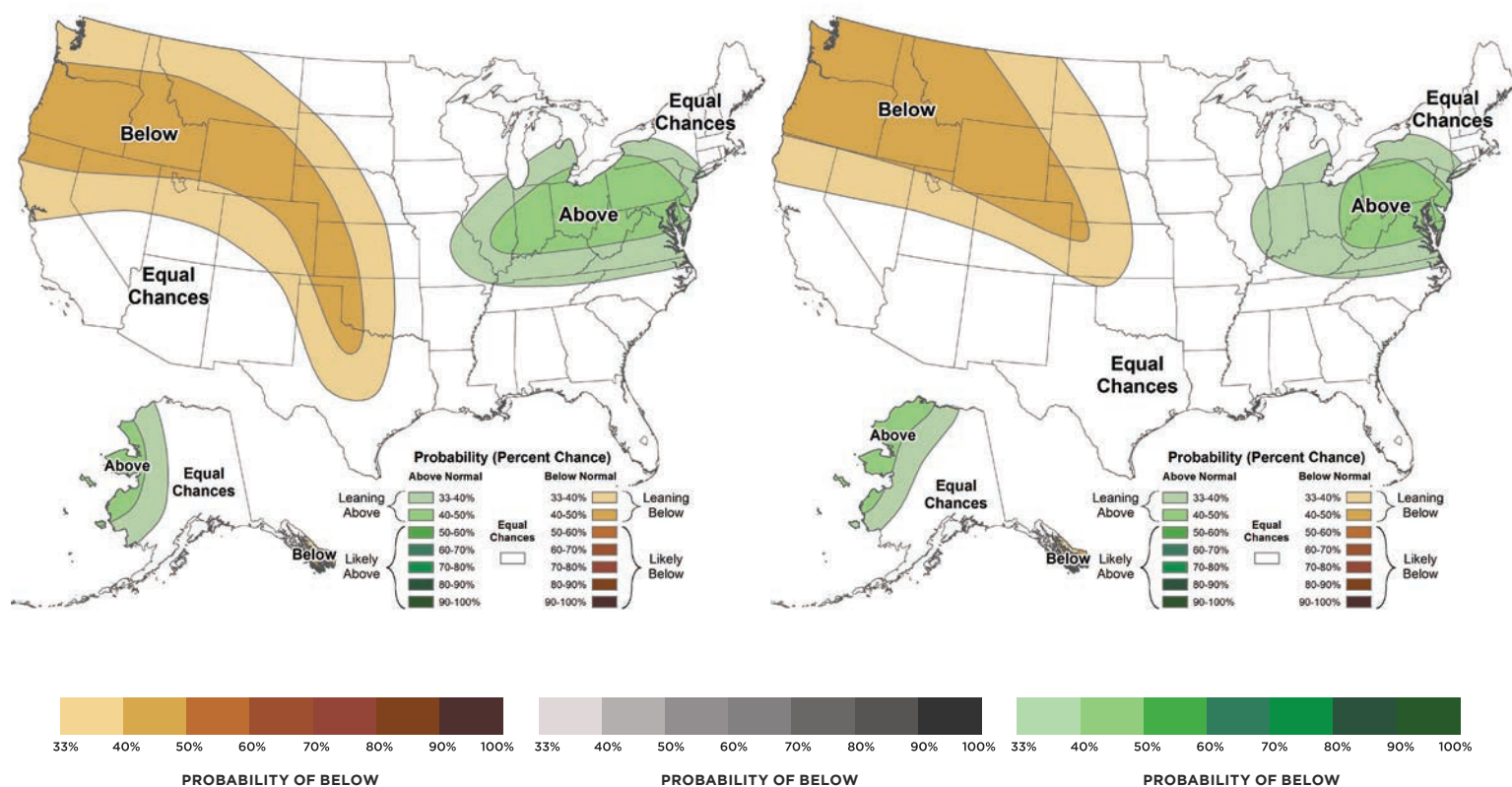


# PRECIPITATION OUTLOOK FROM THE NATIONAL WEATHER SERVICE

2022

MAY-JUN

JUL-AUG



Nothing about the future is set in stone, and weather predictions are no exception. But in an industry where thorough preparation is fundamental, having an idea of what lies ahead can be the difference between business as usual and battling rain delays. Always keep an eye on daily and weekly weather outlooks, but also set yourself up for success by planning ahead through seasonal forecasts.

For the latest weather information, visit the National Weather Service's website.

[www.noaa.gov](http://www.noaa.gov)

# Industry News

Having access to up-to-date information is crucial for understanding how the industry evolves.

Here are a few key news items and recent developments to help you stay informed.

## PIPES XIII CONFERENCE HELD IN JOHANNESBURG

Johannesburg will host the Pipes XIII Conference on September 6-7, 2022. With the increasing importance of plastic pipe systems in developing new and improved infrastructure, organizers of the event are eager to share the latest technological advances worldwide. Look for more details on the event coming soon.



Link to press release:  
[plasticpipe.org/common/Uploaded%20files/1-PPI/General%20Literature/Press%20Releases%20and%20Announcements/PIPESXIII%20Press%20Release.pdf](https://plasticpipe.org/common/Uploaded%20files/1-PPI/General%20Literature/Press%20Releases%20and%20Announcements/PIPESXIII%20Press%20Release.pdf)

## TWO PPXX AWARDS ANNOUNCED

Two presenters of papers from the PPXX conference in Amsterdam have been awarded equal recognition. Both pieces involve hydrogen gas delivery as a blend or replacement for natural gas. Derek Muckle from Radius Systems and Sjord Jansma from KIWA won top honors for their findings. Our hearty congratulations to both winners and all who submitted papers for their outstanding work.



Link to press release:  
[plasticpipe.org/common/Uploaded%20files/1-PPI/General%20Literature/Press%20Releases%20and%20Announcements/PIPESXIII%20Press%20Release.pdf](https://plasticpipe.org/common/Uploaded%20files/1-PPI/General%20Literature/Press%20Releases%20and%20Announcements/PIPESXIII%20Press%20Release.pdf)

## PPI OFFERS FREE ONLINE DRAINAGE INSTALLATION TRAINING

PPI is proud to offer a series of free online courses via their website. The Drainage Installation Training course covers all the basics to understand the proper installation of corrugated plastic pipe, as presented in Chapter 9 of the *PPI Drainage Handbook*. The class provides industry guidance from material delivery through post-installation inspection.



Visit to register:  
[elearn.plasticpipe.org/p/drainage-installation-training](https://elearn.plasticpipe.org/p/drainage-installation-training)

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# FOCUSED ENERGY IN THE FIELD

The cost to power businesses is constantly shifting. No matter the industry, efficient operations minimize rising energy costs. That's why cost-effective alternatives are becoming more of the norm to conserve resources and invest in renewable energy, and farming is no exception.

## Powering Ag

Farms are not only direct energy consumers—gasoline, diesel, electricity and natural gas—they also adopt indirect methods—fertilizer and pesticides—that act as intensive energy inputs to produce crops. Additionally, some farmers lease lots of their land as hubs for wind turbines, oil drilling or gas lines that create energy resources in their communities. For the agribusiness sector focused on crop and animal production, reducing a farm's external energy outputs can help them find self-reliance and sustainability.

At first, it may seem that investing in biomass, geothermal, solar, water and wind power is expensive and structurally unobtainable. However, now that more ag operations embrace a greener way of growing, the cost is not as it once was. Ag

Tech purchases and planning phases to execute can be as gentle on the wallet as one's timeline or reserves requires. Whether you're interested in adding one facet or a complete power investment overhaul, renewable energy can sustain your agribusinesses with a bit of help from Mother Nature.

**BIOMASS ENERGY** originates from various sources, including plants and organic waste. Biomass fuel powers farms from repurposed crop residue and manure to crops grown for energy usage. The sugars and oils derived from plant and animal materials power vehicles (biofuel or biodiesel) and provide heat and electricity (biopower). Farm science researchers are big believers in biomass energy. Some believe that as much as \$20 billion in new income for farmers and rural communities is ripe for taking in this sector. Moving toward this source

can also reduce global warming emissions at the same rate as if we removed 70 million cars from running on the roads. Those are big numbers, and legions of agribusinesses invest and bank on it.

However, there is some controversy about growing fuel rather than food to meet today's global needs. While some farmers choose one avenue of production over the other, many grow dual-purpose crops. Canola, crambe and sunflower are harvested as fuel and livestock feed. There are some drawbacks for those who grow biomass-dedicated corn—the most widely harvested biofuel crop. That's why alternative native prairie grasses, like switchfoot, and fast-growing poplar and willow trees, are making a biomass energy surge. These perennial, low-maintenance crops are easy to grow, a cinch to

harvest and, overall, less expensive from seed to market. They are more sustainable production-wise than corn—something to consider if you're thinking about making the switch before you choose your crop.

**GEOTHERMAL ENERGY** is a climate-friendly power-source alternative that harnesses the power of the earth to control temperatures and create electricity. Not only do geothermal pumps heat or cool homes and commercial buildings, but they also provide hot water. The infrastructure can be sized to the heating and cooling demands of any building type. The going-green benefits of harnessing the sun's heat stored in the ground include a cleaner environment, reducing carbon emissions and slashing the dependence on fossil fuels.

Geothermal energy can require significant upfront costs and infrastructure changes. Excavation, drilling, installing ground loops and powering up the system controls are investments that will quickly show a return compared to other systems. Although the recovery of money may not be as fast with typical HVAC systems, this earth-sourced energy cost is usually recouped within 4 to 7 years, qualifies for federal, state and utility rebates and provides a green power source that can cut energy consumption by half.

**SOLAR POWER** utilizes passive energy from the sun and converts it to daily operational energy. The cost of solar has declined over the years, and with rebates and tax breaks for energy efficiency, more people have invested in systems across the country. The business of

agrivoltaics—installing solar panels on farmland—has been found to improve energy efficiency and gains in productivity. The sun's benefits also include reduced electricity costs, the potential to extend growing seasons and marketing to consumers who are sustainability-minded when sourcing products they want to use.

Did you know you can plant crops under solar panels? Fueling plant growth while renewing energy means generating power while also providing shade for crops. That means carrots, kale, garlic, beets, radishes, some types of lettuces and other plants will thrive due to less direct sunlight. Plants growing in the shade also require less water. Vegetables and herbs grown under the panels create condensation, or "sweat." This moisture is good for the plants and has been found to keep solar panels cooler as they work. The heat and water stress are minimal on these shaded plants, and the bountiful harvest growers are reaping show productive results.

**WATER POWER** energy is captured from the force of falling, flowing or fast-moving water. It uses the elevation difference created by a dam or diversion structure of water flowing into one side then out at a lower level on the other side. Water power, commonly known as hydropower, is one of the oldest and most significant sources of power. It accounts for close to 37% of all US renewable power generation and 7% of our country's electricity source.

In addition to being cost-effective and super-clean, one of the perks of hydropower is that it sends energy to the power grid immediately. It's a

flexible and highly reliable source of secondary power too. Flood control, irrigation and water supply are all benefits of investing in hydropower, which works in tandem with Fratco pipe's drainage solutions. By driving water where you want it now and creating water stores for later, hydropower's lifespan is reliable and cost-effective.

**WIND POWER** is a time-tested mode for farms to generate electricity and pump water. Working with nature is an everyday occurrence, and that's why small-scale wind turbines are the perfect on-site energy addition. They also make a great alternative, or complement, to solar energy. Wind power can also be an offering that farmers happily add to their product portfolio. Wind creates income and clean energy, and it can also reenergize small towns hungry for an economic boost.

Many growers have access to the acreage needed to harness the wind in mass form. Energy companies typically provide a landowner with 30-to-40-year leases. Farmers that host wind turbines can earn \$3,000 to \$7,000 yearly for leasing an area of land equal to a two-car garage. In 2019, farm bankruptcy rates reached 20%. This opportunity is a payday that can make up for times of drought, fluctuating crop or commodity prices and economic dips. The more turbines leased and installed on land, the bigger the yearly check. One study found that landowners with wind turbines invested twice as much money into home improvements, outbuildings and equipment versus landowners without windfarms. That extra income can make all the difference in an agribusiness barely surviving or genuinely thriving.

Continue Reading ▶



# Managing Your Energy Options

## UNDERSTAND YOUR POWER USAGE

- Invest in an energy assessment to calculate energy output and highlight areas for improvement.
- Fine-tooth comb your energy bills. Know where your energy is going and how much you're spending.
- Explore the areas of your farm that are deep consumers of energy. Are there ways to streamline and cut out inefficiencies?

## YOUR NEXT MOVES

- Find areas of energy flexibility. Shifting some tasks to off-peak time usage can significantly reduce costs.
- Energy efficiency should become a factor in all decision-making, whether hiring more employees, upgrading equipment or making infrastructure changes. Navigating these choices with power needs in mind fuels your farm and your bottom line.
- Make three-, five- and ten-year plans detailing your farm's shift to become less reliable on non-renewable means of power. If you install Fratco pipe on the last section of your acreage this year, begin to sketch out the cost and benefits of adding more solar-based equipment in the next two or three years. The difference repurposing water and harnessing the sun's power can make in ag self-sufficiency is enormous, and the environment will also thank you.
- Create and stick to a maintenance schedule for equipment, machinery and vehicles. Be proactive by looking for issues before they become problems to keep your business functioning in top form.

## NOW, GAIN EFFICIENCY

- Move from conventional to minimum tillage. This act alone can save farmers close to 10% on fuel costs: every dollar matters.
- Insulate all outbuildings and ensure cooling and refrigeration units are in working order. When it's time to repaint, reach for light-hued, heat-reflective colors for roofs, ceilings and walls.
- Maximize natural light and ventilation in offices, barns and other buildings when possible.
- Consider investing in split heating and cooling systems. Solar power combined with other energy-efficient systems makes perfect partners in summer and winter months.
- Use energy-saving lightbulbs and motion sensors in tandem to keep costs low and lights off when they're not needed.
- Investing in solar power, wind, ground-sourced heat pumps and water drainage solutions helps with energy needs now and in the long run.

Today, 30% of the world's available energy is dedicated to growing food. That includes producing crops, livestock, fishing, forestry products, food storage, processing, transportation and food preparation. Fossil fuels are finite. Investing in renewable resources widens access to efficient, clean energy while producing better-quality food. Being good stewards of our planet's resources is a motivator for the team at Fratco. A climate-friendly, food-secure world for all is obtainable when we work together for a greener tomorrow.

Sources: USDA, Farm Progress, Office of Energy Efficiency & Renewable Energy, Wired, Sustainable Agriculture Research and Education, and World Resources Institute

# WORK ANNIVERSARIES

Rebecca Blackburn	12 years	Marla Bachert	10 years
Nick Carter	1 year	Felicia Wendt	4 years
Alex Carter	4 years	Ken Kucharski	22 years
Bill Champion	11 years	Ryan Mordick	1 year
Joe Dahl	1 year	Kevin Pawlowski	1 year
Todd Denton	31 years	Jose Requena	4 years
Craig Douglass	11 years		

## WELCOMING NEW HIRES

Brain Beulieu	Daniel Lewarl
Jade Crum	Patrick Matthews
Reece Eakins	Ronald Probasco
Bryan Espinoza	Tory Winn
Gwendolyneg Fernandez	Kaden Perrenound
Andres Gonzales	Kiara Graados-Diaz
Yosniel Gonzalez	



# BEE FRIENDLY

## *Farming's mission to sustain the pollinator population*

**B**ees are essential. They pollinate plants that feed the world and help maintain a balance between other species and the environment. By carrying pollen from one plant to another, other pollinators like butterflies, birds and bats also contribute to food production. However, with the population of bees declining by 30% each year, researchers have battled to understand why.

Bee advocates are coming to terms with the reality of the species loss to the ecosystem and, in turn, our food supply. In short—humans need bees.

Statistics show that 70 of the top 100 food crops produced globally require pollinators. Researchers have shown that 2% of wild bees contribute 80% of total crop pollination. Losing that small number of bees would mean the collapse of our food system. No more bees would mean no more apples, avocados and other crops that rely on pollinators to reproduce. With food shortages and growing populations currently contending with food scarcity, we need to protect bees and their pollinating cohort of friends now more than ever. Yet the question remains: why are the bees missing?

Threats to the bees survival are real, and that's something we at Fratco take seriously. Climate change, habitat loss and—most pressing—pesticides all impose threats. Many farmers and gardeners use pesticides to protect their crops to help them flourish. The irony is that doing so harms bees and plants need their buzzing helpers to grow. Some crop chemicals can affect a bee's nervous system, which can mean death or lead to a chemical disorder where they become confused and cannot find their way back to their hives. When bees do not return, colonies collapse, and that's the end of their habitat.

### GROW BEE-FRIENDLY PLANTS

Grow bee-friendly plants and utilize flowers around garden beds that attract different pollinators. Sunflowers, honeysuckle, foxglove, coneflower, butterfly bushes, strawberries, squash, lavender and crab apples are just some of the items well-loved by bees, butterflies and even hummingbirds.

### PROVIDE FRESHWATER SOURCES

Provide a freshwater source for thirsty bees. In drier climates, ponds and fountains quench thirst and allow them to get back into the pollinating game quicker. It's another reason why having good drainage in your garden is important too.

### LEAVE IT ALONE

Undisturbed sand or an un-mulched area of your garden creates an opportunity for native bees to nest. Native bees don't live inside hives but in underground areas. If you can tolerate a little "leave it alone" method of gardening in one of your beds, you'll provide ample opportunity for bees to thrive.

### PLANT LOCAL VARIETIES

Local plants meet local pollinator needs—research which ones work best in your area's climate and soil. You can search the web or visit your local gardening center for tips and advice on local planting.

### PLANT FOR EVERY SEASON

Choose plants of all shapes, colors and sizes that bloom from early spring until late fall. Creating gardens filled with various plants and flowers will help pollinators find your space.

### DON'T FORGET ABOUT BUTTERFLIES

Milkweed has a fantastic scent and acts as a butterfly magnet. The more you plant, the better a Monarch's chances are to find food and lay their eggs. That means there will be more butterflies to help bees do the work, flipping the 90% decline in the Monarch population into a growth direction.

### AVOID PESTICIDES

Seek out plants and seeds not pretreated with pesticides. Smaller, locally owned garden centers are a great place to investigate and ask questions. Their knowledge is vast, and you'll be helping a small business while saving the bees—win-win!



To learn more about the BFF program, download resources or to become a participant, visit: [www.pollinator.org](http://www.pollinator.org)

Sources: Pollinator Partnership, Successful Farming, One Green Planet and National Resources Defense Council



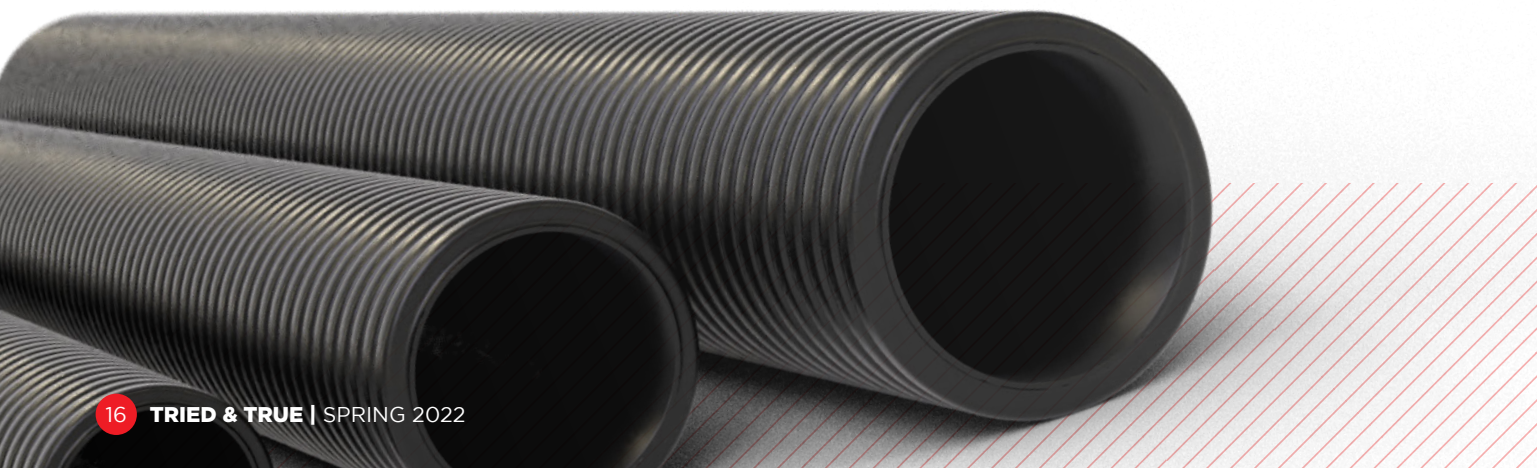
# PRICE FLUCTUATIONS

CUSTOMER CARE DURING  
COST-CRAZY TIMES



*If you think coping with market shifts and price increases makes you shudder before a sales call, imagine being in the shoes of your customer who quakes at the sticker shock.*

These days, everyone is taking a closer look at product prices. From the gas station to the grocery store, consumer cost awareness is higher than ever. That's why Fratco has gathered tips and advice from our internal teams to help you field client concerns and questions while assuring your customers we'll continue to produce nothing but the best pipe in the business.



## ***Be relevant***

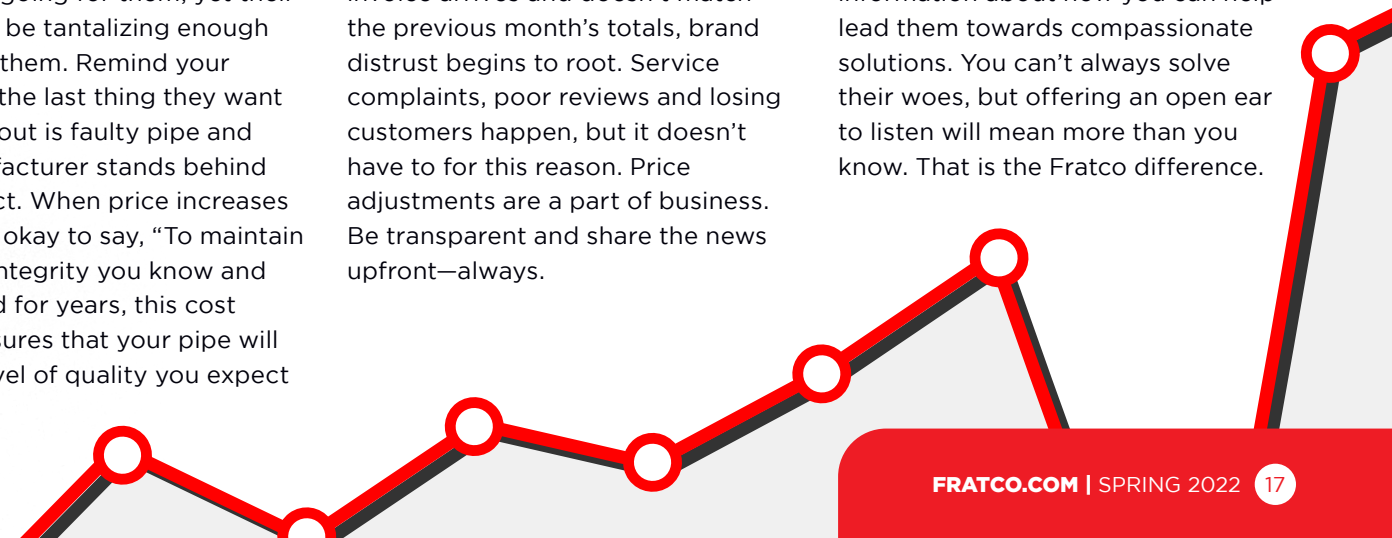
Budget is the bottom line when it comes to business decision-making. Brands with strong name recognition—like Fratco—have quality product, stellar customer service and generations of loyal customers. Competitors' products may not have those traits going for them, yet their pricing may be tantalizing enough to consider them. Remind your clients that the last thing they want to worry about is faulty pipe and if the manufacturer stands behind their product. When price increases happen, it's okay to say, "To maintain the Fratco integrity you know and have trusted for years, this cost increase assures that your pipe will be at the level of quality you expect from us."

## ***Be honest***

There's no easy way to say prices are increasing. Communicating that to customers upfront is critical. Countless companies make product price adjustments all the time, and, unfortunately, their consumers are none the wiser. However, when their invoice arrives and doesn't match the previous month's totals, brand distrust begins to root. Service complaints, poor reviews and losing customers happen, but it doesn't have to for this reason. Price adjustments are a part of business. Be transparent and share the news upfront—always.

## ***Be ready to listen***

Pain points are real. Take time in the field to hear customer concerns so you can better understand how price increases and materials shortages affect their business. Put aside your assumptions of what your clients think and gather information about how you can help lead them towards compassionate solutions. You can't always solve their woes, but offering an open ear to listen will mean more than you know. That is the Fratco difference.





# WORD FINDER

Ready to see how many words you can find in “F-R-A-T-C-O?” Grab a pen and show off your word-hunting skills by filling in the blanks below. Good luck!

6 letter word

5 letter words

4 letter words

3 letter words

2 letter words

ANSWER KEY:

- 6 LETTER WORD: factor
- 5 LETTER WORDS: craft, croft, actor
- 4 LETTER WORDS: fact, afro, fort, frat, raft, cart, coat, orca, taco
- 3 LETTER WORDS: aft, far, fat, for, fro, oaf, oft, act, arc, car, cat, cot, orc, art, oar, oat, rat, rot, tao, tar
- 2 LETTER WORDS: of, at, or, to



INSTRUCTIONS: Cut along the dotted line for 5x7 frames, cut out the image for 4x6 frames.





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