



ABOUT WHITESELL

Market beating value systems delivered by a unique dual Manufacturing/Distribution business model.

Whitesell utilizes a unique business model that successfully blends the core competencies of both manufacturing and distribution into a synergized single point value delivery system.

Whitesell the Manufacturer

From humble beginnings in 1970, Whitesell has matured to become a leading global manufacturer of an unprecedented breadth of engineered metal form products. With this unique range of core-competent product offering, Whitesell has the ability to in-house manufacture a much greater range of metal formed products used by a customer.

Savings & Solutions

- Deal direct with a global cost optimized manufacturer
- World harmonized production for lowest global part costs
- Standout R & D product innovations across a far broader range of core process capabilities
- Applications Engineering
- Superior technical excellence and engineered problem solving



Whitesell the Distributer

Since 1985, Whitesell concurrently developed a class C component distribution and logistics network spanning the United States, Mexico and Canada. As one of the very first companies to utilize Asian/Global Market procurement for reducing customer cost, Whitesell has unsurpassed core-competence in end-to-end logistics and consolidation, with tailored in-plant/point of use VMI systems. Major capability centers in their own right, Whitesell Distribution delivers supply chain solutions that offer superior value and depth of service to the customer.

Unique in the marketplace, Whitesell's distribution/logistics operations are wholly integrated with manufacturing; with one management team, and a single lower cost/profit structure.

Savings & Solutions

- Lowest cost logistics model available in the global marketplace.
- Complete class C consolidation and supply chain management.
- Experienced in delivering some of the largest long term logistics programs in North America.



CREATIVE SUPPLY CHAIN SAVINGS AND SOLUTIONS

Utilizing Whitesell means being able to source a much broader range of standard, engineered and highly specialized metal form products all directly from one lower fixed cost manufacturer.

And when blended with Whitesell's 25 years of Distribution/Logistics core-competence, the result is a total end-to-end supply chain solution that delivers substantial cost advantages across a wide range of measurement: Piece Price, Total Assembly Cost, Process Elimination, Vendor Consolidation, Outsourced Supply Chain Management, Customized and scaleable point-of-use VMI, Inventory Elimination, Cash Protection, Design Engineering Savings, Application Engineering Savings, and a markedly superior capacity for value innovation.



COMPONENT SOLUTIONS THAT REDUCE MATERIAL USE AND PART COST, SOLVE DESIGN AND APPLICATION CHALLENGES, IMPROVE PERFORMANCE, ADD UNIQUE FUNCTIONALITIES AND/OR REDUCE THE TOTAL COST OF AN ASSEMBLY

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COMBINED PROCESS AND ASSEMBLY SOLUTIONS



CREATIVE SUPPLY CHAIN SAVINGS & SOLUTIONS

whitesellcorp.com

ASSEMBLIES

A COMPLETE SOLUTION FOR REDUCING COST

Many progressive OEMs have begun to realize substantial cost savings by utilizing Whitesell's rapidly expanding assembly expertise. Instead of assembling two, three or more metal components, they receive a single ready to install assembly from Whitesell. For the OEM, this represents elimination of the assembly costs, associated SKU reduction savings and often, a further reduction in installation time through optimized design.

Just some of the possibilities with Whitesell

Suspension Stud Assemblies

Adjustable Lift Link Assemblies

Carrier Strap Assemblies

Welded Lift Link Assemblies

Power Transmission Assemblies

Floating Lift Link Assemblies

Blade Mandrel Assemblies


Multi-Component Steering Shaft Assemblies

PROCESS COMBINATIONS

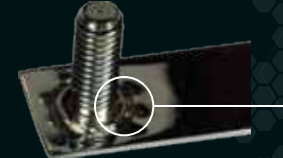
ENGINEERED TO PERFORM

Possessing broad manufacturing and design engineering core-competence with a focus on value-applications, Whitesell provides assemblies in which each part is engineered to work in concert with each other to achieve optimum total performance in the application, while reducing assembly, material, administrative and/or installation costs for the customer.


The result: assemblies that are engineered for optimum performance as well as optimum cost advantages. Core-competent processes include:




WIRE FORMED ELEMENTS
Broad wire forming capabilities with high precision CNC bending equipment.



PIERCE AND CLINCH ELEMENTS
Whitesell's pierce and clinch technology can revolutionize assembly design and greatly reduce installation time and cost for the OEM.



COLD FORMED ELEMENTS
Whitesell can expertly produce virtually any cold form metal shape to meet or improve assembly requirements.



COLD FORGED ELEMENTS
Where high strength/large diameters are required, Whitesell's cold forging capabilities provide standout alternatives and opportunities for cost savings.



CNC PRECISION MACHINED ELEMENTS
Whitesell's broader range of precision machining can add engineered fit and functionality to an assembly.



WELDED ELEMENTS



INJECTION MOLDED ELEMENTS



Hitch Pin Assemblies



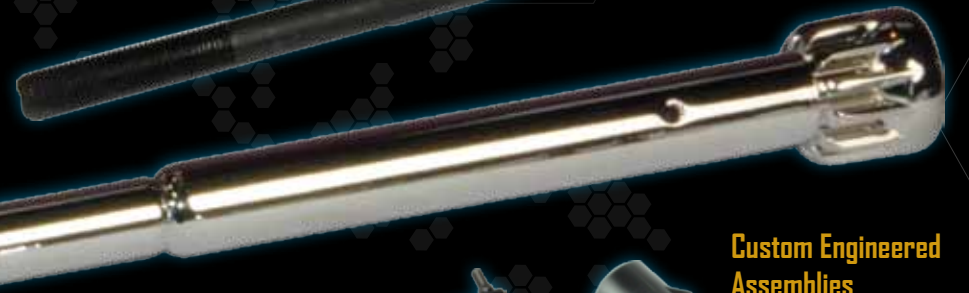
Chain Suspension Assemblies



Axle Spindle Assemblies



Tie Rod Assemblies



Custom Engineered Assemblies



Steering Drag-Link Assemblies



Fan Assemblies



Over-Molded Assemblies