



PROGRAM SERVICES

A SUPPLY CHAIN MODEL FOR TODAY'S REALITIES

WHITESSELL'S CONSOLIDATED SUPPLY CHAIN MODEL

Whitesell's reinvention of the supply chain model for the OEM comprises a shift from the typically deployed scattered footprint of major distribution. Instead of having several dozen or more distribution locations, Whitesell rationalized a higher efficiency, lower cost consolidated supply chain model that employs a small number of centralized warehouse locations strategically positioned "in market" and the use of small, highly agile in-plant stock points with dedicated staffing.

CONSOLIDATED WAREHOUSE MODEL ADVANTAGES

- Minimized number of free standing locations and associated overhead costs.
- Centralized quality resources and expertise including AZLA labs.
- Substantial freight savings... LTL vs FTL.
- Provision for reusable containers.
- Reduced environmental and carbon footprint.

IN-PLANT STOCK POINT ADVANTAGES

- Immediately responsive to plant floor and production cell needs.
- Permanent on-site technical assistance & support.

Whitesell held inventory at point of use

- Safety stock in case of demand surge or other issues.
- On-site realtime holistic material planning + reconciliation, with the functionality to report fluctuations in demand directly back to manufacturing, thereby preventing shortages or excess production that could otherwise lead to obsolescence.

TECHNICAL SERVICES

SUPPLIER CONSOLIDATION WITH SUPERIOR TECHNICAL COMPETENCIES

As a blended manufacturer with core competence in a leading breadth of metal forming process capabilities, Whitesell's reinvention of the OEM supply chain model also offers far superior technical competencies and services.

RESOURCES INCLUDE:

- A Large, Broadly Experienced Degreed Applications and Design Engineering Staff
- Two Laboratories for Product Engineering and Testing
- Teardown and Rebuild Facilities
- Prototyping Design, Manufacture and Trials
- Extensive Cost-Out Experience



VALUE ENGINEERING SERVICES INCLUDE:

- Applications Engineering Assistance
- Design Engineering Assistance
- Assembly Process Evaluations/Improvements
- Standardization, Consolidations & SKU Reductions
- Engineering to Improve Reliability, Function and Reduce Costs
- Engineered Problem Solving

CREATIVE SUPPLY CHAIN SAVINGS AND SOLUTIONS

GO AHEAD. GET CREATIVE.

BUILD YOUR NEW SUPPLY CHAIN MODEL

In the marketplace, most every OEM plant possesses a unique set of needs and operational requirements.

CUSTOMIZABLE OPTIONS To Address Operational Needs

With a broader range of available options and features, an OEM customer can utilize Whitesell's leading breadth of capability to create fully customized supply chains that are individually tailored for superior functionality and optimal cost performance.

BOM MANAGEMENT Supplier Quality Management

- Blended Domestic and Asian Sourcing
- Vendor + Part Consolidation
- Guaranteed Annual Cost Savings Programs

LOGISTICS / DISTRIBUTION

- In-house Stores with pay on receipt delivery
- Storehouse to Assembly Line Stocking
- Freight Optimization
- Daily Stock Replenishment
- Economic Packaging in Reusable Containers
- Comprehensive Stock Movement/Usage Reporting

MATERIAL PLANNING

- Source to Usage In-House Planning and Reporting

DESIGN

- Complete Engineering and Design Assistance

MATERIAL PLANNING

- Specialized Custom-Built Functionalities

A Full Spectrum of Tools:

Whitesell provides more tools to meet an OEM's business management objectives across a wider range of disciplines



PROGRAMSERVICES@WHITESELLCORP.COM

whitesellcorp.com

1.800.826.3317

CREATIVE SUPPLY CHAIN SAVINGS & SOLUTIONS

whitesellcorp.com



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

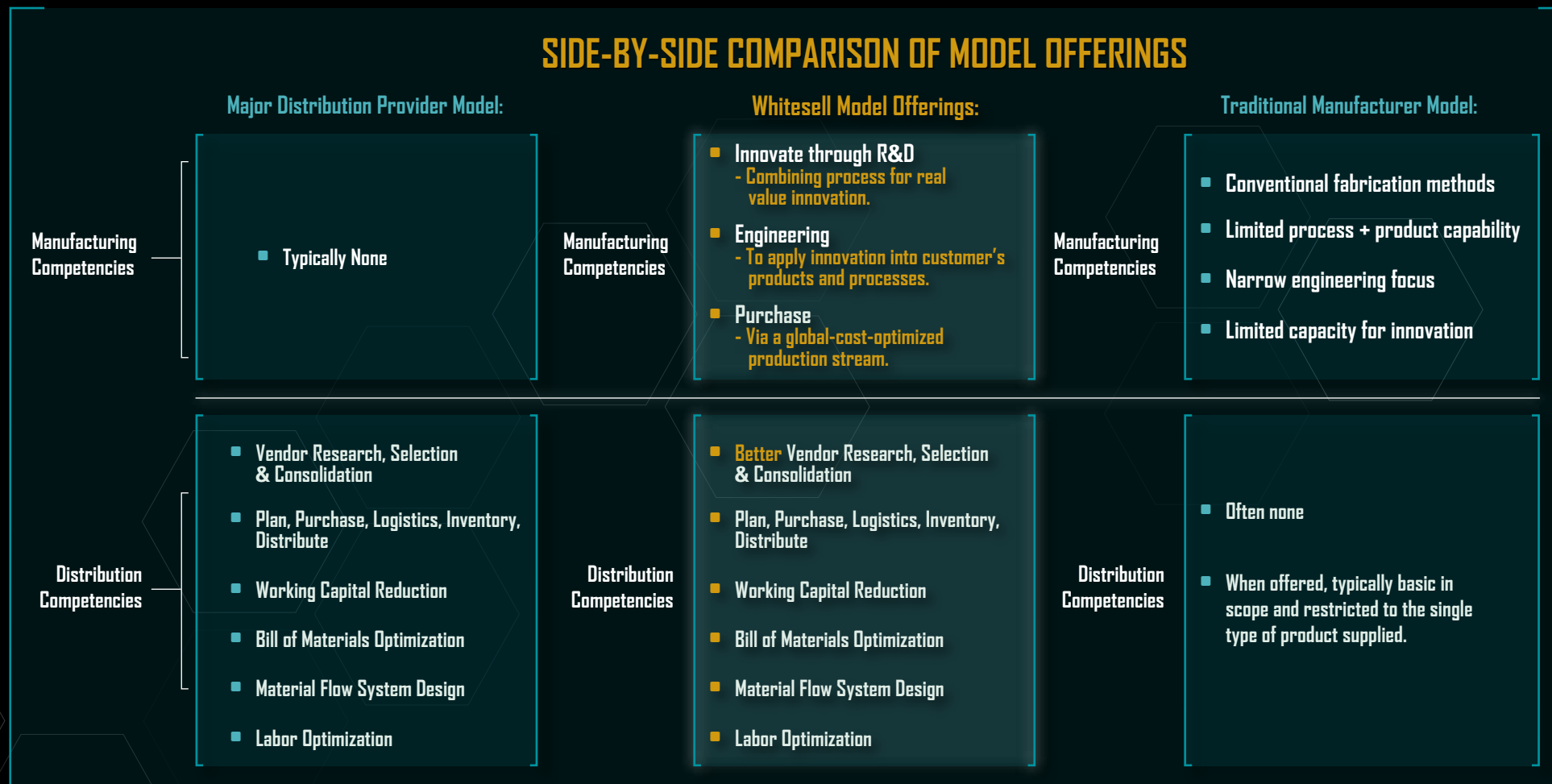
- Lowest cost logistics model available in the global marketplace.
- Complete class C consolidation and supply chain management.
- Experienced in delivering some of the largest long term logistics programs in North America.



THE NEXT GENERATION OF SUPPLY CHAIN FOR THE OEM.

A new class of supply chain that delivers superior value to the customer. Whitesell's unique model combines the core competencies of Process/Design/Applications Engineering and broad Manufacturing with core competent Global Sourcing, Logistics and tailored Distribution programs. Tools for delivering better value include the capability of manufacturing a wider cross-section of parts in a Bill of Materials; buying parts through our Supply Chain, where Whitesell has a unique supplier and / or purchasing leverage; or managing the logistics of OEM directed vendor components; among others. The result is a game-changing supply chain solution that offers the OEM Supply Program user substantially better value for a very broad range of products, - all from one supplier.

SIDE-BY-SIDE COMPARISON OF MODEL OFFERINGS



COST ADVANTAGE: WHITESELL SINGLE PROFIT MODEL = LOWER COST

Uniquely, Whitesell's system operates on a **single profit model** for all core products made/supplied by Whitesell, which positions Whitesell to assure savings over current program models.

- Whitesell earns margin on the items it manufactures.
- Distribution services on manufactured products are provided at below market cost.
- Purely distributed items are provided at normal distribution cost & margin.
- Many opportunities to utilize in-place logistics and distribution systems with Directed Vendor flow-through programs due to product breadth leverage.

Whitesell Can Guarantee Savings Over The Life Of A Program.

SOLUTIONS FOR A WIDER RANGE OF PRODUCTS



Standard & Semi-Standard Fasteners



Engineered Cold Formed Components



Wire & Tube Formed Products



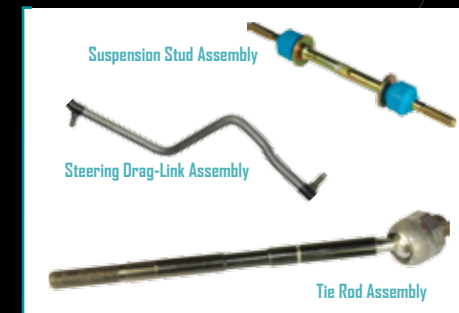
Large High Strength Cold Forgings



CNC Precision Machined Components



Roll Formed Components



Assemblies & Sub Assemblies



Near Net Forms



Class C Items



Pierce & Clinch Fasteners