



CREATIVE SOLUTIONS FOR BETTER VALUE

Metal form wonderworking is a Whitesell core-competence and major advantage that is unavailable through any other supply chain solutions company.



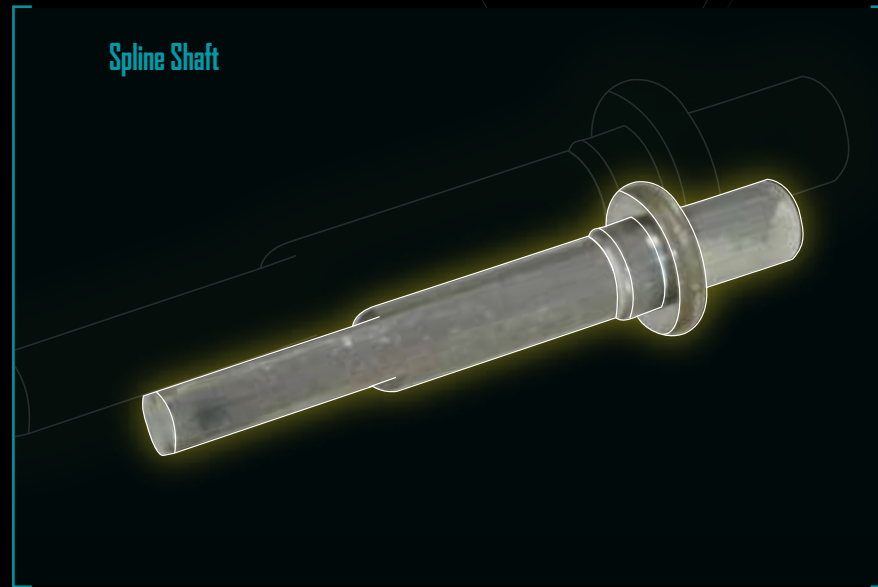
SMARTER COMPONENTS & LOWER COST:

With broad engineering expertise and unsurpassed in-house processing capability, Whitesell produces intricate multi-operation cold formed components within a single manufacturing cost structure and profit model, resulting in lower part costs.

Seat Pivot



Spline Shaft



HYBRID COMPONENTS



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.

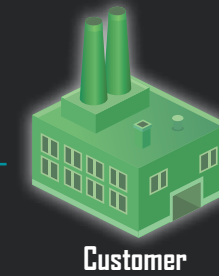
BROADEST RANGE OF GLOBALLY MANUFACTURED PRODUCTS

FULL CLASS C GLOBAL SOURCING AND PROCUREMENT

THE WHITESSELL DIFFERENCE:

Single Entity = Lower Cost Supply Chain

Synergized core-competencies
Lower cost of production
Single management structure
Single cost center/profit model
Single, lowest cost logistics model*



*Core competent manufactured products and distributed items all put through a single logistics system. With the Whitesell model, the customer has full visibility and retains executive control over price/source at all times.

THE LOWEST COST GLOBAL VALUE SYSTEM. PERIOD

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

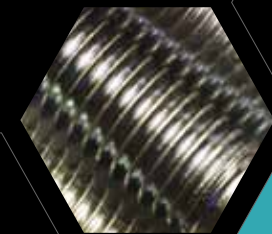


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COLD FORMED COMPONENTS



CREATIVE SUPPLY CHAIN SAVINGS & SOLUTIONS

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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 offer, Whitesell has the ability to in-house manufacture a much greater range of metal formed products.

Savings & Solutions

- Deal direct with a global cost optimized manufacturer
- World harmonized production for lowest global part costs
- Standout RGD 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. And 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.



COLD FORMING

Cold forming allows for the production of complex metal components from room temperature wire at hundreds of pieces per minute. This results in significantly lower production costs than any other method. The process allows for consistent, precise tolerances to ensure lot uniformity, as well as offering greater component strength, hardness and metal design integrity.



AN INDUSTRY LEADING CORE-COMPETENCY

Cold Forming expertise has been a standout Whitesell core competence since its formation. While offering multiple advantages over other metal forming techniques, cold forming is a highly demanding discipline where optimal results require a depth of knowledge and breadth of experience well beyond the norm of most other metal working processes.



Whitesell brings 40 years of continuous progressive experience in cold forming, with a team of highly seasoned engineering and production professionals selectively drawn from all corners of the metal forming industry.

TECHNOLOGY LEADERSHIP

With our fundamental business premise to always offer the customer the best value available in the global marketplace, Whitesell has constantly positioned itself at the leading edge of technological capability. From 1 die 2 blow heading machines, right through to state-of-the-art seven station FORMAX CNC parts formers and large part forging, Whitesell possesses the definitive range of contemporary cold metal forming capabilities available today.

Component dimensions range from M2.5 (#3) up to 101.6mm (4") in diameter and 914.4mm (3') in length... all from one globally harmonized manufacturer.



BLENDED PROCESSES

With Whitesell's leadership, cold forming is becoming recognized as a superior advancement over conventional metal forming techniques, offering several key advantages over hot processing and machining from solids, including better strength, hardness, consistency and uniformity, lower material usage and in being a far more efficient method of production. With today's technology, cold forming typically represents the lowest cost production technique currently available, and can be utilized to reduce cost on a much larger range of shapes than was possible only a few years ago. Whitesell further leverages these advantages for its customers by blending leading edge cold forming production capability with in-house 2-6 Axis CNC precision machining, screw machining and a full range of vertically integrated secondary finishing operations.

- Thread rolling
- SEMS Assembly
- Near Net Forming
- Knurling
- Roll Forming
- Flatten & Pierce
- Brazing
- Hydromatting
- Drill & Tap
- Orbital Forming



DOOSAN 2-6 Axis CNC

