



# PRIMARYSOURCE PRESS



Volume 1, Issue 3

Winter 2017

## Our Philosophy:

To adhere to the Golden Rule at all times; to love our employees, customers and suppliers as God loves us.

## Our Mission:

To serve the Industrial Market as their preferred supplier partner of batteries, flashlights, mobile accessories and LED lighting.

To develop personal relationships with our customers that grow into long-term professional friendships.

## Message from the Owner

Dear Friends,

Welcome to our Winter edition of the PrimarySource Press. Since we live and work in sunny South Florida, our winter experience may be quite different from yours.

The winter for us means 80° during the day and 70° at night. It means using the pool heater so we can take a swim without freezing our blood-thinned, overly sensitive skin. It means driving with the top down and eating at our favorite outdoor restaurant. In other words, our winter is like your summer. Hang in there. Spring will be here before we know it. The seasons come and go quickly. My hope for all of us is that each new season of our lives contains joy and happiness in our work lives as well as our personal lives.

Each morning Janice and I have prayer time and read the Bible. Each morning we toast our coffee cups and say "tabula rasa" to each other. Tabula rasa means a clean slate. Just as God gives us a clean slate each morning, we give a clean slate to each other. Speaking of prayer, PrimarySource takes time every day to pray for each other and for our customers. We have had the privilege of praying with some of you and it is always meaningful. We have even added a Prayer Request / Praise Report Button to our website so we can know specifically how to pray for you.

I want to personally thank you all again for putting your trust in us to be your supplier. Thank you for your patience and understanding as we transitioned all of our inventory to our new warehouse. The move is now complete and we are fully operational at the new facility. Finally, we want to thank our many customers who ordered the Belkin Plan-o-grams. Your reorders prove that a premium line of Mobile Accessories is a no-brainer. We appreciate your positive feedback and continued support of our battery and mobile accessories programs.

All the best—

*Charles Alexander, Top Dog*



To Our Valued Customers,

We would like to thank each and every one of you for your patience and loyalty over the last few months.

Moving our warehouse was challenging and we know that some of you felt the effects of this change.

The good news is we are back

to full strength. Our warehouse is fully stocked and orders are being shipped in a timely manner.

We will strive to grow and improve each day so we continue to earn your business.

Thank you all again for your tolerance and understanding.

Together, let's make 2017 a great year.

*Thank You*

Sincerely,

*Al Prisco, Vice President*

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## Energizer Vision HD Performance LED Metal Flashlights

### Energizer's Most Advanced Flashlights Just Got Even Better!

- ✓ Patented digital focus technology provides unmatched user control of the light
- ✓ Cutting edge LED's deliver impressive brightness and runtime
- ✓ New models with improved lumens
- ✓ Custom Energizer MaxViz™ lens technology enables exceptional direct and peripheral vision
- ✓ Available beginning March 2017—Find them online at [www.prysource.com](http://www.prysource.com) and in your new 2017 PrimarySource Catalog

**NEW  
IMPROVED  
MODELS**



**400 Lumens**  
(previous model 300 lumens)



**1300 Lumens**  
(previous model 900 lumens)

## COMING SOON—The 2017 PrimarySource Catalog with New Products!

### EXCITING NEW DURACELL PACKAGING



Contact your ADM to learn how to increase sales and profits with Duracell



### NEW 30-PC CONTRACTOR PACKS FROM GP BATTERIES



Available in AA and AAA  
Packed with (3) 10pc shrinks

## Incredibly Cool Facts About Snow

- Syracuse Tried To Make Snow Illegal—America’s snowiest major city has an impressive arsenal of plows, but in 1992 it tried a new trick to control white stuff. The city’s Common Council passed a decree that any more snow before Christmas Eve was illegal. As it turns out, Mother Nature is a scofflaw, it snowed just two days later.
- The Largest Snowflake Might Have Been 15 Inches Wide—According to some sources, the largest snowflakes ever observed fell during a snowstorm in January 1887 at Montana’s Fort Keogh. While witnesses said the flakes were “larger than milk pans,” these claims have not been substantiated.
- Each Winter In The U.S., At Least 1 Septillion Ice Crystals Fall From The Sky—That’s 1,000,000,000,000,000,000,000—24 zeros!
- Igloos Can Be More Than 100 Degrees Warmer Inside Than Outside—And they’re warmed entirely by body heat. Since fresh, compacted snow is approximately 90 to 95 percent trapped air (meaning it can’t move and transfer heat) it’s a great insulator.
- A Multitude of Angels—North Dakota holds the record for most snow angels made simultaneously in one place. Back in 2007 it was 8,962 people in North Dakota who plopped down in the snow to waggle their arms and legs to make snow angels.
- The Largest Snowball Fight On Record Took Place In Seattle—Exactly 5,834 snow fighters came together to exchange frozen barrages to create the largest snowball fight in the world on January 12, 2013.

Courtesy of Mental Floss: <http://mentalfloss.com/article/61089/15-incredibly-cool-facts-about-snow>

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## Lessons Learned From Lead Dog

We love you, our customers. This is not some mushy February Valentine sentiment, but a statement of fact. It is not just a feeling we experience when you call us or send a purchase order. Loving you, our customer, is an act of our will born from our deep gratitude that you have chosen to be in relationship with us. Love desires the highest and best for all concerned. Our happiness comes from a growing understanding of your business so we can meet and one day exceed your expectations.

### **Lesson #2**

*Be happy and content but never satisfied.*

*Janice Alexander, Lead Dog*

