

International Distributor Panel Hosted by Shindaiwa



Tualatin, Oregon (April 11, 2006) – Recently, Shindaiwa hosted the Operational Excellence International Distributor Advisory Panel. The focus of the advisory panel is communications improvements to Shindaiwa’s public and dealer Web Sites and supply chain improvements to the Shindaiwa’s distributor portal.

The distributor panel is comprised of the following global team members:

Mark Vining
Dan Nixon
Mark Boersma
Gerd Krull
Joaquin Varela

Roberts Supply
KPM
Scotsco
IMG
Agrofor

Winter Park, Florida
Kenvil, New Jersey
Clackamas, Oregon
Meerbush, Germany
Caracas, Venezuela

Shindaiwa presented plans for new multi-lingual public and dealer Web Sites. The fully restructured Web Sites will host a wide variety of sales, marketing, technical, and product information. Through the new Web Sites the company plans to reinforce Shindaiwa’s brand leadership position by delivering a unique visitor experience that matches the professional image of the company. The goal of the distributor panel is to offer input on design, navigation, and content during the planning phase of the Web Site projects.

Also discussed in detail were plans to materially improve the Shindaiwa distributor portal and its supply chain capabilities and practices. The company described plans for a new collaborative planning system for general operational enhancements. Shindaiwa solicited ideas from the distributor panel for ways to leverage technology in improving speed and accuracy for information relating to orders, inventory, shipments and other transactional elements.

According to Tom Bunch, President of Shindaiwa, Inc, “Our goal with the distributor advisory panel is simply to make our company easier to do business with. We are certain the panel will help us develop and deliver tools that will be win-win for everyone involved.”

A world leader in producing commercial-grade outdoor power equipment and environmentally-friendly small engine technologies, Shindaiwa products are distributed exclusively through clean two-step distribution and independent servicing dealers. For more information, please contact Shindaiwa, Inc. Tualatin, Oregon (800) 521-7733. Or visit www.shindaiwa.com.