



*Happy St. Patrick's Day!!*

**March 17, 2008 Issue #1**

**Announcing Automec Newsbrake**

We know that you are inundated with data from all fronts so we thought we would try a new approach by sending out a brief, one page Automec Update in a newsletter format.

We tried to get all of your email addresses, but if we left anyone off just send your email address to [sales@automec.com](mailto:sales@automec.com) and we will add you to the distribution list. This is an experiment that we will try to put out monthly, so please give us feedback.

**Revamped Website**

We are proud of our new website. Check it out at [WWW.AUTOMECCOM.COM](http://WWW.AUTOMECCOM.COM). It was designed and built by our own Tom Pomphrey and Linda Jones. It is a nice presentation and flows really well. Feel free to link to it if you are a distributor or a pressbrake builder.

Price sheets and brochures can be downloaded on all of our products. We also included short videos on a variety of products which we tried to keep to around 2 minutes each.

**Easygagge – Going Well**

We have found that the most popular application for our Easygagge is when it is used as a simple backstop while feeding material from the opposite side of the saw or punch. This means you only have to purchase a size long enough for your finished piece – not the total raw blank size. Our Chain Drive with the new GOTO control is the most popular model.

Don't get involved on special applications like feeding, gripping, and computer interfacing because it is not worth your effort on a \$5,000 sale. Leave that to our competitors. You will find that if you stick to the simple applications, customers will often come back to purchase multiple units for other places in their shop.

**Retrofitting the Retrofits**

We all know that the retrofit market for CNC backgauging has been shrinking for some time. The influx of pressbrakes with their own backgauges has also cut into our market. Where we see our business lately is on the second-time-around backgauges on existing pressbrakes. There are several thousand Automec, Hurco, Dynabend and Zakron systems in the field that are all wearing out. Not everyone wants to replace the whole pressbrake/backgauge system and the cost of repairing these old gauges is prohibitive.

LOOK FOR OPPORTUNITIES. THEY ARE OUT THERE!!

**Google – Automec Paying for Hits**

Try Googling "backgauge", "back gauge", "shear gauge" or any other keyword associated with the Automec product line. You will notice we usually come up on the first page in the main listing, the top margin or the right hand margin. That's because we are bidding for hits which translates into creation of more sales leads for you!

**YouTube.com**

We have posted a lot of videos on YOUTUBE.COM. Some are in addition to those you will find on our website because they are rough footage of new applications we are working on. Go to YOUTUBE.COM and do a search on "Automec". Scroll through the different vignettes to find various clips pertaining to us. Under the Automec category you will also notice clips of South American tradeshows with dancing models that some of you may find interesting. Automec must mean something else down there.....

**\*\*\*GOLD REMINDER – Any of you that won American Gold Eagle coins in our Go for the Gold promotion 12 years ago might consider selling them today!!!**