

**SPRING  
2000**

**MORSE** DEALER NEWSLETTER. . .

# The Drum Beat

**SELL ONE. . . OR SELL ONE HUNDRED**  
You Get More With **MORSE!**



[www.morsemfgco.com](http://www.morsemfgco.com)

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**EMAIL OR FAX YOUR REQUESTS**



Bob Andrews



This new year will bring a number of improvements to our service procedures to benefit you, our representatives and our customers. Communicating information regarding more accurate delivery times is being improved. Thus we can better meet your customers' needs. We're committed to providing you with excellent service.

## NEW FULL COLOR 12-PAGE CATALOG

Enclosed is your first copy of the brand new Morse catalog, full of color images with clear, concise information about each series of equipment. We are confident that this publication will help sell the Morse line. We have plenty available. . . so let us know how many you need. Just complete and fax back the form on the back of the newsletter.

Use it for:

- SELLING POINTS
- MASS MAILINGS
- QUICK REFERENCE TO THE COMPLETE MORSE LINE

New catalog is on line at [www.morsefco.com/CE2000.pdf](http://www.morsefco.com/CE2000.pdf)



## 8 NEW SPEC SHEETS

Spec sheets have been redesigned and updated to provide comprehensive, detailed information on Morse products. Use them to sell the correct Morse drum handlers for your customers' applications.

Models included in this printing include:

- Model 80 Series. . . . . Mobile - Karrier
- Model 81. . . . . Drum Spotter
- Model 85. . . . . Drum - Karrier
- Models 184 & 186 . . . . . Adjusto - Karriers
- Model 185 & 195 Series. . . . . Kontrol - Karriers
- Model 405 . . . . . Omni - Lift Karrier
- 55/30 Series . . . . . Adaptors
- Model 5154 Series . . . . . Stationary Drum Rotators
- Model 710 . . . . . Flexible Drum Heater

To find the latest editions on our web site go to [www.morsefco.com/lit.htm](http://www.morsefco.com/lit.htm) and click on model #. Additional copies may be obtained by contacting us.

## SELL 1 OR SELL 100

An enterprising Morse dealer recently sold one Model 288 Series Morspeed Fork-Lift Attachment to a trucking terminal. The customer was so satisfied that they bought *ONE HUNDRED MORE* for use in their other terminals! As you can imagine, shipping was easily arranged.

Whether you sell one hundred of a single Morse model, or sell one hundred different Morse drum handlers, either way you get more with Morse.

## GET MORSE INFO

- More support for your sales efforts
- More helpful info *QUICKLY*
- More answers

Email questions to [nicepeople@morsefco.com](mailto:nicepeople@morsefco.com)

- Need specific info to fulfill a customer's need?
- Need a custom design?
- Need replacement parts. . . or parts diagram?
- Request for Quote
- Request literature or CD

Customers have told us that they are impressed when matters are handled promptly via Email. When we read your Email, we reply immediately, or refer your inquiry to the Morse employee most qualified to respond. An engineer or salesperson can then be prepared with pertinent information when they contact you.

Utilize your valuable time most efficiently. Contact the right person, with the right information, first time.

ALL NEW User Friendly self-starting CD features an image gallery with the full line of Morse products. Simply click on pictures to open them, and save them on your computer. Then. . .

- PUBLISH IN YOUR CATALOG
- LOAD ON YOUR WEB SITE

Link directly from the image gallery to web page of models you're viewing.

• Soon CD will have video clips of products in action

• Contact us for your dealer CD today

Email: [nicepeople@morsefco.com](mailto:nicepeople@morsefco.com)  
or Fax: 315-437-1029

## WORLD'S LARGEST INDUSTRIAL FAIR

Morse will have a presence at Hannover Industrial Fair 2000 in Germany, March 20<sup>th</sup> to 25<sup>th</sup>. Morse, in cooperation with the U.S. Department of Commerce, will be represented at the USA Pavilion. This is the world's largest industrial trade show. They expect 97,000 qualified visitors with material handling interests. A total of more than 300,000 industry representatives from over 100 countries are expected in attendance. Exhibitors number 7,500 from 70 countries on over 2.75 million square feet of display space.

# SALES FOCUS: BELOW-THE-HOOK DRUM HANDLERS

## #1. MODEL 90 - A LONG-TERM SUCCESSFUL SELLER

Model 90 Verti-Karrier, with automatic grip function, is one of our most popular drum lifters. With this invaluable tool drums are moved to and from hard to reach areas without operator handling it at either starting point or destination. It grips automatically. It releases only when the drum is fully down where you place it. Grip pads then stay open, ready to grasp the next drum.

Spec sheet on line at:

[www.morsemfgco.com/moving.htm](http://www.morsemfgco.com/moving.htm)

### WHO BUYS THE VERTI-KARRIER?

Here's a sample.

- Chemical Companies
- Highway Departments
- The Army Corps of Engineers
- Power Companies in US & Canada
- Manufacturing Facilities

- Airports
- Warehouses
- Newspapers
- Textile Mills
- Food Processors
- Construction Firms
- Asphalt Processors
- Transportation Companies
- Labs & Research Facilities
- Mold & Die Companies
- National Park Service  
Fleet Maintenance Division



Model 284 Fork Hook slides onto fork to enable use of below-the-hook drum lifters



Pete Mangovski, Morse Mfg. Engineer. Shown with Model 90 Verti-KARRIER

### HERE'S HOW THEY USE IT

- Move drums with crane or forklift
- Palletize drums
- Place drums onto scales
- Load drums onto trucks
- Place drums into bath for heating
- Move barrels of oil, ink, parts, etc.



## #2. MODEL 86 - A NEW MODEL THAT IS CATCHING ON

Model 86 Drum Lifter secures drums with a bottom support bar and a wrap around chain with ratchet tightener. It carries the drum in vertical position. It is designed for plastic, steel or fibre drums with diameters of 22" to 23½" (55.9 to 59.7 cm). This drum handler attaches to your crane, monorail, chain block, or can be fork mounted with Morse Model 284.

Spec sheet on line at:

[www.morsemfgco.com/moving.htm](http://www.morsemfgco.com/moving.htm)

### WHO BUYS THIS DRUM LIFTER?

Here's a representative sample.

- Chemical Companies
- Hospitals
- Warehouses

- Municipalities  
(Especially Water Treatment Facilities and Departments of Public Works)
- Food Processors (i.e. Fruit Juice Plants)
- Dairy Farms
- Tool Manufacturers
- Construction Firms
- Fabric Companies
- Lamination Companies

### HERE'S HOW THEY USE IT

- Move plastic drums of chlorine
- Move drums with crane, monorail, or forklift



Model 86 Drum Lifter



Model 86 Drum Lifter

Phone: (315) 437-8475

To CONTACT Us

		Phone Extension
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To Email each of us simply add one of our names before "@morsemfgco.com" in the address field (ie: phil@morsemfgco.com)

Fax: (315) 437-1029

## #3. IS THERE A MARKET FOR THIS?

One of Morse's engineers recently designed this special below-the-hook lifter to raise and pour 5 gallon buckets. This is being used in the research and development lab of a sandpaper manufacturer. They utilize this custom Morse unit to place buckets under a mixer in their operation. They then transport and dispense the mixture. It helps achieve greater ease and safety for their employees.



SPRING 2000

www.morsemfgco.com



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PO Box 518  
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BULK RATE  
U.S. POSTAGE  
**PAID**  
PERMIT NO. 36  
E. SYRACUSE, NY



*Ben Mozo - Son of Bob Mozo,  
Morse Mfg. Engineer  
Shown with Model 90 Verti-Karrier*

**Need More Copies of New Literature?**

**Need New CD?**

**Simply Email Us  
or**

**Complete & Fax-Back the Form Below**



**Email: [nicepeople@morsemfgco.com](mailto:nicepeople@morsemfgco.com)**

My Email: \_\_\_\_\_

- Send \_\_\_ Copies of BRAND NEW FULL-COLOR 12 Page Catalog (CE2000)
- Send \_\_\_ Copies of Complete Sales Person's 3-Ring Binder
- Send \_\_\_ Copies of 8 BRAND NEW Spec Sheets
- Send \_\_\_ Copies of Jan. 99 Price Lists
- Send New CD with Image Gallery for Morse Dealer web site and catalog

**Fax: 315-437-1029**