

The Drum Beat

MORE SUPPORT FOR MORSE SALES

www.morsemfgco.com



Pete

Ralph

Cindy

Phil

Bob

MORSE Inside

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FOR DEALERS

PRESIDENT'S MESSAGE

We strive for continual improvements, and one way has been through MHEDA. We recently attended their convention in San Diego, where trainers, professional speakers and most importantly, material handling distributor professionals like you, provide new thoughts and ideas. Sharing innovations between manufacturers and distributors always creates a win-win result. We welcome your input.



Bob Andrews

LET MORSE BE YOUR SOURCE

We have mailed hundreds of CD's and thousands of new 12-page catalogs to you, our dealers, in the last 3 months! If you would like more, please let us know.

Get the most detailed and up-to-date information! Newly revised and expanded Operator's Manual for the MORSPEED Series includes:

- Assembly & Operating Instructions
- Maintenance Instructions
- Descriptions of Available Model Numbers
- Parts List & Diagram

See it on line at www.morsemfgco.com/pl288sm.pdf ... or we will fax one upon your request.

USING THE LATEST TECHNOLOGY

Here at Morse, we coordinate with major educational institutions to ensure that we utilize the most advanced available technology and methodology. We incorporate the results of stress analysis to make our drum handlers the most durable and to help enhance safety features. We research new design concepts, such as #3 on facing page. . . Is There A Market For This? These steps continue to expand our product line to meet more and more customers' needs.

During academic breaks, student interns assist Morse engineers with CAD drawings and manufacturing. They gain experience with "real world" application of their education, while Morse remains on the cutting edge of current technology.

BUILT STRONGER TO LAST LONGER

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	Phone	Extension
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Pete Mangovski*	Engineering	211
Cindy Marsden*	Sales	208
Bob Mozo*	Engineering	203
Phil Mulpagano*	Sales	200
Ralph Phillips*	Sales	213

* Pictured on cover.
To Email each of us simply add one of our names before "@morsemfgco.com" in the address field.
Example: phil@morsemfgco.com

Fax: (315) 437-1029

FREE CD

TURN YOUR LAPTOP INTO A MOBILE DEMONSTRATION OF DRUM HANDLING EQUIPMENT! OR POP IT INTO YOUR CUSTOMER'S CD DRIVE AND SHOW THEM ALL THE LATEST MORSE INFO. The first few animations are now on the updated CD. These demonstrations show Morse products in action.



Shown at right, from the CD, is the page of images of the 287 and 288 MORSPEED series. There are 23 pages of these product images for use by you, the Morse Dealer:

- 1 Copy and paste these thumbnails into your web site.
- 2 Click on each small image for high resolution picture to print in your catalog.
- 3 Instant access to spec sheets, parts diagrams, etc. right from any PC.

SEE PAGE 4 TO ORDER YOUR FREE DEALER CD.



SALES FOCUS: FORK-LIFT ATTACHMENTS

#1. MODEL 288 MORSPEED SERIES - A LONG-TIME BEST SELLER

- ◆ ONE OF OUR MOST POPULAR DRUM HANDLERS
- ◆ MOVE DRUMS WITHOUT LEAVING YOUR FORK-LIFT DRIVER'S SEAT
- ◆ DRIVE FORWARD TO ENGAGE RIM OF DRUMS
- ◆ GRIPS DRUMS AUTOMATICALLY
- ◆ RAISE FORKS TO LIFT DRUMS
- ◆ DRIVE TO TRANSPORT
- ◆ RELEASES DRUMS ONLY WHEN THEY ARE FULLY DOWN WHERE YOU PLACE THEM



- Food Mfg. & Processing Companies
 - Canneries & Packaging Plants
 - Sugar and Honey Processors
- Printers
- Hydro Power Plants
- Laboratories
- Oil Companies
- Aluminum and Vinyl Manufacturers

WHO BUYS THE MORSPEED?

- Chemical Mfg. & Distribution Companies
- Warehouses
- Trucking Companies
- Construction Supply Companies

Spec sheet on line at:

www.morsemfgco.com/liftstak.htm

Parts Diagram on line at:

www.morsemfgco.com/pl_288sm.pdf

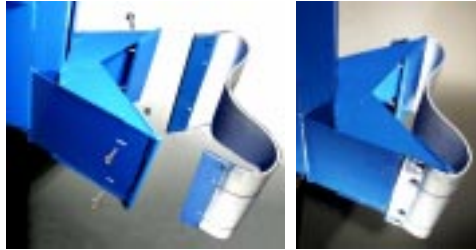
HERE'S HOW THEY USE IT

- Transport drums within facilities
- Palletize drums with fork-lift
- Load and unload trucks
- Place drums onto scales

A MORSE DEALER RECENTLY SOLD 100 OF THESE TO ONE TRUCK LINE



- ◆ 1 or 2 Heads Per Drum



- ◆ Belted Backrest Option (Part #2523-P)



INCREASES DURABILITY OF SPRINGS & ADDS HANDLING OF LIGHTER DRUMS

- ◆ Improved Spring Design in Heads

#2. MODEL 285A-BP

- ◆ BATTERY POWERED TILT ON A FORK-LIFT MOUNTED DRUM KARRIER
- ◆ LIFT, TRANSPORT AND DISPENSE DRUMS WITH YOUR FORK-LIFT

Spec sheet on line at:

www.morsemfgco.com/liftpour.htm



- Petroleum Companies
- Machine Shops
- Bottling Companies
- Hazmat Transportation/Waste Disposal
- Military Bases
- And even one Ice Cream Company

WHO BUYS THIS DRUM HANDLER?

Here's a representative sample.

- Chemical Mfg. & Distribution Companies
- Warehouses
- Food Mfg. & Processors
- Power Companies and water Utilities

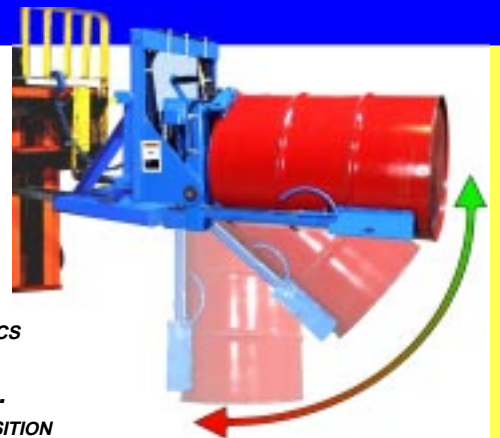
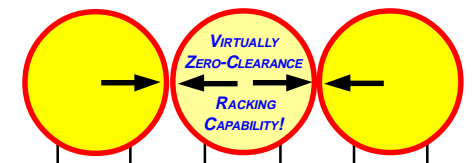
- Pharmaceutical Companies
- Manufacturing Facilities for Paints, Inks, Explosives, etc.
- Seed Companies
- Mining Companies
- Automotive Products Manufacturers

HERE'S HOW THEY USE IT

- Moving & Dumping Drums with fork-lift
- Transferring ingredients into mixing vats
- Dispensing recyclables into crusher
- Pouring metal parts into washer
- Waste Disposal
- Pouring concentrates
- Dumping Wax for Melting

#3. IS THERE A MARKET FOR THIS?

- ◆ RACK & TRANSPORT DRUMS WITH YOUR FORK-LIFT
- ◆ ELIMINATE "BARE FORK" HANDLING OF DRUMS



- ◆ POWERED TILT WITH SELF CONTAINED HYDRAULICS
- ◆ LIFT DRUMS FROM VERTICAL OR HORIZONTAL
- ◆ MOVE DRUMS ON & OFF RACKS, PALLETS, ETC.
- ◆ PLACE DRUMS IN VERTICAL OR HORIZONTAL POSITION

SUMMER 2000



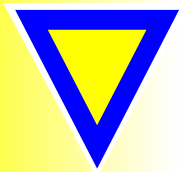
Morse Manufacturing Co., Inc.
727 West Manlius St.
PO Box 518
East Syracuse, NY 13057-0518
Address Service Requested

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U.S. POSTAGE
PAID
PERMIT NO. 36
E. SYRACUSE, NY



MORSE DEALERS. . . CALL, FAX OR EMAIL FOR YOUR
FREE CD

OF THE MOST EXTENSIVE LINE
OF DRUM HANDLING EQUIPMENT
IN THE WORLD



Fax: 315-437-1029

Your Name: _____

- Please send FREE CD of Images, animations, etc. for our Company Web Site
- Please send _____ Copies of NEW Full-Color 12 Page Catalog

- Please send New MORSPEED Series Operator's Manual
- Send _____ Copies of 8 NEW Spec Sheets
- Send _____ Copies of Complete Sales Person's 3-Ring Binder

Email: nicepeople@morsemfgco.com