

ATD Outstanding Success of Atlantic Tool & Die Company spurred by exclusive use of Minster Presses.

When Atlantic Tool & Die Co., Strongsville, Ohio, a well known manufacturer of high quality carbide dies since 1949, entered the stamping industry in 1965 they made a basic decision that was to have tremendous effect on their growth and profits. They bought their first Minster Press, a P2-100 Ton Piece-Maker. Die customers had asked them to produce stampings as well, and by accepting orders for tough jobs that other firms couldn't produce, Atlantic began building an exceptional reputation.

WHY BUY MINSTER?

Ernest Mehwald, founder of the company, was succeeded as president by his son, Frank, in 1972. Frank Mehwald was shop foreman when the decision to



Frank Mehwald, President

buy a Minster was made in 1964. He stated, "We were not a rich company at that time. We could not afford to invest in mediocre equipment. We wanted the finest press there was. Based on what our customers told us; that was Minster, their reputation was the best and we knew we would be able to increase stamping sales and build a fine reputation for ourselves if we were exclusively equipped with Minster Presses." Minster's Stock Press Program in effect then, allowed the Mehwalds to get the kind of press they needed immediately.

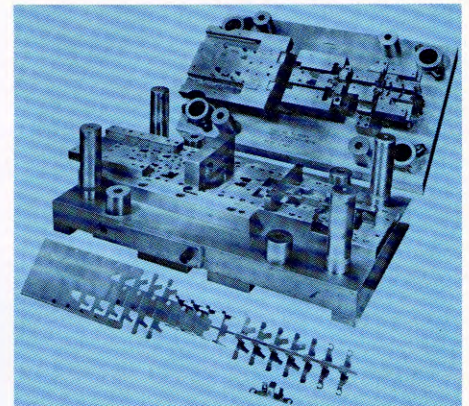
"Time proved we could do more things with them. Eliminate operations, take on jobs other firms did not want, increase speed and die life at times by 100% and above all, make a good profit. Our carbide dies had to be the best so our presses had to be the best, Minster proved to be exactly that. The results have been great!"

NEW PLANT AND PRESSES TRIGGERED FAST GROWTH

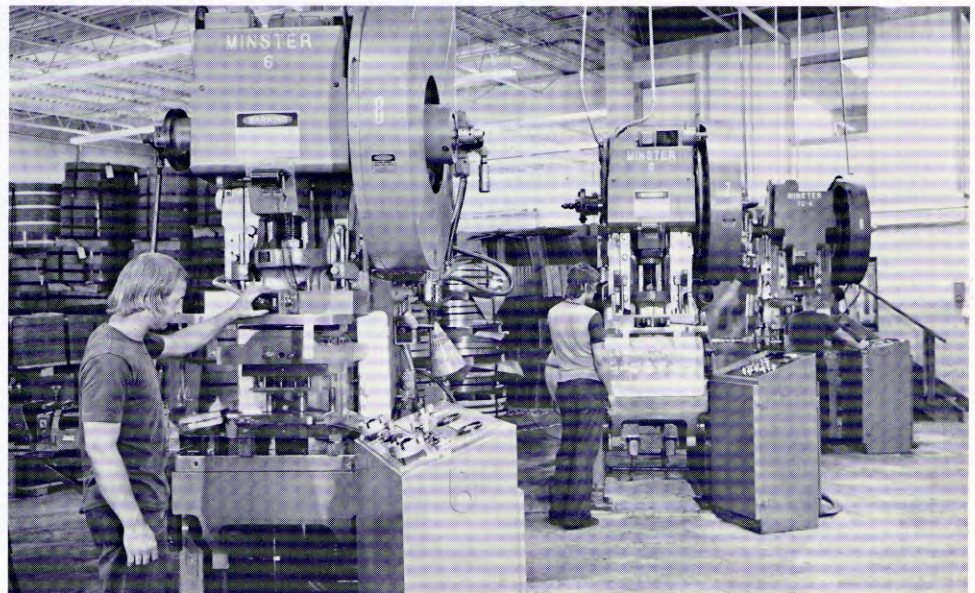
In 1968 Atlantic moved into a new plant in the Strongsville Industrial Park and bought their second P2-100 Piece-Maker[®] high speed automatic production progressive die press. At this point in time, die-making business was down, but the stamping business took over. Profitability in high volume stamping proved higher than die-making.

From then on Atlantic has been buying Minster presses exclusively and today have fourteen including P2-100 Piece-Maker's, Die-Namic[®], O.B.I.'s. A 300 ton E2 HeviStamper[®] was delivered on a Friday and was in production the following Monday.

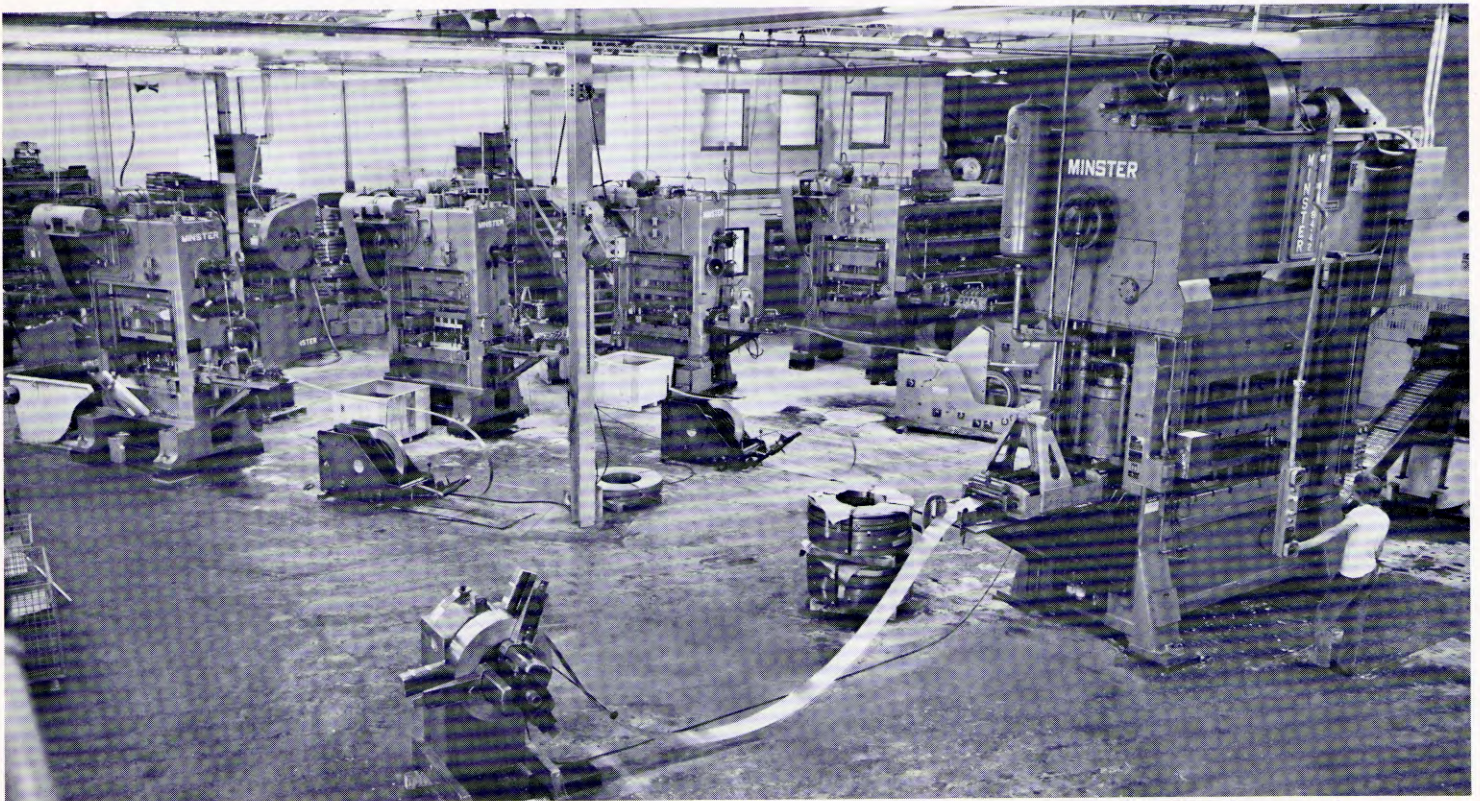
Since 1968 Atlantic has greatly expanded their expertise in the stamping industry and instituted aggressive marketing programs including emphasis of their exclusive use of Minster presses. By giving individual attention to customers, maintaining high quality tool and die-making operations and providing a complete production package, the company has had exceptional growth. Last year 80% of their total sales was in stampings for the automotive, appliances, electronics, business machines and other markets. The growth rate has averaged 42% per year.



Example of high quality progressive dies built by ATD



Minster O.B.I.'s are used for specific jobs at ATD at speeds up to 200 SPM



Overall view of ATD press room with E2-300 HeviStamper® in right foreground

HOW DOES MINSTER CONTRIBUTE?

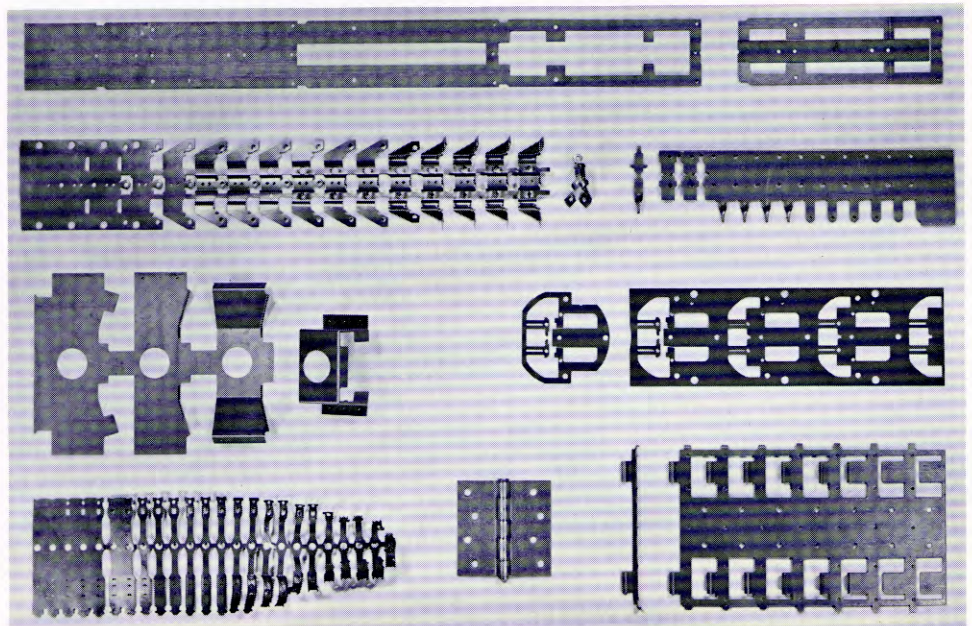


Al Grilly, Plant Manager

Al Grilly, Plant Manager says, "Minster presses are automatically geared to run at greater production speed. We increased one job including heavy coining and shaving on .094 CRS from 65 SPM to 120 SPM with no deflection. Minster presses deliver the tonnage at which they're rated with no maintenance and no bearing replacement problems. Maintenance-wise Minster has the technical people always available to us when they're needed."

"Minster's Customer Service Program is another plus. We have a yearly preventive maintenance program employing their factory servicemen; that way our presses stay up to date and in first class condition. Should an emergency arise they'll fly spare parts in or do whatever else is needed. We have a fantastic relationship with Minster."

Frank Mehwald summed it up when he said, "When we first started buying Minster Presses, they cost more than others, but because of them, our company was making money." No doubt about it, Atlantic Tool & Die Company is in a strong position for continued growth because they offer a complete stamping production and service package that is hard to beat.



* Precision parts produced by ATD in Minster presses with ATD progressive dies