



TW PRODUCTS

Chain, Wire Rope & Rigging Hardware

March 2024 Newsletter

This past month, the firm has participated in several events. We exhibited at the International Builders Show (IBS) the week of the 26th. Braden, a sales associate, was the key representative of our firm at the show.

Braden expressed, “Going to the IBS trade show for the first time was very exciting. I enjoyed talking to people who are well-versed in the home improvement industry and others like it. I plan to keep in contact with the people I met at the IBS trade show this year and establish long-lasting business relationships.”



The show proved successful as we established connections with over a dozen new contacts spanning diverse industries. We eagerly anticipate the opportunity to nurture these relationships and forge enduring business partnerships.

In addition to the trade show, we have started to upgrade our catalogs and brochures. We will redesign our main catalog, so be ready for a new and more dynamic look. To get on the list and become one of the first to get a copy of our new catalogs, simply email customerservice@twprod.com, and we will make sure to have it mailed to you as soon as they are ready!



Our office is preparing for more marketing events in March. This includes the continued publications across four key major social media sites, including LinkedIn, Facebook, Instagram, and X. Further, we will upload products in stock to our website should anyone be interested in buying them. We will also expand our advertising campaigns to include specialized industry magazine ads such as the AWRF. Speaking of which, make sure to grab a copy of the AWRF spring issue #108, where you'll find us featured.



Finally, we want to share that our production schedule is being normalized as of February 20th, 2024. Some may know our production line was closed two weeks earlier in February for the Lunar New Year celebration. The Lunar New Year holds significant cultural importance across many Asian countries, notably in China. During this time, individuals often travel back to their hometowns to reunite with their elders, whom they typically only see during this holiday period. As a result, we appreciate your patience as our workforce gradually returns to their duties. Rest assured that we are diligently managing your orders during this period. As usual, please do not hesitate to contact us at customerservice@twprod.com or by phone during regular business hours at 410-824-8377 should you have any questions or concerns.

