



TW Products Quarterly Newsletter

Quarter Two: New Customers, New Employees, New Communications.

By TW Products on April 1st, 2022

Quarter One of 2022 has proven to exceed our business goals in more ways than one.

We've enjoyed a promising business boom in the beginning of this year, with the processing of numerous new PO's by the beginning of March. This was boosted further by the acquisition of multiple new customers for our roster, which exceeded the goals for our entire 2022! Not bad for three months of work!

The new quarter also saw the introduction of our new streamlined communication system, in which we have been using chat rooms for inter-office communication on every subject. This has helped immensely in keeping communication organized, streamlined, and in the proper channels, with them organized as follows:

- Front End, for handling customer queries and communications like alerting TW teammates on new PO's or finding answers to customer questions.
- Front and Back, for shipping, inventory, and company coordination such as checking on shipped orders or looking at in-house stock.
- AR, which deals with financial matters like giving payment updates.
- Office Admin, for in-house announcements for things like announcing lunch breaks and phone calls.

We have another new development in our company: the addition of our new graphic designer, Matthew, to support our growth strategy. Matthew will be creating a variety of business and promotional items for TW including packaging labels, boxes, flyers, catalogs, print ads, and other materials. With his help, we can expect our marketing materials to become more impressive. This will prove invaluable in achieving new opportunities ahead.

Speaking of marketing opportunities, we closed out the first quarter with our first trade show of the year: the Mid-America Trucking Show in Louisville, Kentucky from March 22nd to March 26th. This quarter, we are looking forward to our first time attending the Associated Wire Rope Fabricators 2022 Spring General Meeting and PIE in Houston, Texas, from April 24th-27th, and after that we will return to the Tow Xpo in Dallas, Texas from June 16-18th! These trade shows allow us to make otherwise unobtainable contacts with clients across the country, and will no doubt help our upward momentum in building our brand awareness.

With all these great new developments, the rest of 2022 is looking bright for TW Products!

