



TW PRODUCTS

TW Products Quarterly Newsletter

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Quarter One: Starting An Exciting 2022!



By TW Products on January 31st, 2022

Happy New Year!

Much like many of our employees and customers, TW Products is making New Year's Resolutions for 2022. The company is looking forward to an exciting year filled with expansion, new operating systems, marketing ventures, staff increases, and new commerce methods.

In 2021 we made great strides towards limiting our paper usage, and in 2022, we want to become at least 95% paperless. This will involve help on everyone's part to try a stick to digital paperwork whenever possible and keep our communications online. We also plan on

replacing our paper towels with electric hand dryers this year. Our finances will also be going 100% digital, as we are ceasing to work with paper checks and making all payments online (wire and ACH payments).

A goal for this year will be hiring more front end and back end employees. Among the roles we wish to fill are extra customer service representatives, logistics and shipping coordinators, finance managers, and inside sales specialists. The first of our new employees this year is Sam, our new administrative specialist, who started earlier this month. Along with our employee base, our product base will be expanding a great deal too. While our original goal was to add four new products, we are now in the process of adding over a hundred!

Our company is not just expanding our team and developing new products. TW is also developing a soon-to-be released ticketing system to increase efficiency around the office and better organize tasks. Company Vice President David Tesch in explaining the new system, had this to say:

“We are in the process of implementing a Redmine server within our company’s operations. Redmine is an open-source project management application originally designed for software development work. A couple of benefits of this system is the extreme level of customization for whatever need we have as well as the ability to keep a history of all issues for future reference. Employees will be able to create tickets on a per-issue basis and assign it to others for support and tracking purposes. The hope is that this will aid with productivity and eliminate unnecessary overwork to keep track of projects as they are being worked.”

The new ticketing system will be instrumental in keeping office communication, organization, and workflow as seamless as possible – something that will prove more and more important as our employee base expands.

This extra help will be needed, because TW intends to expand in several areas including products, marketing, and sales. 2022 will be the year we engage in E-Commerce and set up stores with customers. Going online to this extent will enable consumers to purchase our branded G100 products from our customers’ e-commerce stores in the future. Marketing is going to get a big push as well, with new product announcements, social media promotion, flyers, and more trade show appearances. We’re also once again working with the Associated Wire Rope Fabricators publication, Slingmakers Magazine, to promote our brand. As for in person marketing, we’ll be doing seven different trade shows this year, up from four last year.

Who we are

TW Products is a manufacturer of forged rigging hardware products. We specialize in products rating from G30 to G100. Some of our core products include hooks, rings, shackles, clips, thimbles, turnbuckles, snatch blocks, load binders, and much more!

*We are a **one-stop-shop** partner to all of our customers, which allows us to become **the single source for the highest quality rigging hardware, wire rope, and chain!***

Why choose us?

We have full control of our manufacturing process.

This means you get:

- ✓ Competitive pricing
- ✓ Timely deliveries
- ✓ A one-stop-shop experience
- ✓ Extended product warranties
- ✓ Product liability insurance
- ✓ A strong R&D backbone
- ✓ OEM & ODM services



TW PRODUCTS
Chain, Wire Rope & Rigging Hardware

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Slingmaker's Magazine, official News Publication for the AWRF

With this level of expansion, we're looking forward to an exciting year for this company, filled with new employees, opportunities, and customers. We are thrilled and excited to see and celebrate everyone's contributions to this year's projects!

Here's to a great First Quarter and prosperous rest of 2022!

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