



TW Products Newsletter

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2021 was a big year for TW!



by **TW Products** on December 21st, 2021

Happy Holidays! TW Products is excited to usher in the new year of 2022. But first, this year's highlights are to be celebrated! Our company accomplished a lot this year in a variety of areas including product lines, promotions, and environmental impact. 2021 proved a busy and highly rewarding year for our company.

In our own office, our operations have become over 95% paperless. This effort is part of our green efforts. Cutting down on paper usage not only lowers the amount of trees cut down to create it, but also limits the amount of waste contributing to landfills. The environmental impact of landfills are dire, creating large amounts of CO² and other gasses and eliminating large wildlife habitats.

Beyond environmental goals being met, we've also been able to expand and diversify our product selection. The products we offer to our customers now include Beam Clamps, Shackle Pulleys, and Snatch Blocks for Winch Lines. Some of these new products were proudly displayed at our trade show appearances this year, drawing a great deal of positive attention.

Speaking of which, our appearances at said events in 2021 have proven a promotional and business triumph. Back in August, we made it to the TowXpo in Texas, an industry wide event in San Antonio. October saw our appearances at the National Hardware Show (NHS) in Las Vegas, NV and the Specialty Tools Association and Fastenal Distributors Association (STAFDA) Trade Show in Orlando, FL. In November, four of our team members attended and exhibited our products at the National Towman Expo in Baltimore, MD. We're hoping to make more appearances in the upcoming year to promote our products and our brand.

As to our brand, two trademarks for the company have been approved this year by

the
United
States



Newly trademarked TW item in our signature Chartreuse, stamped with our logo.

Patent and Trademark Office (USPTO). The first trademark is for our TW Products Logo and Brand. The second trademark was for the use of our signature chartreuse color on hardware, including our hooks. Not only will this allow us to stand out as a company to both current and future customers, but it will also protect us from any imitators who might try to impersonate our brand and products. This will go a long way in ensuring our company's reputation for quality and integrity.

Along with celebrating our successes this year, TW Products is looking forward to completing our goals from 2022. This coming year, we intend to continue to innovate both our business model and value chain to maintain our competitive advantage.



TW PRODUCTS

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