

# Whertec News

*The Reliability Experts* Winter 2010

## The 2010 Outlook

*Whertec is building upon its success by expanding capabilities and expertise for the future. The results? Our list of customers has expanded and more are ready to do business with us for the first time this year. Despite the recession, we were able to grow revenue in 2009.*

To position Whertec as the best provider in the industry in 2010, we are building a team of qualified professionals capable of exceeding customer expectations. Specifically, we added six new names to our list of industrious and professional staff. Dave Simcox, Mark Critchfield, Kevin Smith, Bill Seaverns, Shawn Patterson and Troy Owens are by now familiar to you or will be joining you on projects in 2010.

As the company grows, we realize that our people are our greatest asset. The new members of the Whertec team are here to make a great company even better, and we have already increased our capabilities by listening to their new ideas.

We've worked hard as a company to think about our business model, which is why we've begun the process to relocate from Alabama to Northeast Florida. Our new location in West Jacksonville has been secured and we look forward to celebrating the opening of the shop and offices there in 2010.

An important part of our plans for the future include working on refreshing our brand identity this year. Our brand position, "The Reliability Experts," has been chosen to go along with our new logo and colors. During the process of planning, the marketing team found that the reliability we offer to our customers, both with our products, services and our commitment to excellence is at the core of what we do every day.

New brand identities for Boiler Inspection Services and Whertec Mechanical are all part of the effort to unify our organization, build larger business opportunities and capture the essence of the hard work and reputation for quality we have in the industry today.



### NEW LOOK & WEB SITE *IS ON THE WAY!*

A family of new color brochures and folders are available to the Whertec Marketing team and can be requested by emailing Hayley Hull at headquarters-hayley.hull@whertec.com. A new web site will be ready soon, so an "under construction" page is taking the place of the old site temporarily.

Several vehicles are in the process of receiving updated logos and colors. These pickups, trailers and trucks will help us stand out while we're at project sites. By now most of you have new branded clothing, hard hat decals and equipment decals which are one of the best ways to help us attract new business.



**Whertec welcomes** *Bill Seaverns, Kevin Smith, Shawn Patterson to the team.*



## WHERTEC ADDS ArcMelt PRODUCT LINE

Whertec is now certified as an applicator of ArcMelt metal coatings and products. Recently Mark Critchfield and Mark Smith completed the certification process to become our in-house trainers. ArcMelt technology is used both at project sites and our fabrication shop and provides new and reliable options for our customers.

*ArcMelt's proven systems reduce application time and in many cases improve overall quality.*



## Thank You for Reading!

We will be sending these newsletters to our valued employees, suppliers, customers and our friends in the industry to help spread the word about Whertec and our commitment to safety, reliability, customer needs and our corporate family. If you have photos to submit, news to share or questions about the information in this issue, please email Hayley Hull at [hayley.hull@whertec.com](mailto:hayley.hull@whertec.com).

## Vehicle Safety & Awareness

by Tony Leopardi, Director of Safety | Whertec



The safety of Whertec employees and the public, as well as the protection of their property are important concerns of Whertec management. To that end, Whertec vehicles shall be operated in a safe manner and in compliance with all pertinent state and federal laws. All employees who drive company owned vehicles, or their own vehicle on Whertec business, will drive cautiously and courteously and adhere to speed limits and other pertinent state and federal laws and regulations at all times.

Whertec has signed up with Driver's Alert, a 24/7 toll free monitoring service, and you will notice decals on our work trucks and trailers. Our goal in implementing these guidelines is to improve safety awareness and performance while creating a system of accountability for all employees entrusted with the serious responsibility of operating a Whertec vehicle.

## Whertec - The Reliability Experts

*Whertec provides inspection services, mechanical repair, maintenance and protective coatings for boilers and pressurized vessels—mission critical components in the power, paper processing, petrochemical and steel industries. Whertec stays on top of the operation of your boilers so you can breathe easy—we take the pressure off by keeping the pressure on.*

..... [whertec.com](http://whertec.com) .....

