



## HOW GCS HAS DELIVERED MILLIONS OF DOLLARS IN NEW OPPORTUNITIES

Genesee Global Group, Inc. has designed and manufactured products for some of the world's best-known brands. The manufacturer requires that the sales rep agencies they work with meet the same high standards and reputation for quality.

According to CEO Chris Cashette, Garnett Components Sales (GCS) fits the criteria. "We've been working with GCS since 2004 and find them to be superior to other sales agencies," he says. Cashette says GCS:

### PRESENTS PRE-QUALIFIED PROJECTS

GCS does their due diligence up-front. "Before asking for a proposal, they do their homework and get as much background as possible to qualify the project," Cashette says.

### GENERATES REVENUE OPPORTUNITIES

Those qualified projects often result in increased sales opportunities for Genesee Global. In fact, GCS has brought Genesee Global millions of dollars in new opportunities.

### KEEPS LINES OF COMMUNICATION OPEN

GCS facilitates open communication between the manufacturer and supplier. When a product is in development, two-way exchange of information makes the process run much more smoothly, and GCS facilitates that open communication.

Genesee Global and GCS share a passion for quality, integrity and a commitment to customer service -- all the components for a successful partnership.

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**Chris Cashette**  
CEO, Genesee Global Group, Inc.

### CUSTOMER PROFILE

Genesee Global Group is a leading contract manufacturer of sophisticated assemblies, components and parts for companies around the world.

### CAPABILITIES

- Complex Assemblies
- Tooling versatility
- Size reference
- Prototype Development
- Dimensions and Configurations
- Metal stamping
- Tolerance Evaluation
- Testing and QA

### FULL RANGE OF MANUFACTURING CAPABILITIES





## PRODUCT KNOWLEDGE, RELATIONSHIP BUILDING RESULTS IN LONG-TIME PARTNERSHIP

It's not often that a supplier stays with the same sales agency for more than 15 years. For Pentair Aquatic Systems, there's been no reason to change. "GCS knows our business, they recommend the right principals. They go out of their way to ensure we are satisfied," says Wally Jones.

The longstanding relationship succeeds because Garnett Component Sales didn't just take on a new customer, they formed a partnership. GCS keeps lines of communication open, learns as much as they can about Pentair's business, and introduces factories that can deliver on Pentair's needs for years to come.

### CUSTOM SERVICE FOR CUSTOM PRODUCTS

Pentair often requires custom made-to-order products with very precise specifications. Jones says, "He knows how to find the right factories who meet our specific requirements."

### KNOWLEGE IS POWER

To help ensure they recommend the right principal, GCS takes time to develop an in-depth understanding of Pentair's business, its products and specialized needs.

As a result he is able to vet principals based on knowledge rather than impulse. His insight ensures suppliers' needs and principals' capabilities align. If a factory doesn't meet Pentair's requirements, he doesn't present them.

It's this level of customer service that, after 15 years, still has Jones saying, "I wish more rep agencies would live up to the way GCS does business."

"GCS is at the top of the list of sales agencies. They know our business, they recommend the right principals. They go out of their way to ensure we're satisfied."

**Wally Jones**  
Purchasing, Pentair Water Pool and Spa

### CUSTOMER PROFILE

Pentair is the world leader in innovative, high-performance, technologically advanced and dependable swimming pool and spa equipment.

### PRODUCT SAMPLING

- Automation
- Lighting
- Pumps
- Sanitizers
- Valves
- Safety
- Cleaners
- Filters
- Heaters
- Heat pumps

### FULL RANGE OF OTHER AQUATIC PRODUCTS





## GCS HONES IN ON FACTORIES BASED ON CUSTOMER SPECIFICATIONS

WebSeals' products are found in critical applications in many diverse industries, from agriculture and automotive to plumbing and power generation.

Whether contaminants need to be sealed out of equipment likely has a product for the job.

### THE RIGHT PRODUCT FOR THE RIGHT JOB

It takes in-depth product knowledge to understand the right sea or part for a particular application. John Hurley, President of WebSeal Inc., says Garnett Component Sales (GCS) has that knowledge, because the reps take time to develop a deep understanding of the WebSeal business.

GCS attends WebSeal training sessions, but their expertise extends beyond training. WebSeal trusts their GCS sales representatives to support WebSeal at trade shows, speaking with prospects on the real-world applications of WebSeal products.

"GCS doesn't waste time chasing opportunities that have a low probability of coming to fruition," Hurley says. "GCS has integrity. They provide an honest assessment of how they can help us take our products to market. They know how to hone in on the customer that's right for us."

### COMPLEMENTARY MARKETING EFFORTS

While their products often have a low price point, WebSeal complements many high-dollar items that GCS represents. "They leverage their relationships with customers to educate about WebSeal products. GCS opens the doors to opportunities we would not otherwise have."

"GCS doesn't waste time chasing opportunities that have a low probability of coming to fruition. They know how to hone in on the customers that are right for us "

**John Hurley**  
President, Web Seal Inc.

### CUSTOMER PROFILE

WebSeal is a full-service fabricator of die-cut parts and a distributor of industrial sealing components. An ISO 9001:2000 company, WebSeal has been providing solutions for nearly 50 years.

- O-Rings
- Die Cuts & Gaskets
- Dynamic Seals
- Engineering / Design Assistance

Full range of more diecut parts and industrial sealing components.





## WIDE NETWORK OF FACTORIES = TIME SAVINGS AND THE RIGHT MANUFACTURER

For Wika Instruments, working with Garnett Components Sales (GCS) is a time-saver. The agency “quickly pinpoints the right factories and ensures everything runs smoothly,” says Kevin French, Director of Procurement, of Wika Instruments.

### HONING IN ON QUALIFIED FACTORIES

French says, “GCS connects us with the right principals for the components we need.”

“There are times when we don’t know all the factories out there, or which of them might be right for our new product. Having GCS and their wide network of factories is extremely beneficial. They get to know our products and they find the factories that are right for us.”

### CONTINUOUS COMMUNICATION

When an issue does arise with a factory, every minute spent dealing with it is a minute spent away from a supplier’s core competency. GCS represents Wika’s needs, freeing Wika to focus on revenue- generating activities. “GCS goes to the supplier with a strong voice, get to the right contact and gets the attention we need.”

But it’s not just about dealing with issues that makes GCS and Wika a good partnership.

### IT’S ALL IN THE TIMING

GCS, French says, is there when Wika needs them. “Their timing is very good. Things move faster working with GCS. They are always ready to promptly find the right manufacturer, which drives the close more quickly.”

“Having GCS and their wide network of factories is extremely beneficial. They find the ones that are right for us.”

**Kevin French**  
Director of Procurement, Wika Instruments

### CUSTOMER PROFILE

WIKA is the leading instrumentation company, manufacturing gauges and sensors to measure pressure, temperature, and fluid levels.

### PRODUCT SAMPLING

- Pressure Gauges
- Mechanical Temperature
- Pressure Transmitters
- Thermowells
- Pressure Meters
- Level Measurement
- Pressure Switches
- Diaphragm Seals
- Electrical Temperature
- Calibration Test

### FULL RANGE OF ADDITIONAL MEASURING DEVICES AND OEM PRODUCTS

