

The Tiger Roar

Volume II, Issue II

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Inside this Issue:

The International Builders Show 2010.....	1
Vendor of the Year.....	2
Innovation Leader of the Year.....	2
International Success.....	2
Fasco Agreement.....	3
New Employees.....	3
Facebook Contest.....	4
Tiger Claw Christmas Party 2009.....	4

facebook

Calling all creative writers, humorists, and closet marketing people in the building industry.

Tiger Claw wants to hear your best suggestions for a new t-shirt slogan.

Prizes for everyone including a **\$100.00** Grand Prize Winner!

Details on Page 4

Tiger Claw®
Hidden Deck Fasteners

International Builders Show 2010

By: John Balzano

2010 MARKED THE 9th consecutive year that Tiger Claw Inc. has exhibited at the International Builders Show, held this year at the Las Vegas Convention Center in Las Vegas, NV.

The International Builders Show (aka IBS) is the largest industry trade show in the nation with over 1,000 exhibitors and 500,000 sq. ft. of exhibits. It is a great opportunity to network with manufacturers, distributors, retailers, and contractors.

Tiger Claw began participating in the IBS in 2002 with a simple 100 sq. ft. exhibit space and 3 booth personnel (Tiger Claw owners David Hartmann, Don Martel and Dave Martel). Since then Tiger Claw as a whole has not only grown in size, but booth size as well. We now occupy a 600 sq. ft. space and staff it with approximately 15 Tiger Claw employees.

Tiger Claw employees are flown in from all over the country for the 4 days of show set up. Every year during set up Tiger Claw builds a deck to cover the entire booth space. As a result, more often than not Tiger Claw employees are the first to arrive and the last to leave the Convention Center. The hard work pays off as Tiger Claw is often complimented for their hard working, and friendly associates.



IBS Booth 2009

aspect of the show, while Don's preassem-



Using small decks to demo different fasteners, Tiger Claw created a "cocktail napkin" tower to showcase the versatility of their fasteners.

bled decks made set-up a breeze.

A thank you also goes out to everyone who stopped by our booth and made this year's event a huge success.



See you all in 2011!

2011 INTERNATIONAL BUILDERS' SHOW®
January 12 - 15 | Orlando

Lumbermen's Inc. Innovation Leader of the Year: Jon Gardner

By: John Balzano

IN 2010 LUMBERMEN'S Inc. awarded Tiger Claw's Jon Gardner the 2010 Innovation Leader Award for his design of the Tiger Claw Installation Gun. The award was proudly presented to Jon during the 2010 International Builders Show in Las Vegas. The award recognizes Jon and Tiger Claw for their hard work in developing the new pneumatic installation tool.

Now, thanks to Jon's continuous hard work, the installation gun is compatible with three fasteners instead of just two, Tiger Claw's TC-G (TC-150), TimberTech's CONCEALoc, and the Trex HideAway.



Great Job Jon!

Lumbermen's Inc. Vendor of the Year: Mark Aromi

By: John Balzano

TIGER CLAW IS proud to announce that it's own Mark Aromi was awarded the Vendor of the Year Award for multiple Lumbermen's Inc. locations.

Founded in 1955, Lumbermen's Inc. is a 100% employee owned company. Located in Grand Rapids, Michigan, Lumberman's has grown into a network of 10 warehouses to service their customers. They service residential, commercial, industrial/OEM, kitchen and bath, and entry door market places.



Congratulations Mark!

What Does it Take to Become an International Success?

By: Vadim Sherman



ALMOST 3 YEARS ago Tiger Claw teamed up with Anafim, an Israeli construction company to distribute Tiger Claw fasteners to Israel.

Over the years this company has seen tremendous growth (over 400%) and success selling Tiger Claw hidden deck fasteners, with the TC-G (TC-150) and the new Installation Gun being the most popular.

Becoming this successful cannot be easy so let's hear a little more about Anafim from its owner, Vadim Sherman (pictured above) and what he attributes their success to:

Hello,

My name is Vadim Sherman. I am 32 years old and I live in Israel. I own a construction company called "Anafim" (Branches in Hebrew).

About 2.5 years ago, while building a deck project with my partner, we began to feel that deck screws bring a lot of trouble. They are not easy to work with, and they also damage the appearance of the deck. It's actually bad for everyone. We started to wonder whether there is an alternative way of building a deck.

A few days later my research brought me to the Tiger Claw Inc. website that deals with hidden deck fasteners. It seemed to be a very friendly and very serious company, so I sent an email, asking for some more information. Mr. Greg Hartmann, the company's sales manager, answered all my questions with a lot of patience and also sent me some samples to examine.

I don't know why – but I felt that this is a right thing for me, right thing for all deck industry and even a mission and purpose to change the concept of deck building – it felt true and right! I asked Greg to give me exclusive rights for distributing fasteners in Israel – and he said yes.

The first year was very hard for me because the market was difficult. Contractors and lumberyards were suspicious and indecisive. I was struggling to sell fasteners with many disappointments and a lot of frustration along the way. Neverthe-

less, my belief in this product and in myself kept me going, and though I felt the pressure, I remained happy and positive in my attempt to bring something good.

During the last 2 years my partner and I increased the sales of fasteners at least by 400%, and we're expecting at least the same growth in the present year! Tiger Claw fasteners are considered to be the most selling and the top quality fastener in Israel today. I hope it will continue to be this way!

Today, with a new Pneumatic Gun, it's so much easier to explain the benefits of Tiger Claw fasteners to potential buyers! I receive phone calls almost everyday from new contractors or home owners who are interested in a deck without screws! I have a very close relationship with a lot of contractors and lumberyards. I meet most of them on their first projects, I give them instructions, I help them to make a few deck rows - and they love it! It's exciting, it's great and I am beginning to feel that maybe it's not just a good product helping people to make their life easier.

A few days ago Mr. Greg Lane from Tiger Claw asked me "What's your secret?". I told him that I don't know. I guess my enthusiasm, my belief in the product and the joy I get from sharing something good - makes it so successful.

Sincerely yours,
Vadim Sherman

ATTN: Contractors

FREE Tiger Claw Installation Gun, sample product, and more to all qualified contractors.

Limited Time Only

Take advantage of this great offer while its here!

Call your Tiger Claw Representative or call our office today at: **1-800-92-TIGER**



Welcome to Tiger Claw!

Robert Rodriguez

ORIGINALLY FROM LOS Angeles, CA, Robert now lives in Sacramento, CA with his newly wed wife and 4 children.



In the mid 90's Robert attended Utah Valley State College and went on to work for Meek's Lumber. While at Meek's he worked his way up from sales rep. to sales manager and finally branch manager. From there he went on to work

work for Orepac Building Products as a Deck Specialist until he came to settle here at Tiger Claw.

When he is not working Robert enjoys playing golf and refereeing high school basketball games. Robert is also an umpire for college baseball and will from time to time fill in as a Minor League baseball umpire.

Skip Campbell

OVER THE PAST 30 years, Skip has gained great sales and marketing experience working with various channels of retail and two step distribution, including the "big box retailers" such as Home Depot and Lowes.



Skip has also helped companies develop and execute positive sales strategies that drive sales.

His experience includes working with different sales and management team members to provide expertise in sales leadership and motivation. That leadership and motivation drove new sales and introducing new successful product launches that change industry direction.

He has been working with Home Depot and Lowes his entire career.

Greg Jones

Greg is a new account manager for Orgill Wholesale Distribution and Retail. Greg works out of Atlanta, GA and started with Tiger Claw in December of 2009.

Fasco America®/Beck Fastener Group™ adds Exclusive Hidden SCRAIL® System

By Brent Fournier

AS OF JANUARY 22, 2010, Fasco America®/Beck Fastener Group has added a hidden fastener program to their product line of pneumatic nails and screws. Beginning in March 2010, this product line will feature the InvisiDeck™ Hidden SCRAIL® System for grooved boards with a 5/32" (3.9 mm) groove. The Hidden SCRAIL® System creates a deck surface with a blemish free appearance free of nails and other fasteners.

Fasco America®/Beck Fastener Group is partnering with Tiger Claw – a pioneer in the hidden fastener industry – to manufacture one style of hidden clips that are designed to be used exclusively with the SCRAIL® System. The InvisiDeck™ Hidden SCRAIL® System – available in 500-square foot coverage option – is for use between deck boards. The clips are constructed of stainless steel for superior durability and feature a black finish.

Fasco America™/Beck Fastener Group have signed an exclusive multi-year agreement with Tiger Claw for manufacturing its Hidden SCRAIL® System. This opportunity has allowed Tiger Claw to partner with two organizations which service a different market segment. Fasco America distributes product within the STAFDA (The Specialty Tool & Fasteners Distributors Association) market. Beck Fastener Group is the parent company for Fasco America and is located in Austria. Beck Fastener Group will assist in the growth of Tiger Claw's exporting into the European market. This is an untapped and exciting market for Tiger Claw. Tiger Claw is looking forward to supporting the growth this new market will offer.

2009 Tiger Claw Company Christmas Party

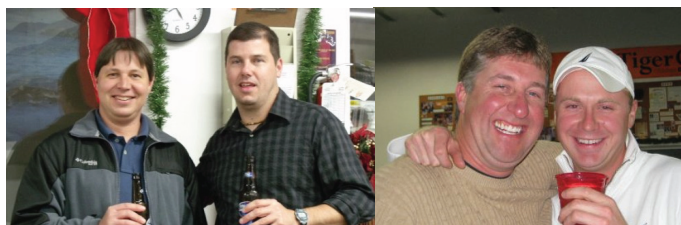
By: Elisa Hadzega



ON DECEMBER 9, 2009 everyone here at Tiger Claw celebrated the holidays with our annual Christmas Party! Customers, suppliers, investors, friends, and family came from all around to help celebrate the end of one year and the start of a new one. The day began out as a snowy December day and by mid-day the snow had stopped and the party went on as planned!

As always, our storyboards were a huge hit! Each storyboard is made monthly to show what we have accomplished and achieved throughout the year.

Overall, the party was a success. A great time was had by all as we shared some laughs and celebrated the Christmas season!



Tiger Claw Needs You! (on Facebook)

If you followed Tiger Claw in the past, you know that we've had some crazy tag lines! If you've met us at a tradeshow, you KNOW we like to have fun.

Tiger Claw wants to hear your best suggestions for a new t-shirt slogan or design!

Simply post your idea(s) on our Facebook page and we'll send you a **FREE** Tiger Claw shirt. Our panel of world-renowned Facebook experts (just kidding – we don't have any) will pick a favorite slogan or design and send the creator \$100, plus the t-shirt with new slogan.

Submission deadline is March 31, 2010.

Look for us on Facebook -- Key word: Tiger Claw

www.facebook.com/tiger.claw1

