

## Ryobi® Brand Shifts to Techtronic Industries

(HONG KONG, January 16, 2004) – Techtronic Industries Co. Ltd. (TTI) today announced that it has acquired the full license for the Ryobi brand for outdoor product equipment in North America. Previously, the license of the brand was split between MTD Products Inc. for outdoor products and TTI for power tools. In today's agreement with MTD, TTI is now the sole holder of the Ryobi brand for both outdoor power equipment and power tools in North America, subject to a transitional period for the 2004 selling season that permits MTD to manufacture and distribute Ryobi branded products.

“Adding the Ryobi brand to our outdoor products in North America was vital to completing our overall branding strategy in power equipment. Combining the Ryobi brand under one company, we will be able to maximize the potential and synergies of this powerful Ryobi brand. With Ryobi and our highly recognized Home-lite brand, we will be able to offer a wider variety of products to a much broader customer base.” said Horst Pudwill, Chairman and CEO of TTI.

“We are very excited about this new development as it speeds up TTI's expansion in the outdoor product business and strengthens our foothold in the market, while also enhancing our brand portfolio,” added Pudwill.



## Committing Commerce

If you've been following along through the last five steps, you now know the total expenses for your service department. The next step is to determine the total amount of billable hours.

### Factor 6) Identify the Total Amount of Billable Hours

Customer billing efficiency is the percentage of the total time the technician is paid that is actually billed to the customer. For example, the technician may work 40 hours in a week, but only 20 hours of that time is billable to customers. His billing efficiency rating is 50% (20 divided by 40).

By most industry standards, it's assumed that each of your technicians must have a customer billing efficiency rating of at least 50% for your service department to break even.

### Let's look at an example:

We'll use the following to perform our calculation:

- The standard 50% efficiency rating
- There are three technicians in our service shop
- The total number of working hours for a technician in one year is 2080

$2080$  (total working hours)  $\times$   $.50$  (efficiency rate) = 1040 billable hours per technician

$1040$  (billable hours)  $\times$   $3$  (technicians) = 3120 total billable hours

## We Postponed the Inevitable as Long as Possible

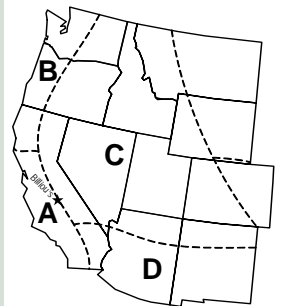
For three years we've held our well-received Flat Rate Shipping Program for normal orders to the same price level. Our staff's been very good at negotiating agreements with common carriers, and we've been able to absorb small increases without passing them along. However, with the new rates announced by UPS and FedEx, we can do this no longer and so must reluctantly increase our flat rate to \$7.50 per order starting February 1, 2004. A letter will be arriving to you shortly explaining full details of the complete program.

Positives associated with the flat rate program include:

- Knowing in advance how much to charge your customer
- Increasing your customer's satisfaction with special orders
- Saving money on shipping costs when placing larger orders
- Greater flexibility for ordering with no minimums
- Prepaid weekly backorder shipments or free inclusion on regular shipments, saving you additional money

Volume 17, Issue 2  
February, 2004

## Billiou's Marketplace Weather Forecast



**Region A (California):**  
Avg. Temp: 54.5° (4° > avg.)  
Precipitation: 4.5" (1.5" > avg.)  
Feb 1-5 Thunderstorms  
Feb 6-8 Partly sunny, seasonable  
Feb 9-12 Heavy T-storms  
Feb 13-16 Showers  
Feb 17-29 Sunny, turning warm

**Region B (Pacific NW):**  
Avg. Temp: 44° (avg.)  
Precipitation: 4.5" (avg.)  
Feb 1-4 Cold, rain and snow  
Feb 5-9 Some sunshine, then rain and snow  
Feb 10-22 Mostly cloudy, light rain  
Feb 23-29 Clouds and sun, sprinkles

**Region C (Rocky Mtns):**  
Avg. Temp: 34° (5° < avg.)  
Precipitation: 1" (0.5" > avg.)  
Feb 1-8 Cold, snow  
Feb 9-15 Mild, showers  
Feb 16-20 Snow showers  
Feb 21-29 Sunny, mild, then colder

**Region D (SW Desert):**  
Avg. Temp: 53° (1° > avg.)  
Precipitation: 0.4" (0.2" < avg.)  
Feb 1-3 Showers  
Feb 4-8 Sunny, then showers  
Feb 9-13 Mostly cloudy, mild  
Feb 14-24 Showers, then sunny  
Feb 25-29 Turning colder, mountain snow

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# Chemical Rebuild™

New Life for Older Engines

**Over 40%  
Gross Profit  
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Introducing Interlube's newest product- Chemical Rebuild  
Chemical Rebuild provides new life for Older engines.

Chemical Rebuild is an easy-to-use product with exclusive proprietary additives specifically formulated to:

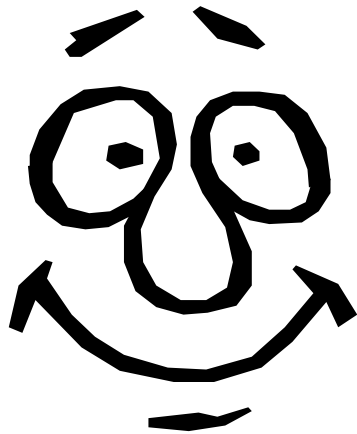
- Clean the fuel system of gums and deposits
- Reduce friction and wear (it can actually reverse some engine wear)
- Clean sludge and carbon deposits from internal engine parts

Regular Dealer Price is \$143.64	
<u>Part Number</u>	<u>Sale Price</u>
50129	\$132.00
<u>Contents:</u>	
6 small (3 test tubes)	and 6 large kits (6 test tubes)
Retail \$14.95	Retail \$24.95



Fax or call your orders in to: Attn: Laura - Sales Department. Sale Ends 2/29/2004.  
For more details on this product, contact your Billiou's Territory Manager.

## Humor Is, As Humor Does



*Special thanks to long-time friend Harold Waters, former owner of Tustin Mower, for sending these great stories to me. Only in California... rg*

Police in Oakland, California spent two hours attempting to subdue a gunman who had barricaded himself inside his home. After firing ten tear gas canisters, officers discovered that the man was standing beside them in the police line, shouting, "Please come out and give yourself up!" ☺

Police in Los Angeles had good luck with a robbery suspect who just couldn't control himself during a line-up. When detectives asked each man in the line-up to repeat the words:

"Give me all your money or I'll shoot," the man shouted, "That's not what I said!" ☺

In Modesto, California, Steven Richard King was arrested for trying to hold up a Bank of America branch without a weapon. King used his thumb and finger to simulate a gun, but unfortunately, he failed to keep his hand in his pocket. ☺

Last summer, down on Lake Isabella, located in the high desert an hour east of Bakersfield, California, some folks, new to boating, were having a problem. No matter how hard they tried, they couldn't get their brand new 22 ft. boat going. It was very sluggish in every maneuver, no matter how much power was applied.

After about an hour of trying to make it go, they putted to a nearby marina, thinking someone there could tell them what was wrong. A thorough top side check revealed everything in perfect working condition. The engine ran fine, the out drive went up and down, and the propeller was the correct size and pitch.

So, one of the marina guys jumped into the water to check underneath. He quickly came up choking on water, he was laughing so hard.

Under the boat, still strapped securely in place, was the boat trailer. ☺



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