



CHANNEL NEWS FROM MEGHAN MURRAY

Dear Distributor:

Happy New Year! Thank you for being a valued partner of Mahr. This is the first newsletter of the year, please be on the lookout for the next letter in April. Your business partnership is very important because it helps ensure we maintain our high standards in both our product quality and customer care. Mahr partners with distribution companies, offering the most comprehensive dimensional metrology solutions for their customers. Collectively, Mahr's technical support team has more than 100 years of metrology knowledge to support both customer and distributor inquiries.

A new year means a variety of new things: be on the lookout for monthly webinars and our all new Marcom Central portal. The updated portal allows you to order marketing literature, including Mahr Spotlights Brochure, as well as many other items. 2017 also brings our new logo, which should be used on your website and all advertising. The Mahr Federal logo has been archived, therefore moving forward, all material should reference the Mahr Exactly or Mahr ellipse logo, depending on how much space is available. Additionally, feel free to contact me if you would like to schedule a demo or training at your site with your District Manager. These tools are here for you to help you become more successful in selling Mahr products.

Looking forward to working together to achieve an excellent 2017!

USEFUL TOOLS AND LINKS

On Demand: https://marcomcentral.app.pti.com/printone/login.aspx?company_id=21708

Spotlights Brochure: <http://www.mahrexactly.com/spotlights>

Catalog: <http://catalogs.mahrexactly.com/app.php?RelId=6.7.0.19.2> (Can be downloaded directly to your desktop)

Download the Mahr Catalog to your cell - Find the app on both the Apple and the Google Play Stores

UPCOMING 2017 TRADESHOWS

Eastec: Tuesday, May 16 – Thursday, May 18
West Springfield, MA (Eastern States Exposition) <http://www.easteconline.com/>

NCSL: Sunday, August 13 – Thursday, August 17
National Harbor, MD (Gaylord Convention Center)
<https://www.ncsl.org/e/WS/FutureDates.aspx>

Westec: Tuesday, September 12 – Thursday, September 14
Los Angeles, CA (Los Angeles Convention Center) <http://www.westeconline.com/>

CMTS: Monday, September 25 – Thursday, September 28
Mississauga, Ontario (International Centre) <http://cmts.ca/>

Gear Expo: Tuesday, October 24 – Thursday, October 26
Columbus, OH (Greater Columbus Convention Center) <http://www.gearexpo.com/>

Quality Show: Tuesday, October 24 – Thursday, October 26
Rosemont, IL (Donald E. Stephens Convention Center) <http://www.qualityshow.com/>

WEBINARS

Please be on the lookout for invitations to our monthly webinar series. Scheduled topics include Microscopes and Air Gaging. Previous topics include:

"Putting Surface Inspection in the Hands of the Machine Tool Operator"
<https://attendee.gotowebinar.com/recording/5055942971247735810>

"MarSurf : New Product Introduction
PS10" <https://attendee.gotowebinar.com/register/854588633722822401>

KNOW-HOW

Gaging Tips: <https://www.mahr.com/en-us/Services/Production-metrology/Know-how/Gaging-Tips/>

Air Gaging: <http://www.mahrexactly.com/AirGaging>

Case Study:
http://www.mahrexactly.com/sites/default/files/mahr_baldor_electric_case_study.pdf

Sincerely yours,

