

*Rely On Quality, Says Montreal-Based Supplier*

## Are Bad Teeth Continually Putting Your Machine Down?

Frustrated about the inconsistent performance of your machine's replacement bucket teeth and the frequency with which they must be changed?

Well, you're not alone, points out one Canadian-based industry supplier.

For years, says MSI, some suppliers of OEM replacement parts for Ground Engaging Tools have sacrificed quality — often through thinner box sections, lower weight, or reduced metal hardness — in order to offer lower prices.

However, a Montreal-based company serving all of North America since 1978, MSI has experienced sales growth by sourcing bucket teeth with significant cost-per-hour improvements to the end-user.

"We found a manufacturer of bucket teeth who is able to meet our high quality standards, and working closely and exclusively through a carefully-selected network of distributors and dealers, we can now offer the best solution for our end-users," says Michael Samoluk, Vice President of MSI. "Over the years, we have built our reputa-

tion on developing excellent working relationships with leading distributors of OEM replacement parts for Ground Engaging Tools, in order to provide them with the parts they need to compete and to satisfy their demanding end-users.

"Other distributors tend to import from suppliers who offer the lowest prices, shifting from one manufacturer to another on a regular basis with an eye only to lowering prices rather than maintaining quality," says Samoluk. "Some manufacturers of patented bucket teeth are now offering a free set of adapters — as an incentive to switch to their line — when you buy two or more sets of their bucket teeth. Typically, these adapters last for as many as 10 sets of teeth before replacement. The adapters might be free, but there are still those several additional sets of teeth to buy.

"Others, including one of the best known industry leaders, has seemingly abandoned its commitment to providing nothing but top-quality teeth, and has changed direction by now offering a new line

of teeth, not of their own manufacture, with claims to lower cost."

According to Samoluk, "the end-user is the beneficiary of the relationship MSI enjoys with its' sales

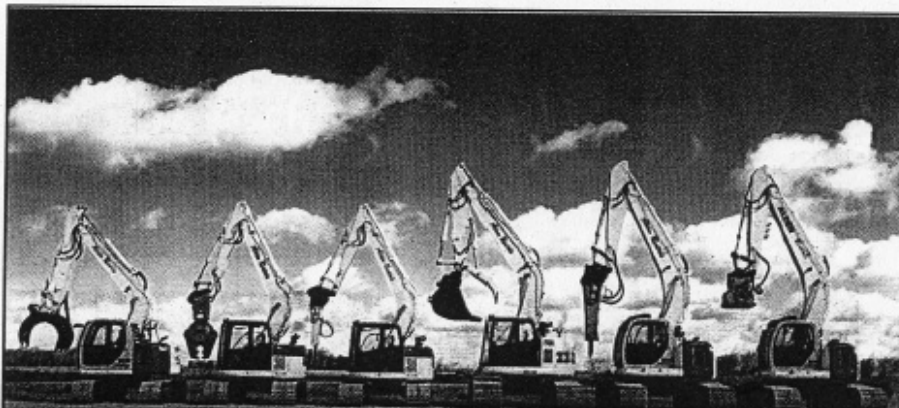
channel of dealers — dealers who are treated well by MSI.

"Unlike other manufacturers who often have more than one dealer in a region, or who may even

try to compete directly with their dealers, MSI ensures its dealers are treated well and with the respect deserving of good industry partners."

To learn more about

MSI's line of bucket teeth, or to find other replacement parts, find dealers nearest you or qualify as a dealer yourself, visit the company Website at [www.msi.ca](http://www.msi.ca).



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