

"Eurotech's Technology Works; our Machines do Run Faster & Sleep Less than the Competition!"

-RON GRONBACK, OWNER OF PDQ INC.



"The Comfort Zone Results in a Loss of Profits; To Win We Invest in the Best Technology Available"

Ron Gronback, Owner of PDQ Corp. explains his business philosophy, "Companies looking to grow profit must embrace new technology, not shy away from it. Even if it means upsetting the traditional procedures you've run for years. In the machine tool industry this is no different; new technology and speed are King!"

We've all seen the incredibly fast adoption of smartphones and improved internet connectivity around the world. It has changed the way we do business. Ron credits his success to his interaction with technology and investment into the best technology on the market every year.

PDQ doesn't let technology pass them up. Ron has found that the best strategic decision for his company is to invest every year in the newest technology coupled with education.



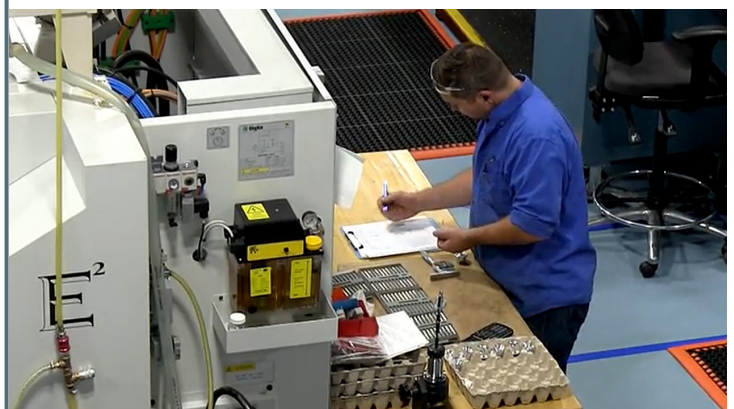
"There's a lot of material on "justifying" your capital equipment purchases. It's a no brainer to me. The more advanced the technology, the greater my ROI."

While there are a lot of reasons companies upgrade their CNC equipment, Ron only has ONE BIG reason, i.e.,

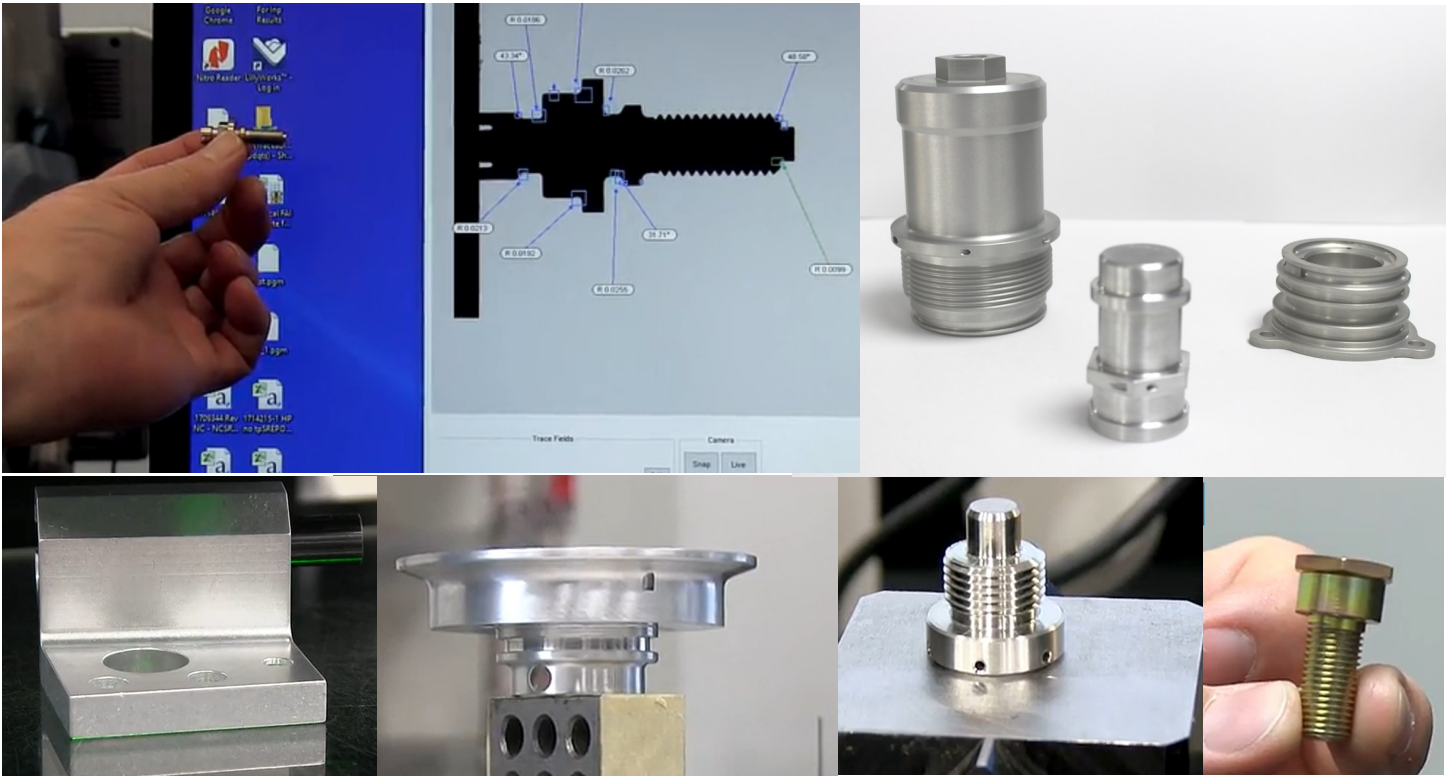
you have to be first to win.

Ron explains, "In business, second place is the worst place to be; you don't get the order and you've spent a lot of time trying to. Therefore, you need to have the best throughput to take first place and ultimately win the business and improve profits. I'll give you an example."

"Recently, I traded in a Eurotech 735 SLY multi-axis that was about two years old for a newer model, the B620 SLY; it was the same configuration but with newer technology. Our throughput increased by 43%!"



Trading in the 2016 Eurotech 735SLY to the new Eurotech 620SLY gave PDQ a throughput increase of 43%



Ron doesn't wait for a new job or large contract to invest in new equipment. He invests every year to stay ahead of the competition. It's that simple.

"The logic is simple and easy," said Ron. "With a Eurotech, you get a lot more machine for a little more per hour — about 3 million more net profit over a ten year period!"

FOR EXAMPLE: Let's say you're looking to invest in a Eurotech. The initial investment is \$40,000 more. The costs for the first five years are only about two dollars more per hour but the return is over \$15 per hour. That's an increase in pure net profit of \$13 an hour.

THE BREAKDOWN

- ➔ Initial Investment = \$40,000 more
- ➔ Running 2 shifts / 5 days a week over 5 years
- ➔ Total Hours = 20,800
- ➔ First 5 Years Eurotech Costs \$2 more per hour
- ➔ Take the price different example illustrated and divide by the total hours.
- ➔ $\$40,000 \div 20,800 = \1.92 hour

CONCLUSION

For the first 5 years, you're netting over \$13 an hour more; and after 5 years, you're netting over \$15 an hour more, i.e., Eurotech increases profits by \$270,400 a year and over 10 years by \$2,912,000.

"Even if you're on the right track, you'll get run over if you just sit there."
—Will Rogers

This quote perfectly captures Ron's business philosophy.

"You can't just sit there in your comfort zone. To continue to be successful you have to constantly improve by taking action. New technology keeps us ahead of the competition, which is the key to continued profitability."

"We choose Eurotech — 'the proof is in the pudding', i.e., technology. You can buy a 20 year old Eurotech and it's faster than the newest competitors machines; plus Eurotech delivers life-time free training and online phone support which is essential to utilizing the technology."



PHOTO OF A EUROTECH FREE PROGRAMMING CLASS