



# Sharpe Points

SHARPE MIXERS NEWSLETTER, JANUARY 2012

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## 2011 was great — bring on 2012!

BY DON GEYER  
CUSTOMER SERVICE MANAGER

We at [Sharpe Mixers](#) would like to shout out a Happy New Year wish to all! We hope the holidays found you well and that you got to spend them with family and loved ones.

Sharpe Mixers recently celebrated our successes in 2011 at our annual Christmas party, and we realized just how much we had to celebrate.

It was a very successful year for Sharpe Mixers. We expanded into many new markets, both domestic and international, creating business opportunities in some exciting new industries. China continues to be a strong market for us, as do Europe and South America.

2011 also saw us introduce several new products to our mixer and mixer accessory lines, including our M5 Quick Clamp, [remote tachometer displays](#), all-stainless shaft bearings for our [all-stainless portable mixer drives](#), and much more.

We also went live with our new [Web store](#)! Now you can purchase parts for your portable mixers online any time, day or night. You can visit our Web store at [www.sharpemixersstore.com](http://www.sharpemixersstore.com). We will be expanding the store's offerings in the coming year, so check back.



At Sharpe Mixers, we are always searching for better ways to serve you, our customers. In 2011, we made many changes to improve mixer and parts deliveries. This included expansion of our stocked inventory items, as well the pre-manufacture of such components as impellers and mixer shafts. This improves the ship time to you.

There were many behind-the-scenes improvements as well, such as the expansion of our new ERP system, which puts more information at our fingertips, enabling us to provide you with faster answers.

Sharpe Mixers has always taken a great interest in family. In fact, Sharpe Mixers really is one big family, with employees supporting and encouraging one another and taking interest in each other's personal activities and achievements away from work. 2011 gave us much to smile about!

We at Sharpe Mixers look forward to a successful 2012. We have big goals and ideas for the new year, and we're excited as we get moving on them.

We wish the best for you in 2012 as well, and look forward to continuing to offer solutions for your mixing needs.



### Sharpe Mixers offers new sealed stainless bearings

BY DON GEYER  
CUSTOMER SERVICE MANAGER

We are excited to offer the option of an [all-stainless sealed bearing](#) for our [all-stainless portable mixer drives](#). These bearings are corrosion-resistant and won't rust, giving you the utmost confidence in the integrity of your product. They're available as an option with newly purchased mixers or as an upgrade to your existing mixer, and they come in all standard portable shaft diameters.

Are you ready for an upgrade? [Order yours today!](#)

Learn more at [www.sharpemixers.com](http://www.sharpemixers.com) and [www.sharpemixers.blogspot.com](http://www.sharpemixers.blogspot.com)

## Sharpe draws attention at Process Expo

*It was trade show's first time as a stand-alone exposition*

BY FRED DeCICCO  
NORTH AMERICA SALES MANAGER

[Sharpe Mixers](#) exhibited at the [Process Expo](#) in Chicago in November.

Process Expo was a stand-alone exposition for the first time; it had been part of Pak Expo in the past. The new format brought a more focused audience to the show. People interested in food and beverage processing equipment, not packaging equipment, made up most of the attendees this year.

Our exhibit drew many food processors, especially meat packers looking for brine mixers. Our [all-stainless-steel portable mixer](#) is a favorite in this industry. Sharpe Mixers was the only agitator supplier at Process Expo. Other mixer companies attended, such as those offering specialty and high-shear mixers, but none of our common competitors were there.

Sharpe Mixers participated in the educational part of the exhibition. Two technical sessions were presented, detailing the sanitary design features we use to ensure our equipment conforms to USDA, 3A and FDA standards and guidelines. Much of the focus was on our all-stainless-steel portable mixers.

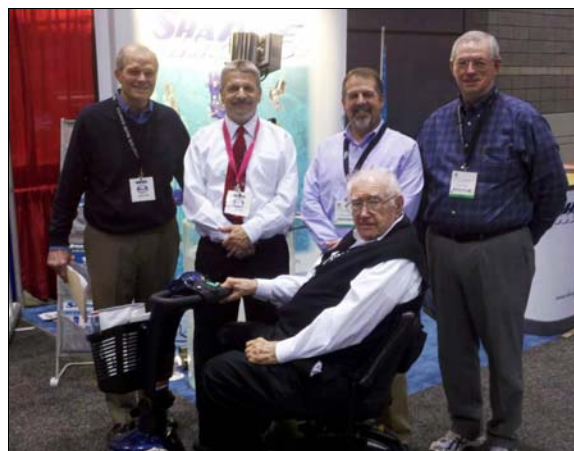
One of the seminars was presented in Spanish by Laurie Thayer, our in-house linguist and purchasing manager, to a Latin American audience. It was organized by FISA (Food Industry Suppliers Association) under their "Seminario de Innovaciones" program.

Kyle Sides, our director of sales, presented the same seminar to a large group of English-speaking participants.

The food and beverage industry continues to be a growing part of our business, as more and more plants look to upgrade the quality of their mixing equipment. Sharpe Mixers' product development, catering to the sanitary industries, has made a very good impression on the marketplace. Show attendees who stopped by our exhibit recognized the advantage of our product fea-



Top: Applications Engineer Kyle Sides and Executive Assistant Ashton Crossley at Sharpe Mixers' exhibit.



Left: Sharpe Mixers North America Sales Manager Fred DeCicco is joined by F & H Food Co. representatives. Standing, from left: Bob Winkler, Fred DeCicco, Greg Parker, Ed Donnell. Seated: Wilbur Feagan.

tures, making statements like "This is what we need" and "This is the mixer I was telling you about."

The show was also a good opportunity to visit with our local sales representatives at Anderson Pumps & Process. Some of our other sales reps visited us, including folks from F & H Food Equipment, KGO Group, Inox Pumps & Process, and York Fluid Controls.

The process-industry show is in tran-

sition. Attendance at this year's Process Expo was good, not terrific. Attendance at most shows has dropped due to both the Internet and the economic downturn. Going to a two-year cycle will help Process Expo maintain a better-than-average interest level.

Sharpe Mixers will continue to support the food and beverage industry by exhibiting at Process Expo in October 2013.