

theFIXX

Quarterly News, To Keep You AFIXXed...



Year in Review

2017 was another successful year for AFIXX Alliance. We saw our sales grow for a third consecutive year, and 2018 is off to a great start.

Continued development of new business relationships and maintaining quality customer service were the focus of 2017. We, of course, will build upon that again, but new web technologies and new products will highlight 2018.

Look for our AFIXX PIXX, an interactive survey every week on our Twitter feed.

Crossroad Distributor Source continues to be an invaluable partner to AFIXX. Serving as our Midwest Branch and warehouse, their efforts to promote and familiarize customers with our products and story, have been a huge boost to our bottom line.

Thanks again to our Sales Representatives across the Country; Trainor Associates, All-American Systems, Capital Marketing, L.A. Nudi & Associates, Omni Sales, Wing-Hamlin, Pinkerton Sales, Pro West Marketing, and the whole sales staff at PWS.

AFIXX had a booth at the Fastener Show in Las Vegas for the fourth straight year. We had a make your own juice and spirit bar as part of our Night Club, The FIXX. "Your way is our way" was the theme, and visitors were able to combine fruits, juices and spirits to make drinks "their" way.

Once again, a huge thank you to all our customers, vendors and partners who continue to believe in and support AFIXX. Here's to a successful 2018.

V.P./General Manager,



Bob's Bullpen

As Bob enters year 90, he is still as feisty as ever. He still enjoys coming into the office once or twice a week, and was recently asked his thoughts on business relationships in 2018. Not surprisingly, he still answered that a handshake and a round of golf is the best way to get and keep business. He believes his word is as good as any contract, and feels he can trust his clients in that same way. Call on accounts, take them to lunch, listen to their needs, talk about the families and thank them for their continued business. Pretty simple and yet, what worked 30 or 40 years ago, still holds true today. Treat your customers like gold and follow through on your promises. Oh yeah, and if they are Cubs Fans, it's a huge bonus!

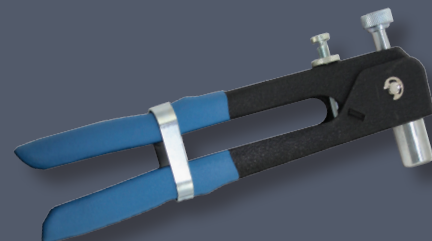
- Go Cubs!



Featured Product

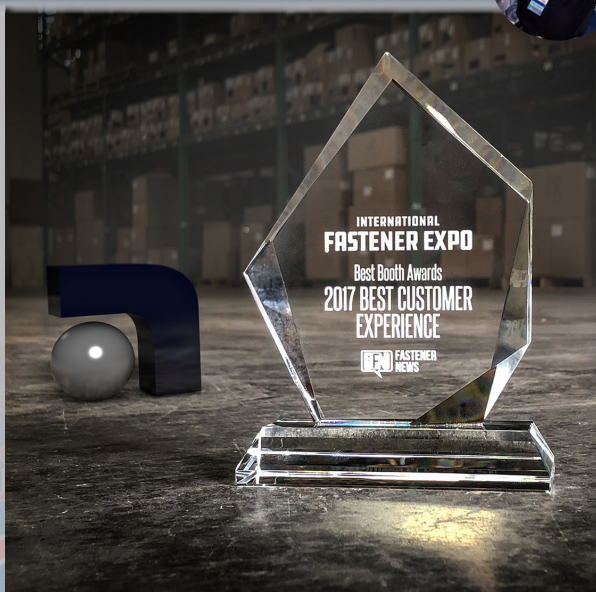
Our most popular rivet nut hand tool is back as our featured product. Our AFX-944 comes with set-ups for 6-32 thru 3/8-16, and has had rave reviews from our customers. Also comes as a 944M with metric set-ups from M3-M8.

Order now!



AFIXX will be introducing several new product lines in 2018.

Stay tuned for details!



Thank you to the Fastener News for naming the AFIXX Alliance Booth as the Award Winner of the Best Customer Experience for the 2017 International Fastener Expo. We are extremely proud of this honor, and look forward to the challenge of a repeat in 2018.