

# theFIXX

Quarterly News, To Keep You AFIXXed...



## What's New

After a strong 1st half of the year, AFIXX is ready to head into summer with all systems on full go. We have completed our web conversion to a new INxSQL platform and updated afixx.com to give an even easier and enjoyable customer experience. This quarter marks the rollout of three new products that AFIXX has added to its product line to keep broadening its customer outreach. In July we will be adding Powercoil®, August will see the addition of Loksert® and September will feature e-zsert®. Look for our announcements on social media regarding our “bringing in the reinforcements” campaign. AFIXX is preparing once more for a big presence at the 2018 International Fastener Expo. Look for us at Booth 2823 and

take part in the Crossfixx SLAM, as we try for our second consecutive Best Customer Experience Award. Make sure to continue to follow The AFIXXers on Twitter! Congratulations to AFIXX Marketing Manager and Social Media Guru, Matt Angel, on his 5th Anniversary with the company.

Thanks again for all the support.



## Bob's Bullpen

As Bob approaches Ninety this September, it's amazing to look back and see how the world has changed since 1928. Here's a list what was going on in the world the year Bob was born:

- Herbert Hoover elected as 31st President of United States
- Mickey Mouse makes first appearance in Steamboat Willie
- 2nd Winter Olympics held in St. Moritz, Switzerland
- Scotch Tape first marketed by 3-M Company
- Ty Cobb gets his 4,191th & final career hit
- First use of the Iron Lung
- Boston Garden opens
- Notre Dame loses first home football game since 1905
- Dow Jones finishes the year at a record 300 and of course it had been 20 years since the Cubs won the World Series....only 88 more years to wait for the next one!

- Go Cubs!



**The AFIXXers** Bridging the Generation Gap

Ready for the meeting? Yep!

You're not in business professional attire... It's a GoTo Meeting...

Hey Kelly, What's with the pile of papers? Hi Dad, Just going over this new contract. I remember when a contract was as simple as a handshake. Must have been nice...

Hey Joey, can you help me with these heavy AFIXX catalogs? Sure! No problem. Cause then I wont get my daily workout in... Why dont people just download the catalogs online?

## Featured Product

AFIXX is proud of three additions to its growing product offerings.

**Powercoil®** - Threaded inserts and repair kits used to repair or replace damaged threads

**Loksert®** - Solid keylocking inserts used to repair damaged or worn out threads. Resistant to rotation due to vibration or torsion.

**e-zsert®** - Strong threads in metal made easy! Immediately upon installation, microencapsulated adhesive begins to set and the newly installed inserts are fastener-ready in 3-5 minutes. The adhesive seals against liquids and gases to 6,000 psi when fully cured (72 hours).

