



East Coast : New York

West Coast: California

1-800-998-6111

www.spiralsystems.com

Available for Immediate Release

Date: December 1, 2002

Re: What makes our spirals a better buy...

We would like to invite all new perspective customers who are interested in learning more about spirals, to come and see our systems in operation. We have spiral systems in many applications for cooling, freezing, proofing systems and would like to show you why they run better, are better serviced, and better priced.

From 1967, when the first spiral was created, we were working on becoming experts in the following areas:

Application Experience: Our application experience started in 1976. While working for other spiral manufacturers, we have developed our own unmatched solution approach to applications. Today we have the oldest and wisest people in the industry.

Spiral Design: Our spiral systems are currently being used in the most demanding of all applications, both in high speeds and high loadings. As the original holder of the patented vertical drive cage bar design, we are pleased to see our competitors use this in their systems to lower belt tensions. Our newer exclusive designs go even further to increase belt life, reduce maintenance, and increase your bottom line performance.

Innovations: We are the only company to offer new innovations to help increase your company's performance. With the highest degree of commitment, these innovations were created to help you get more out of your spiral. Call us for examples.

Pricing: Not many suppliers want to talk about pricing, but for every spiral user, price is a very important issue. When you have the best pricing available, you don't mind talking about it. A recent example of a project for a large capacity freezer of food products, had the following pricing attached to it. Pricings from 5 suppliers for a spiral system with the same features, were as follows: From highest to lowest:

\$1,900,000
\$1,530,000
\$1,395,000
\$1,345,000
\$1,295,000

We had the lowest price, met all the specs, but still lost the order. The customer wanted a quicker delivery time than we could provide (we still cannot meet an 8 week delivery time on a large capacity freezer, but we are working on it).

A recent ambient pie cooler project of ours requiring 900 ft of 32" wide belt sold for \$92,000. Our closest competitor was \$115,000 (and they did not include startup assistance).

Frame Construction: Our frame construction is the heaviest in the industry, modular and easily installed. Typical installation time of a basic spiral is 4 days.

When you need the best for less, contact us at 800-998-6111