



THE METAL CASTING MARKETPLACE OF THE FUTURE

NETCASTER

Volume 1, Issue 1, 2001

buyCASTINGS.com - Inaugural Newsletter

Digest



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buyCASTINGS.com **Celebrated its 2nd Anniversary in July, 2001**



The Concept

buyCASTINGS is an independent collaborative hub and exchange focused on the metal casting industry, its buyers and suppliers. Created to provide a collaborative environment where everyone wins and shares in the efficiencies of the Internet.

ENTER **Buyers/Designers** of metal castings

buyCASTINGS cuts cost and adds value

- Request multiple quotes from pre-qualified foundries
- Buyers can place orders and use the secure concurrent engineering site at no cost
- Realize cost savings by transforming fabrications to lower cost castings
- Download CAD files or drawings to our secure site for review with suppliers online
- Have foundry experts review your request

ENTER **Foundries**

Reduce cost, access new markets

- Access new customers with minimal investment in additional sales and marketing
- Receive requests for quotes on line
- Reduce present sales and marketing cost by efficient use of the internet
- Access online quotes for supplies and services that you use everyday
- Access a secure concurrent engineering site online where buyers, foundries and suppliers can electronically review drawings, files and specifications to engineer a better, more cost effective part

ENTER **Suppliers** to foundries

buyCASTINGS expands markets...

- Provides access to new customers while minimizing your advertising expenses
- Reduces present sales and marketing expense by efficient use of the internet
- Increases exposure to world markets
- Showcase your new products
- Receive requests for quote for your product on line

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"B2B" is all about "P2P"

by Neil Chaudhry, COO/VP buyCASTINGS.com, Inc.

Business-to-business-E-Commerce is really about person-to-person-make-it-happen. Internet is a great tool but it's the people that have to make it work. Too many "procurement hubs" and "E-Commerce" and "B2B/Internet" companies have failed because they were pushing expensive solutions to "automate the world."



There are still other Internet companies trying to "commoditize" the purchase of everything, including castings by doing auctions, reverse auctions and "bulletin-board" types of on-line bidding. We believe those will also fail long-term, because the buyers win and sellers loose in most of these cases.

The approach that buyCASTINGS has taken from day one is to bring buyers to foundries and allow people to work with each other. Buyers get choice, convenience and competitive prices while foundries get new customers and lower marketing and sales costs. buyCASTINGS is now also helping foundries cut costs by bringing them choice of suppliers, multiple quotes, volume discounts and convenient, on-line, low cost web-based means of placing Requests for Quote, Purchase Orders, Shipping and Tracking.

And, it's all about people working together to make it happen. buyCASTINGS is simply there to facilitate the meeting of right buyers with the right foundries and suppliers. We are using the Internet as a tool to cut cost, time and effort for all of our participants.

With over 750 current participants (including over 275 buyers worldwide) and growing rapidly, we must be doing something right.

We welcome your feedback . . . please e-mail nchaudhry@buyCASTINGS.com.

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Interview - With Participating Foundry Manager



1. How has BuyCASTINGS.com added value to your company? Rep's are generally account by account basis and their ability to seek out potential new customers is restricted. BuyCastings has no restrictions. The value they add to a company like SST Castings is phenomenal. The dollars we save in cold calling, travel related expenses and in wasted time pursuing nonlegit RFQ's is 50%-75%.

2. Have you been introduced to and are quoting new customers? If yes about how many? Of the forty or so opportunities I've received since March 2001 we were interested in quoting approximately half. Of these, we are active in about 4-5 with the potential of doing business with them.

3. Why has SST chosen to become involved with buyCASTINGS.com? BuyCastings brings opportunities to the table we might never see using the old system of cold calling, traveling, quoting just to quote, etc. buyCastings has proven themselves by introducing us to companies we never even knew about before.

4. Has buyCASTINGS.com dealt with you in a straight forward and easy manner? BuyCastings has been fair and straightforward with me since I first visited them on March 7, 2001. I feel a great sense of trust with Bob Dzugan and Neil Chaudhry, and buyCASTINGS staff.

5. Describe how difficult or easy the system is to use and receive quotes? It's a no brainer! Here's how it works: 1. Arrive at your desk. 2. Access your e-mail. 3. Review the RFQ's sent from buyCastings.com. 4. Contact the customer and you're off!

6. How does the transaction fee (commission) compare to other reps you may use. Compared to a rep agency at 5%, the transaction fee of buyCastings is more affordable plus, it's only for a period of 3 years. Rep agency's commission is paid for the life of the business.

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Interview, Cont.

7. Describe the professional relationship you have with the buyCASTINGS.com staff? *The staff I've met at buyCastings are intelligent and very knowledgeable people. They've always responded to my concerns in a helpful and courteous manner. Unless Bob Dzugan or Neil Chaudhry are traveling, I usually get responses within 24 hours and most times even when they are traveling.*

8. Why would your company want to use an internet rep that competes your company with other companies on the same job? *Let's face it, we're in competition with others..... period! buyCastings.com allows you, and your competition, a more level playing field. Everyone gets the same, unbiased information. buyCastings provides an opportunity submitted by a potential customer, not a "here's some prints now go away" style that most salesmen get when they finally get in the door after months of cold calling.*

9. Describe the quality of requests that you have received. Have you received requests that do not match your capabilities? *Approximately 1/2 of the requests we've received didn't fit our criteria. This was more because we had failed to tell buyCastings our criteria. Although we can provide virtually every process and most alloys, we have a minimum dollar volume due to development and engineering related costs.*

10. Overall describe your satisfaction or dissatisfaction with buyCASTINGS.com *Overall, I'm quite satisfied with the interaction I've had with buyCastings.com. I can't think of one thing I dislike.*

11. Based on what you have seen so far, do you expect buyCASTINGS.com to be around for a while. *I'm counting on buyCastings to be around for a long time. Especially since we haven't made any attempts lately to evaluate our sales staff or hire any new sales people.*

12. Any words for your competitors about using buyCASTINGS.com? *Knocking on doors and cold calling will still get you contacts, but it takes more cost and energy than ever. With the advent of voice mail it's difficult to make initial contact with buyers. These buyers today, are searching the web to make their own choices of whom to buy from. It gives them better control of their time and allows them to circumvent sales aggression. Besides, who really wants a "go away" package to quote?*

13. If you had a second chance to register with buyCASTINGS.com would you do it again? *In a heartbeat.*

14. Do you expect buyCASTINGS.com to add to your bottom line? *I expect buyCastings to add 10% to 15% to our bottom line in the coming months.*

Coming Attractions

(Bob Dzugan & Neil Chaudhry, August 2001)

Soon to be released at www.buyCASTINGS.com

Concurrent and Collaborative Engineering Site (CCE)

- View CAD and drawings of requested jobs on line
- Feed back directly on spec details
- Comments kept in file for future use
- Real-time, multiple user sessions to cut costs

Human Resource, Payroll & Benefits Service

Partnership with an Expert Resource to help you:

- Get expert assistance with OSHA compliance, Risk Mgt
- Lower your Medical and Workers Comp Costs
- Outsource non-productive admin functions

SEE US AT THE FOLLOWING TRADE SHOWS

Investment Casting Institute 49th Annual Technical Meeting and Expo

Oct. 7-10, 2001 Orlando, FL Booth 619

North American Die Casting, International Die Casting Congress and Expo

Oct. 29 - Nov. 1, 2001 Cincinnati, Oh Booth 455

2001 Manufacturing Extension Partnership National Conference

Nov. 4-7, 2001 Cincinnati, Oh Booth 34

American Society of Materials

Nov. 6-7, 2001 Cincinnati, Oh Booth TBD

Dayton Industrial Show

Presentation on "E-Commerce Options for Manufacturers"
Nov. 8, 2001 Dayton, OH Convention Ctr

Power-Gen International 2001

Dec. 11-13, 2001 Las Vegas, NV Convention Ctr



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E-Marketing Opportunities

(Reference: MIT Sloan Management Review, Winter 2001)

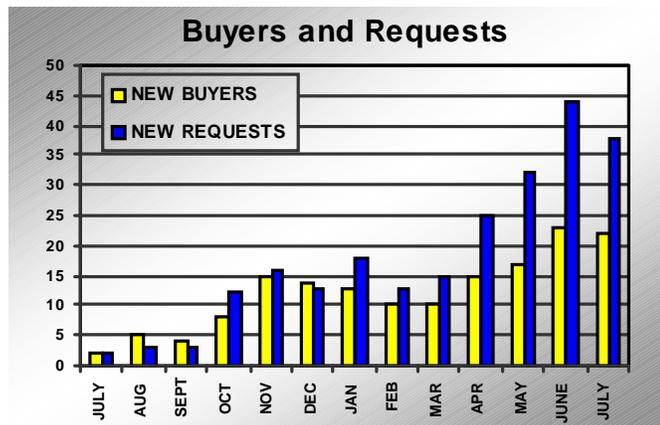
E-marketing strategy leverages new technology to find more-effective ways of selling a business's product to existing or new customers. There are three broad categories of e-marketing:

- Enhancing the selling process
- Enhancing the customer's buying experience
- Enhancing the customer's usage experience

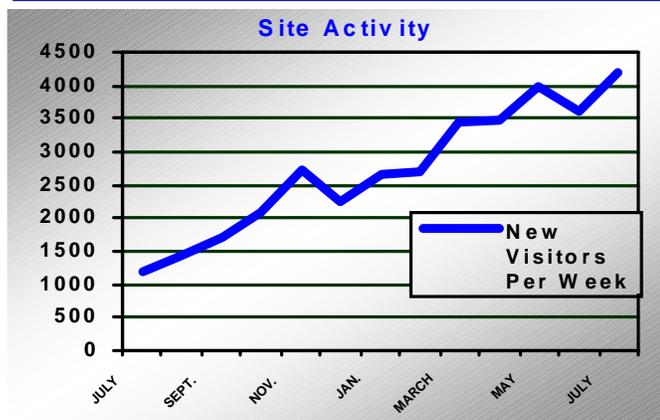
See page 6 for more " . . . creative e-marketing options".

buyCASTINGS by the Numbers

(Bob Dzugan, July 2001)



- 355 Foundries Worldwide
- 275+ Buyers Worldwide
- 141+ Suppliers to Foundry Industry
- 75+ Years of Casting Experience on the Management Team
- 100% Focus on the Metal Casting Industry
- \$40M In Requests Received Since April 1, 2001



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What Our Customers Say

" You are making my job too easy!" - Casting Buyer, Spencer, WI, February 2001 placing a Request for Quote for purchase of military castings

" We didn't have to do 40 years of calls to get the order." - Foundry Sales Manager, FCS Products, W. Jefferson, Ohio

" I was surprised how quick the response was!" - D. Westenfelder, EYE Lighting, Mentor, Ohio

" I was very pleased with the knowledgeable professional service at buyCASTINGS." - S. Forney, ARRK Product Dev. Group, San Diego, California

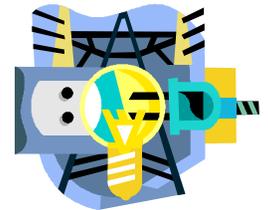
" You located foundries I didn't know were there!" - J. Galanti, AEC Sales, San Ramon, California

Energy Savings

Cut Costs of Electricity and Natural Gas

(Bob Dzugan & Neil Chaudhry, August 2001)

Your company is eligible to receive a transaction discount on electricity and natural gas that [buyCASTINGS.com](http://www.buycastings.com) has negotiated with one of the premiere energy marketplaces.



To get no obligation energy quotes, please **REGISTER** at: www.buycastings.com/energygateway/energygateway.html - click **"Apply Now"** button on top.

buyCASTINGS - EnergyGateway partnership helps your company get the best energy deal possible. EnergyGateway's blend of technology and energy expertise helps you buy and manage energy in a new "best practices" approach. We are committed to being the lowest cost, most effective partner you can choose.

To take advantage of volume discounts use the code: BC-MEM-E in the "AGENT FOR" box on the form. Fill out the form and click "Submit".

Filling out and submitting this online Application is not binding in any way, and there is no cost to get quotes.

So, get quotes, cut costs, and realize the benefits of your membership in buyCASTINGS.com. We are giving a whole new meaning to NET INCOME.

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Customer's Rating of Internet Companies and Their Usage

(USER: Brian Thomas, Operations Mgr., Thompson Aluminum Casting, Cleveland, OH; Interview conducted August 2001)

You have signed up with several Internet Exchanges that deal with metal castings, how would you rate your overall satisfaction with these exchanges. Rate 1 to 10 with 10 being excellent.

Exchange	Rating
buyCASTINGS.com	9.5
CastMetal RFQ	0
CastingTrade.com	0
ProtoMarket	7

Please rate the knowledge of and experience with metal castings of the individual exchanges.

buyCASTINGS.com	9
CastMetal RFQ	1
CastingTrade.com	1
ProtoMarket	1

Please rate the quality of the quotes received from each exchange.

buyCASTINGS.com	9.5
CastMetal RFQ	none received
CastingTrade.com	none received
ProtoMarket	5

Please rate the personal attention of the exchange paid to each request for quote.

Exchange	Rating
buyCASTINGS.com	10
CastMetal RFQ	none received
CastingTrade.com	none received
ProtoMarket	1

Will you continue a future relationship with any of these exchanges?

buyCASTINGS.com	definitely
CastMetal RFQ	no
CastingTrade.com	no
ProtoMarket	yes

Why did you look at the internet exchanges at this time?

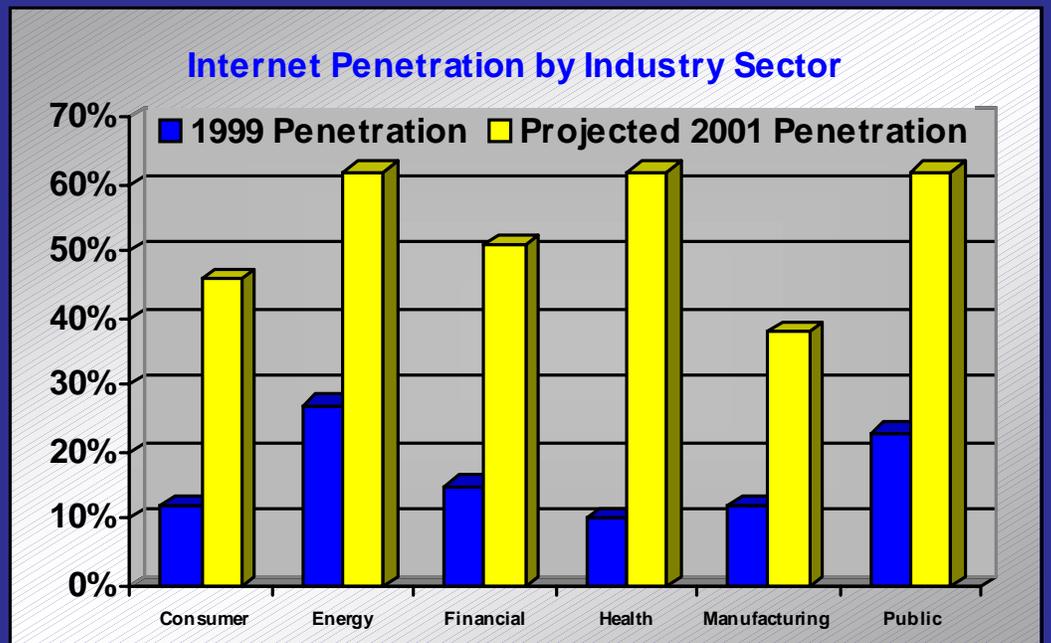
"Simply another way to reach new customers and get new business"

Were you concerned about trying the Internet Exchanges?

"Not afraid to try something new"

Although Growing Rapidly, Manufacturing Sector Lags Other Sectors in the Use of the Internet

Reference:
Deloitte Research



"We Believe In America"
- Management, Staff and Partners
of buyCASTINGS.com, Inc.

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The Metal Casting MARKETPLACE OF THE FUTURE

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BuyCASTINGS.com offers customers several creative e-marketing options:

- Banners, strips, button ads hot-linked to customers home page
- Product showcases displaying company's brochure on-line
- Request-for-quote generation
- Request-for-information forms on-line
- Auto-e-mail generation of leads sent to local sales person or a distributor
- Mass e-mails to targeted customers
- Sponsorship of RFQ e-mails
- Newsletter Ads



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