

Real
Technology

Real
People

Real
Solutions

Real Advantage.

RICE LAKE WEIGHING SYSTEMS
Industrial Solutions on a Global Scale®



Our 240,000 sq. ft. headquarters in Rice Lake, Wisconsin

They say balance is important to good living, and here in Rice Lake, we couldn't agree more. This is the only Saturday of the year that, aside from a couple of "good samaritans" staying back to ship product, our plant is completely quiet. It's our annual family picnic, and most of our employees and their families are present. But come Monday morning,



ball-game injuries and all, we're right back to supplying businesses around the world, businesses just like yours, with the best weighing products and services our industry has to offer.

In an age of shorter work weeks, long coffeehouse lunches, voice mail and "time management", we at Rice Lake Weighing Systems still believe that our livelihood depends upon on meeting *your* needs, not ours. We work hard at improving. We continuously challenge



technology norms to develop meaningful advancements in the weighing industry. But while we push the technological edge, an old-fashioned work ethic prevails... our people care.

Our employees can concentrate on making and delivering the best product possible because they know that we haven't had a

layoff in the over 50 years we've been in business. Our people practice an excellent "stress-management" technique: Take pride in the task at hand, finish the job, and know that you did your best to keep our customers coming back.

No, we don't work all of the time.

Yes, balance is important.

But be assured that

when you do business with us, you're working with a partner who will always tip the scales just a little bit more in your favor. Take a few moments and get to know us better. We think you'll see why more and more businesses worldwide are making Rice Lake Weighing Systems their supplier of choice for weighing technology.



Our Founder... Donald B. Johnson.

In a world where corporate philosophies come and go, Donald's founding principle introduced over 50 years ago remains the driving force behind every facet of our operation.

"Take care of our customers, and the rest of the business will take care of itself."

You'll feel the difference the first time we get together...



**President,
Owner and C.L.O.
(Chief Listening Officer)**

Mark Johnson learned his father's business philosophy well. Mark has earned the reputation among our employees, and throughout the industry as a man of integrity, understanding and compassion. A man always ready to listen to the needs of his customers and business family.

Yes, we are one of the world's largest manufacturers of weighing equipment, but we don't act that way. Being family-owned and operated has its distinct advantages. Perhaps the greatest advantage to our customers is the ability to react quickly to their needs. We don't have red tape to cut through to arrive at a decision. All issues are

resolved within our walls, so we're able to react quickly to industry conditions and concerns among our business partners.

We empower our employees to make decisions that many other companies couldn't make without formal board meetings. We deal with issues immediately, whether it be in the hallway, the cafeteria or outside on the patio. We run a horizontal organization, and even major decisions are made by simply getting a few of the right people together.



No recorded assistance here. We give you real people, real answers.

When you call Rice Lake, you don't get a machine. You don't go through a maze of recorded messages to finally get the person you need, just to leave THEM a recorded message. It's funny, but with all of the hype about customer service these days, most businesses just don't seem to understand what it really means. Far too many take the concept only as far as is convenient for them. Sure, it would be cheaper and more convenient to plug in an "automated phone attendant." However, to us, recorded phone attendants just don't listen very well. And they seem to have a hard time understanding that their list of recorded options may not always apply to a customer's needs.



*Cheryl and Dorothy—
Two of the people
who may greet you
when calling
Rice Lake.*



Our Inside Sales and Applications Specialists are not simply order-takers. They are highly-trained, dedicated professionals with extensive knowledge of weighing technology, products and applications.

Aggressive internal training...

Over 1,200 hours annually of internal training sessions enable our employees to keep their knowledge and skills current with new technology. To answer your questions effectively and help find the best solutions for your needs, our sales and service personnel maintain thorough knowledge of the products we offer.



While our applications specialists are organized by product-line expertise, all are experienced in complete system integration. For example, if you require assistance with a printing application, you can be assured our printer specialists have extensive knowledge and information available at their fingertips to expertly assist you with applicable data-collection network technology.

Worldwide Distribution Organization

The largest network of independent scale distributors in the world, and growing.

Over 2,000 authorized distributors worldwide, with trained technicians and the finest factory support in the business.

"Rice Lake easily offers the best support in our industry. Now that you have the broadest product line, it was an easy decision to make the change to Rice Lake as our primary supplier."

GENE DECKER,
V.P. SALES
BATSON
SCALES &
SYSTEMS



With our unique global distribution and service network you can be confident that wherever you do business, Rice Lake Weighing Systems' factory-trained experience is close by.

No other weighing equipment manufacturer offers the advantage of 2000-plus authorized

distributors worldwide.

We don't put demands on our distributors to sell our product. We don't hold them to sales quotas.

They offer our products because they appreciate the way we do business, and because they want to.



Our distributors know that we listen, we care, and we offer the best customer service in the business. They know that when they sell Rice Lake, they're providing their customers with more than a quality product. They're also providing integrity, pride and tradition.

Commitment to our customers runs deep... and fast too.

While a company-owned aircraft allows us to be much more responsive in all business affairs, the primary purpose of our plane is to bring customers to Rice Lake without the inconvenience of commercial air travel. We want people to experience firsthand how we operate, and to meet the people who make it all happen. We've found there's just no better way to

build confidence
Rice Lake offers the most comprehensive training in the industry.

In conjunction with distributor sales training efforts, we provide extensive hands-on training for the people who service our products around the world. With over 30 week-long seminars offered annually for all levels of experience, both technicians and distributor-sponsored end users are expertly trained by Rice Lake Weighing Systems to understand, operate and repair scales and systems.

Because we serve a global audience, we understand that customers from various parts of the world have unique technological and cultural issues to address. Our international specialists work closely with trainers to address the individual needs of all regions served



Our specially-equipped product demonstration vehicles allow us to provide distributors and their customers with hands-on experience. On-site demonstrations are an invaluable way to expose busy personnel to product at their convenience.



From machinist to Chief Pilot...

Our corporate pilot, Bruce Schmidt, has worked for us since 1984, but not always in the left seat of an airplane.

Bruce began his Rice Lake career as a journeyman machinist, and pursued his passion for flying in his spare time.

He made the move to full-time flying duty in 1993 after extensive training in cabin-class aircraft. Bruce is a highly-skilled pilot with over 6,000 hours of flying behind him.

Here, students analyze an indicator during a troubleshooting seminar presented in Spanish.



Choosing Rice Lake puts you in very good company.

Around the globe, businesses from every industry rely on Rice Lake Weighing Systems' products and services...

3M • AEROJET • Alcoa • Allied Signal Aerospace • American Airlines • BASF • B F Goodrich • Bausch & Lomb • Bayer • Bell Technology Group • BioMedics • Black & Decker • Boeing • Conagra • Cryovac • Cummins-Allison • Delco Electronics • Delta USA • Domino Sugar • Dow Chemical • Dow Corning • Dupont • Eli Lilly & Company • Emery Worldwide Airlines • Energizer Power Systems • Eveready • Exide • Firestone • Fisher Scientific • General Electric • General Motors • GTE • Georgia-Pacific • Gilead • Gillette • Goodyear • Grayhill • Hewlett-Packard • Hitachi • IBM • Kimberly-Clark • Kraft • La Choy • Land O Lakes • Lear Corporation • Lockheed Martin • Loctite • Lucent Technologies • Mercury Marine • Michelin • Mitsubishi • Monsanto • NASA • Nestle • Owens-Brockway • PPG Industries • Parke-Davis • Pennzoil • Pfizer • Pillsbury • Procter & Gamble • Rayovac • Raytheon • Ricoh Electronics • Revere Ware • Rockwell International • Siemens • Sony • Sorrento Cheese • Stanley • Starkist • Amoa • TRW Safety Systems • Trane Company • Toro • Tyson Foods • U.S. Post Office • Union Carbide • United Airlines • W.R. Grace & Company • Weyerhaeuser • Zenith

RICE LAKE WEIGHING SYSTEMS
Industrial Solutions on a Global Scale®

process control



laboratory/
pharmaceutical



inventory control



aggregate/concrete



truck scales/
heavy capacity



food processing/
washdown



tank/hopper weighing, bulk weighing,
hazardous environment, chemical



retail/price computing



barcode/data collection

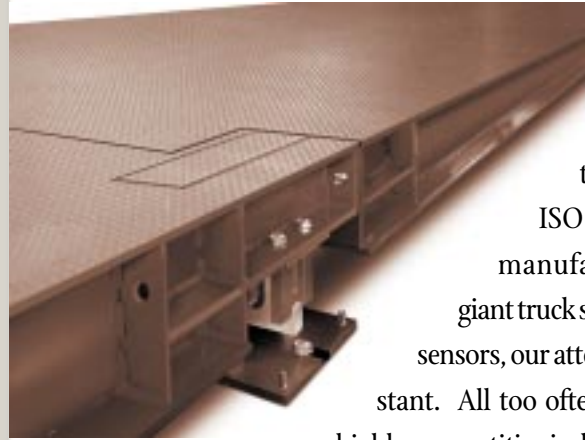


general weighing/
material management



Quality people, quality manufacturing, quality products

When we made the commitment to ISO 9001 registration... *we really didn't know what we were in for. Although we were doing many things right, the process showed us that some of our procedures could be improved. And we implemented several new procedures, including methods of ensuring that vital information is immediately brought to the attention of everyone who needs to know on a given project. This process virtually eliminates communication errors and streamlines the information flow in our manufacturing processes. By the way, we achieved certification in just eight months. Industry average?... Two years.*

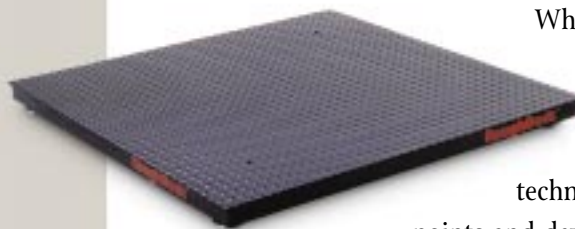


Moving products from conception to the warehouse shelf is a complex process. And we offer over 30,000 of them—the majority with individual ISO 9001-regulated or compliant manufacturing processes. From giant truck scales to tiny weight and force sensors, our attention to detail remains constant. All too often manufacturers in today's highly-competitive industrial arena worry only about adding sales to the bottom line. They lose sight of whether the product is ready to be a successful solution to the market's needs. We know that the key is having the right people, and giving them the resources they need to ensure product development that not only *meets* our customers' expectations, but exceeds them.

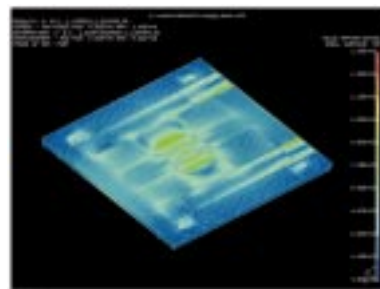


All product development teams include front-line employees who have regular customer contact.

All engineering projects are driven by a steering team made up of individuals from key disciplines within the company. We've found that the best way to make sure we stay on track throughout the entire process of conceptualizing, design engineering, and manufacturing is to get experts from all areas of the company involved on the front end.



When we set out to design our ROUGHDECK™ line of floor scales, we wanted a product that was a step above the existing standard. We implemented the latest finite element analysis technology to identify key stress points and developed a thorough understanding of the effects of deflection on accuracy and longevity. The resulting design has proven to retain accuracy and structural integrity—surpassing even our own very high expectations.



Instrumentation and control equipment that's ahead of its time... but not too far.

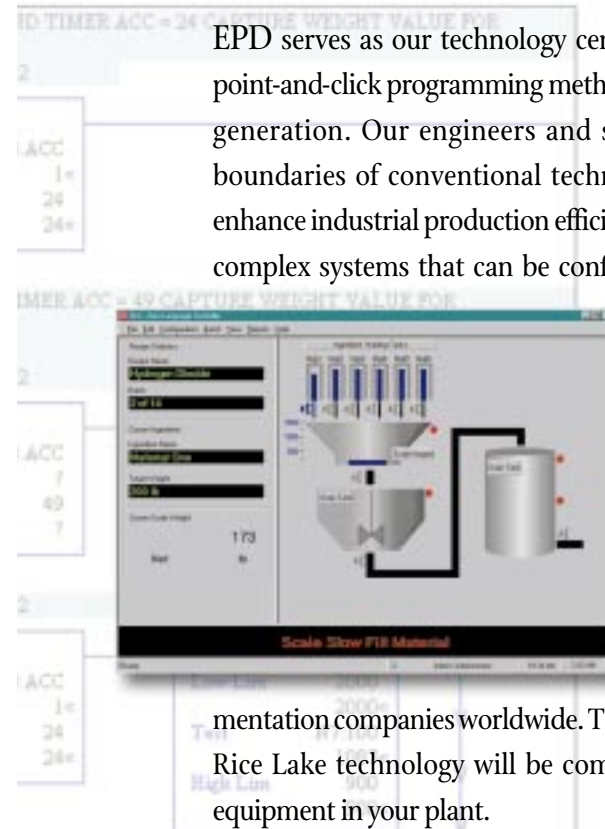
Our cutting-edge instrumentation is used by Fortune 500 companies worldwide that manufacture products from baby food to concrete. Why ours? Because our control components and systems have earned a reputation for quality and reliability. We set the pace in the early 80's digital revolution, and have continued to be a technological

leader in the evolution of weighing technology. We dedicate substantial resources to research and development of future products. Our software teams revolutionized the setup and calibration of digital instruments with our new Windows®-driven software, appropriately named *Revolution™* Scaleware.



technology. At the time of this publication, Rice Lake is the only weighing manufacturer with this level of commitment to custom product development.

We offer a complete line of advanced digital weight instrumentation, but we know that standard product isn't always enough. If you need specialized process control, we'll design and build equipment to meet your needs. Our Engineered Product Development (EPD) group offers complete in-house design and manufacturing capabilities dedicated to industrial control



EPD serves as our technology center, developing concepts such as point-and-click programming methods to replace labor-intensive code generation. Our engineers and specialists continually push the boundaries of conventional technology. Their daily mission is to enhance industrial production efficiencies through the development of complex systems that can be configured and operated by even the

least-experienced end user. In the rapidly-changing world of industrial automation and control, only manufacturers with strategic alliances can survive. Our EPD department maintains close relationships with Fortune 500 computer, software, control and instru-

mentation companies worldwide. The result? You can be confident that Rice Lake technology will be compatible with existing and future equipment in your plant.



Technicians make final schematic checks on a custom ink control system during installation at a leading U.S. newspaper.

Quality measured by the highest standards of all... our own.

Metrology group widely recognized...

Our Precision Measurement and Metrology Division is globally recognized as a leader and pioneer in the field of weights and measures.



We are very active in research and development and work closely with government agencies to improve standards in the field of mass measurement. We are currently one of the largest manufacturers of precision test weights and mass standards in the United States, and our calibration labs help customers all over the world keep their precision measurement equipment in tolerance.



In 1997, Rice Lake Weighing Systems played the lead role in a historic step that minimized the adverse effects of magnetism in mass measurement. We discovered that virtually all test weights and mass standards in use at the time were susceptible to errors caused by magnetic fields. We immediately set out to find a solution. As a result, our entire manufacturing process was changed and the MASSTAR® line of anti-magnetic test weights and mass standards was born, quickly becoming "the standard among standards."

We were the first private metrology lab in the United States to become NVLAP accredited. Our state-of-the-art calibration lab offers traceability and certification for all classes of new or existing weights to comply with ANSI/NCSL-Z540-1 and ISO Guide 25 requirements. All new weights are manufactured to OIML, ASTM and NIST specifications.



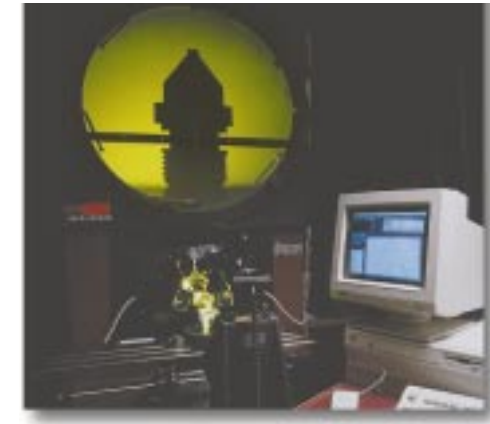
We are currently the single largest producer of cast-iron test weights in North America. From half of a kilogram to 5000 pounds, customers around the world trust in Rice Lake test weights to keep their equipment in tolerance.

Standard weight designs don't meet all requirements. We routinely create specialized products for customers manufacturing anything from testing machines to athletic weight-training equipment.



The most important product we offer is customer satisfaction.

In a company that prides itself on quality products and services as much as Rice Lake Weighing Systems does, our Quality Assurance department is an extremely vital part of the operation. We know that one component failure can cause a landslide of other problems in a weighing system, and we're not about to weaken the foundation of confidence that we've built with our customers over the years. QA keeps us on our toes—and we wouldn't have it any other way.



Quality supervisor Dennis Wood uses a coordinate measuring machine on a remote display door sample to ensure proper mounting-hole positions before the finishing process.

When it comes to quality assurance, we spare no expense. When we're ready to add to our QA arsenal, we don't rush the selection process. We assign a team to carefully research available technology and make certain we implement the best solution and the highest quality equipment.

Before taking a product to market, we thoroughly test prototypes in our own plant. Of course, we make sure that we're a little harder on the equipment than our customers are likely to be.



A new battery-operated weight indicator undergoes "real world" testing for dust integrity and shock resistance in a fork-lift application.

"Our customers depend on us to find problems before they become problems."



Harold Dodge, Quality Manager and 20-year employee

"We realize the immense responsibility we have in making sure that when we release a product, it won't fail on the job because of something we missed. We work very closely with our manufacturing teams and employ extensive quality assurance strategies to head off potential problems."

The products you need, when you need them.

“We know what’s riding on our performance...

In our industry, there’s always money on the line when waiting for product. Nobody else in the weighing business works as hard as we do to stock and deliver the equipment you need, when you need it.”



*Jason Meyers,
Shipping Supervisor*



*With over a million products on our shelves at any time, we ship an industry-leading **95%** of orders the **same day** they’re received.*

Our company culture is demonstrated most strongly through our shipping department. In an industry where long lead times are the standard, we offer over 30,000 products and have over 1,000,000 items in stock at any given time. “Just in time” manufacturing is a great concept for the manufacturer, but not always for the customer.

We act as a warehouse for our dealers, large and small, providing next-day product delivery so they don’t have to maintain inventory. This unique approach is just another demonstration of our commitment to total customer service, and it keeps our customers coming back. Our sales professionals use a sophisticated supply-chain-management system that handles thousands of contacts per week from distributors placing catalog orders via telephone, fax and the internet.

Rice Lake Weighing Systems is currently the largest UPS industrial air shipper in Wisconsin.

We don’t trust just anyone to deliver our products to you...

Domestic Courier services:

FedEx, Express Mail, UPS, VIP Counter to Counter

Overseas Express Air Services:

DHL, Express Mail, FedEx, UPS

We can provide service through a forwarder of your choice, or select one of our preferred forwarders:

Air Freight: **Burlington Air Express, Emery Worldwide**

Ocean Freight: **ABF, Burlington Ocean Services, Emery Ocean Services, Kuehne & Nagel, Roadway, Yellow**

Motor Freight Carriers:

ABF, American Freightways, CCX, Roadway, Yellow, Mid-States (LTL)

Stan Koch & Sons Trucking (Truckload)

All this, and a service commitment you can trust...

We understand that downtime can be catastrophic. Our service organization operates not as a profit center, but as a service *provider* with the primary purpose of getting the customer back online as quickly as possible. We are a pioneer in the development of services that make life easier for our customers.

As technology races ahead, service providers must stay even farther ahead to be able to identify and correct problems. You have our sincere commitment to do just that.

We Make It Our Business To Understand Yours...

Since 1946, we've dedicated ourselves to constantly improving our products and services in accordance with our customers' changing needs. Our roots as a scale distributor taught us that the heart of the independent scale company is its service base, and we provide the most comprehensive distributor support in the business.

- **The Right Equipment**

We maintain continuing investments in new technology to meet or exceed all equipment testing requirements.

- **Trained Technicians**

Training for our Repair Department technicians includes periodic on-the-job field experience with our own customers. On the test truck, in the factory or in the shop, our technicians thoroughly understand the "real world" of industrial scales.

- **We're Here When You Need Us**

Our Service Department is available Monday through Friday from 6:30 A.M. to 6:30 P.M., and Saturday from 8:00 A.M. to noon, Central Time.

- **Global Service Network**

To serve you better, we are certified by a number of manufacturers as a product service center. We are manufacturer-trained and authorized to provide fast warranty evaluation and repair for many internationally-recognized brands.

Real technology, real people, real solutions. A real difference.

RICE LAKE WEIGHING SYSTEMS
Industrial Solutions on a Global Scale®

