

Background

The project was originally quoted with samples in March 2005. Following the initial quote, we lost to our competition. Six months later, we were approached again by Commercial Turf Products due to dissatisfaction with a competitive product they were using. They purchased six more Schroeder MTA's as samples. By March of 2006, we were shipping filters as fast as we could make them. By mid-May, 2006 we had shipped CTP 7,200 filters and replaced all of their in-tank filters in the field with Schroeder filters.

A number of tests were run in the Leetsdale lab on one of CTP lawn mowers. Even after delivering a product that worked, we continued developing improvements. Schroeder is known as being capable of holding 20" vacuum for an extended period of time. The in-tank filter elements are private labeled for CTP. Their after-market retention will be 100% for a few years. From this success, we were rewarded another project; supplying a spin-on filter assembly at 2,000 - 3,000 per year. In spite of not coming in at the lowest price, Schroeder was able win the business by functioning as a single source supply with a higher quality product.

Customer	Commercial Turf Products
Type of Machinery	Zero Turn Lawn Mower
Reservoir Capacity	4 quarts (3.8 liters)
Operating Fluid	15W40
Schroeder Product	MTA In-Tank Filter
Customer Problem	Poor quality from competitor

