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HUYETT WINS BEST OF SHOW (AGAIN!)

For the third consecutive year G.L. Huyett, a Minneapolis, Kansas-based manufacturer and master distributor of non-threaded fasteners, captured the "Best of Show" award for its booth at the National Industrial Fastener Show-West in Las Vegas. The booth, which depicted at 1950's-era full service gas station, was designed, built, and transported by G.L. Huyett personnel.

"We look upon this booth as an opportunity to demonstrate our resourcefulness and entrepreneurial spirit," said Timothy O'Keeffe, Vice President. According to Sara Mallo, National Sales Manager, the theme was selected based on Huyett's business model of offering low-priced full service support to its distributor customer base. "We have banked our future on supporting Kan Ban-oriented distributors who demand value-added services at a low cost. Many of us recall the days when gas stations washed your windows, checked your air pressure, and pumped your gas, with that folksy approach, all for one low price."

"G.L. Huyett continues to set the standard for creativity and their presence has definitely made the show more interesting," said Gloria Crase, General Manager for the NIFS West. "Last year they won with that Wild West Saloon. You never know what they're going to come up with," she continued. "I look forward to their presence at the NIFS East Show in Orlando. Mallo added, "Maybe Goofy will show up to hang out!"

Crystal Chavarria, Art Director for Huyett, indicated that the booth involved a significant amount of research and development. "We used the Internet to locate an antique gas pump dealer in Iowa, and the car was located in Nebraska. That car (a 1950 Crossley) was one of

the few cars we could find that fit into a small location." Chavarria indicated that all of the artwork, including an authentic pole sign, was done by Huyett art personnel. "We put the same creativity into our booth as we do with our catalogs." Huyett's catalogs, including a new Pin Book, are recognized for their completeness, user-friendliness, and eye-catching appeal.

"That booth was a beast to put up. We work harder than anybody at those shows," said O'Keeffe. He also said that a portion of the booth actually fell on Sara Mallo during set up. "Fortunately, Sara has a hard head," said O'Keeffe, with tongue in cheek.

Huyett will be exhibiting its full service gas station at the National Industrial Fastener Show East to be held in Orlando, Florida, May 8 and 9, 2003. The company will offer its specially formulated "Gear Lube" in conjunction with the show, as well as music and customary entertainment. This will be Huyett's first time at the East Show. "We are excited to have the opportunity to meet our east coast customers," said O'Keeffe. The company plans to introduce its new 300 page pin catalog at the event.

For information or to receive product catalogs, contact G.L. Huyett at P.O. Box 232, Minneapolis, KS 67467; phone 785-392-3017; fax 785-392-2845; e-mail glh@huyett.com; www.huyett.com



G.L. Huyett's tradeshow booth emphasizes their commitment to "FULL SERVICE"

