

Bcmc 2007

The Most Bang for Your Buck: Using BCMC to Make Purchasing Decisions

BCMC is the one-stop shop for smart equipment shoppers!

by Libby Maurer & Emmy Thorson-Hanson

With such an array of benefits and opportunities to be gained at BCMC, sometimes the one that is the most obvious can be overlooked or pushed to the sidelines. Equipment is the most common reason that component manufacturers come from far and wide to attend BCMC. The advantages presented by the ability to see everything under the same roof are vast. Frank Klinger of Mid-Valley Truss & Door Co. in Harlingen, TX shares why for him, BCMC is all about the equipment.

Like many attendees, Frank arrived at BCMC 2006 with the intentions of buying new equipment and researching what will be of the most value. "Naturally I wanted to make sure I got my best bang for the buck. I spent almost the whole day looking at the three different saws that fit our needs. Because they were all in one place, I was able to check out each of them, observe how they operate, and interact face-to-face with the saw reps." All of which Frank would not have been able to do anywhere else. He continued, "It was so convenient to be able to get all my questions answered in one place. Looking at saws to check how they operated and getting a sense for which best suited our plant was my primary objective that day, and by the end, I had made a decision. I really think I got the best saw for the job."

The reason that Frank was able to be confident in his decision is because he was able to compare the different saws and talk to the equipment reps about his questions. Besides the obvious questions about pricing and quality, there are other questions Frank keeps in his pocket when researching equipment at BCMC. He explained that there are certain things he asks due to the location of his plant. "Our shop is pretty remote, so I make a point to get information about where the repair and maintenance technicians are located." By looking down the road to when the equipment is no longer brand new, Frank ensures that the equipment will last for a long time. "I also inquire about where replacement parts (in case we ever need them) are going to come from. For us, local representation is very, very important. Again, getting these questions answered in one day at BCMC is a no-brainer."

There is another perk to purchasing equipment at BCMC...show specials. Franks recalls how the great deals offered at the show have impacted his purchasing decisions. "Four years ago, we built a brand new plant. I intentionally waited until BCMC that year to purchase equipment. Why? Because not only did it make sense to see all of our options in one place, but the show specials made it well worth our while to wait. By the time I left BCMC that year, I had placed orders for all the new equipment for our new plant, and I got a lot of money knocked off in the process."

According to Frank shopping equipment is one of the focal points of the show. "That's the whole idea of BCMC. And while I mainly use the show to purchase new equipment, I also see it as my biggest chance of the year to talk with folks who know much more than I do about the industry. So in general, I go there to seek knowledge." And the more knowledge you are armed with the better, especially when it comes to purchasing equipment.

Frank sums up the BCMC equipment shopping experience nicely: "A picture is worth a thousand words, but when you have every machine you'll ever need for your facility right in front of you, it's worth more like a million words." **SBC**

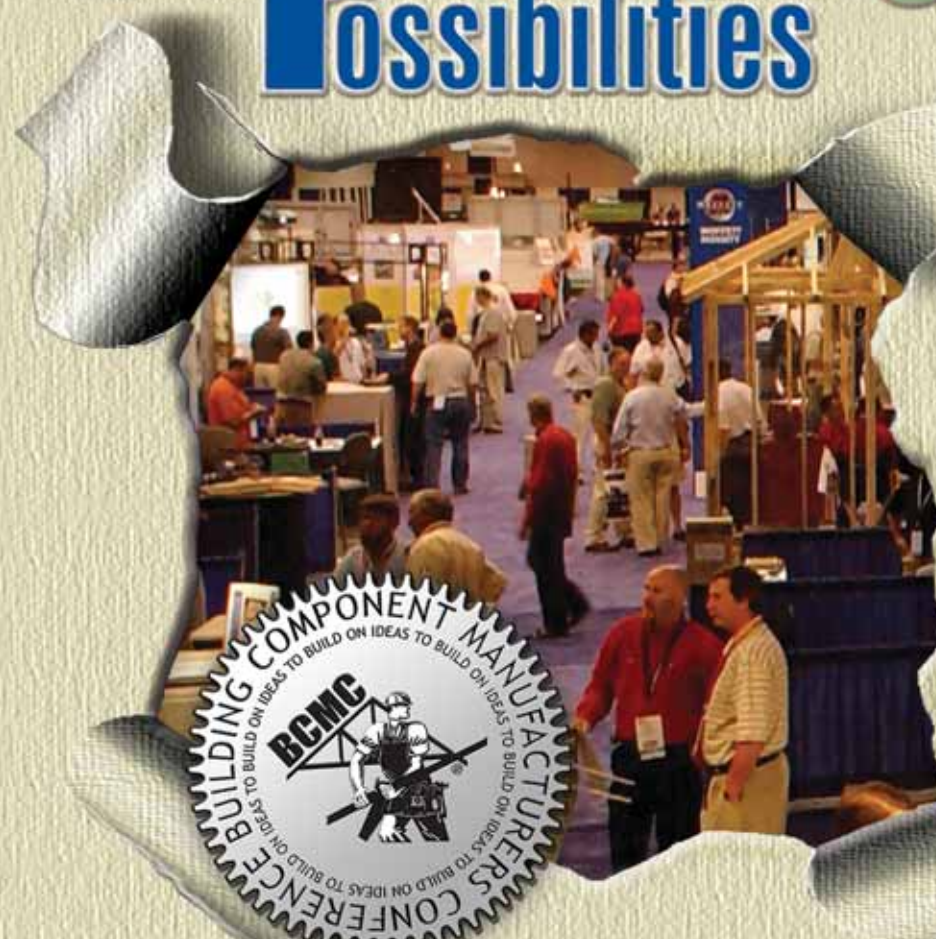
at a glance

- Smart shoppers compare products, quality and pricing in order to make an educated decision on their purchase.
- Smart shoppers know that BCMC is the most efficient place to get answers to all their questions in the same place.
- You will save time and possibly money if you purchase equipment at the show.

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