

THE JLF JOURNAL

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JLF OPENS WISCONSIN OFFICE!!!!!!

On November 6th, 2004 JLF opened their doors to Wisconsin. Located at 1050 Walnut Ridge Drive, Suite 232 in Hartland, WI. At the present time JLF has seven product lines to offer in Wisconsin; Republic Wire (THHN), MGM Transformers (600 volt and Distribution Class), On-Line Power (Power Quality Products), West Penn Wire (Communication and Control Cable), Encapsulite (Safety Coated Lamps) and West Port (Temporary Lighting Systems) Pringle Manufacturing (Bolted Pressure Switches) with more to come.

The telephone number is 866-627-7121 and the fax number is 866-627-

7120. Todd Heller will be in touch with each of you in the WI market in an effort to effectively handle all of your electrical requirements for the WI market. This move now allows JLF Electrical Sales to attract manufacturers that are looking for a strong proactive representative firm that covers both markets. I invite you to stop by our WI office if you are in the Hartland area.



WILL CALL POWER!!!

JLF is growing in the Chicagoland stocking manufacturers representative market. JLF understands the importance of will call to the Chicagoland area distributors. In an effort to meet and exceed our distributors needs, as well as their customer's requirements of having stock - and having it now is crucial - JLF now stocks the largest selection of dry type transformers in the Midwest. MGM transformers from 10kva up to 500kva, are just a phone call away, all MGM dry type transformers are NEMA 3R rated. Simkar /CEW lighting are also in stock, from HID to fluorescents

layins, wall packs, floods, work lights and our most current item added to our Simkar/CEW inventory, Spartan Ballast kits. JLF now stocks from 50w to 1000w in both Medal Halide & High Pressure Sodium. JLF also stocks the complete line of 8 Educational Pal Books covering all the trades. In addition to West Port tube guards (4' & 8' in T12 & T8) JLF also stock a full line of UL and OSHA approved temporary lighting systems. JLF is conveniently located off Rohlwing Road and North Avenue in Addison, IL and is easily accessible by 290 & 355 highways.

INDUSTRY INSIGHTS

- Electrical Association Women's Division "We Are Customer Service" Presentation March 31, 2005.
- Rock River Valley Electric Association "Hog Heaven" Hockey Game March 9, 2005 doors open at 6:00p.m.
- 52nd Annual Paddy's Day Luncheon March 11, 2005
- 35th Annual NEMRA Conference New York City Feb. 16 thru Feb. 19, 2005
- JLF appointed Pringle Switch representative starting in March 2005
- John and Debby from JLF are off to Hawaii for 12 days.

"ALOHA"

JLF'S 5000 square foot warehouse and shipping department is open from 7:00 a.m. to 5:00 p.m. Monday through Friday in an effort to meet all our distributors will call & shipping requirements The saying from Field of Dreams goes: "If you build it they will come" JLF has taken that one step further "IF YOU STOCK IT, THEY WILL COME" So call JLF the next time you are in the market for Transformers, Lighting, Educational books, and temporary lighting. You will not be disappointed.

Inside this issue:

JLF Opened their doors to Wisconsin

"IF YOU STOCK IT, THEY WILL COME"

The one single change that impacted the bottom line for JLF in 04'

35TH Annual NEMRA Conference New York City:

SUCCESS!

Losing more than they gain



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WE'RE ON THE WEB
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"SERVICE AFTER THE SALE"