



Why the Duckbill Product Line makes sense for: DISTRIBUTORS

Single Platform: Many Modules (SPMM).™

Task-specific tool carrying gear.

Everybody benefits when hand tools, instruments and devices are carried ergonomically, comfortably and safely.

(Note: The modules pictured below are for illustration purposes. Their size relative to each other is not accurate.)

Duckbill's ergonomic hand tool, instrument and device carrying gear empowers people. It enables their creativity. And it prolongs their attention. An SPMM™ solution helps to convert people, their accumulated experience and collective wisdom into a sustainable, manageable competitive asset at all levels. And the smarter they are, the greater an asset they'll be. (We can't make them smarter though – just happier.)



Electrical contractors and electrical engineering and maintenance personnel in plants and facilities carry a lot of hand tools, instruments and devices. Individually few of these tools weigh more than a few ounces. But taken together, we've seen some electricians carrying up to 22 pounds of gear.

Why do they do it?

Research indicates that most of them like their job and intend to do it for a long time. Most of them take pride in their work and their tools. Much of the gear they carry is task-specific. Some of it is unique to their trade or rank. Some of the gear they use only occasionally but may need it at any time. Few want to waste time looking for a tool. And fewer still are willing to borrow a key tool and risk appearing unprepared or ill equipped.

What about the stresses and forces (literally wear and tear) they're putting on their backs?

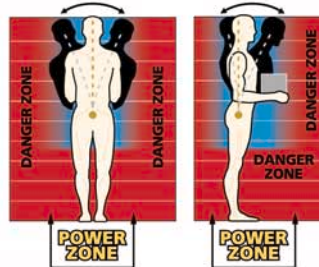
The Duckbill SPMM™ product is a professional grade, rugged and ergonomically sound tool carrying platform. It integrates AXIALign™* and Power Zone Design™** (PZD) principles to keep the user as erect as possible throughout the work day and reduce the number of bending, twisting, lifting and turning events.

Uninformed, casual or sloppy tool weight allocation leads to neck, shoulder, back, hip and knee pain or MSD's (Muscular Skeletal Disorders). Even twisting between the work and the tool cart or caddy is a rotary force that puts torsional stress on the spine. Simply lifting and carrying a bucket organizer full of tools puts an avoidable static strain on shoulders, neck and spine. For instance, an object weighing 35 pounds that is 20" from the center of your back will put a force of 613 pounds on your spinal column. And reaching up and down from work to bucket, and back again, only exacerbates the problem.

*AXIALign™ Think of the spinal column as the vertical axis of the body. It's designed to tolerate occasional bending, lifting and twisting events.

But the spine is not designed to accommodate these forces singly or routinely. The AXIALign™ approach seeks to maintain the axial alignment of the spinal column and eliminate or reduce torque, shear and stress in two ways. One: by sharing the load among more of the purpose-built muscular and skeletal structures in the upper body. Two: by giving the user flexibility and control over his/her body type and where/how/when the weight is most comfortably allocated.

**PZD™ The power zone is the vertical "cylinder" associated with the spinal column when it's erect. Good ergonomic design insists on maximizing user comfort and ease of tool access without violating the power zone and by reducing static and kinetic forces. This can only be achieved with task-specific modules that are interchangeable, slimmed and configured to purge distended weight.



Crafted for Comfort. Designed for Duty. Built for You.™

Selling ergonomics is common sense because it's a strategic, value-added sale on several levels.

Specifying and purchasing Duckbill gear reduces many of the supply side (manufacturing, processing, maintenance, warehousing and logistics) complexity costs within an enterprise. It's also a way to better manage an integrated SPMM™ policy.

- (a) **For the Plant Manager:**
 - Improves enterprise productivity & efficiency.
- (b) **For the Health and Safety Manager:**
 - Reduces lost time due to neck, back, hip and knee pain and chronic fatigue.
 - Discourages individually assembled (non-ergonomic) rigs.
 - Eases in-house safety, ergonomic and health training.
- (c) **For the Plant Engineer:**
 - Reduces the administrative and implementation time and cost of routine MRO operations.
 - Reduces wasted time due to improper tool mix and project delays.
 - Reduces unplanned breaks and incidents of preventable tool loss.
- (d) **For the Purchasing Manager:**
 - Meets individual users needs without multiple suppliers and without a mix of aesthetics and quality.
 - One system uniformly meets the needs of managers, supervisors, shop & maintenance staff.
- (e) **For the Individual User:**
 - Improves comfort and professional appearance, makes him more valuable.
 - Protect and extends health, energy and earning power.
 - Improves the life and performance of his tools.

A people-oriented sales approach.

SELLING A PEOPLE-ORIENTED ENTERPRISE SOLUTION

An innovative, disciplined (emotional and rational) addition to your line card

- The Duckbill SPMM™ strategy is by definition and on purpose a flexible, versatile, customizable employee level strategy for reducing preventable neck, shoulder, lower back, hip and knee pain as well as chronic fatigue but it has implications for the entire enterprise:
 - Reduced absenteeism and lost time due to back pain and chronic fatigue.
 - And therefore a healthier, more comfortable and more stable work force.
 - Improved man-level performance.
 - Increased task-level efficiency.
 - Improved enterprise-level competitiveness and productivity.
- You may already represent suppliers of other tool pouches and bags. But do you carry a dynamically ergonomic SPMM™ system that helps to solve customers' larger enterprise issues?

SELLING A STRATEGIC PEOPLE-ORIENTED PRODUCT RANGE

A wide range of product and product configurations for all trades and ranks among electrical contractors and electrical engineering and maintenance personnel in plants and facilities.

- Duckbill makes and sells product for:
 - Plant Managers who need to have their gear handy, even if they use it infrequently
 - Plant Engineers and other supervisory staff who transition from plant floor or job site to office or meeting frequently.
 - Engineering and maintenance staff with electrical, mechanical, pipefitting or HVAC skills and responsibilities who carry a lot of task-specific hand tools, instruments and devices peculiar to their job.
- Duckbill sells 8 different W.A.S.P.™ (Weight Allocation and Suspension Platform) solutions for all trades, ranks and use frequencies.
- Duckbill sells over 70 P.I.T.S.™ (Personal Interchangeable Tool System) modules for all kinds of hand tools, personal power tools, instruments and devices.

SELLING A PEOPLE-ORIENTED CUSTOM DESIGN

Do you have a customer, a specific tool or tool/device/instrument bundle that could benefit from an industry / task-specific AXIAlign™ Power Zone carrying solution?

- We've designed customized SPMM™ solutions for OEM equipment from Fluke, 3M and Thomas & Betts, etc.
- We've designed customized SPMM™ solutions for distributors whose added-value strategy calls for bundling tools, devices and instruments customized for a specific customer (i.e. VDV installation).
- We've designed customized SPMM™ solutions at the request of end-users when they have identified a mission-critical need within their enterprise (i.e. battery and respirator gear).



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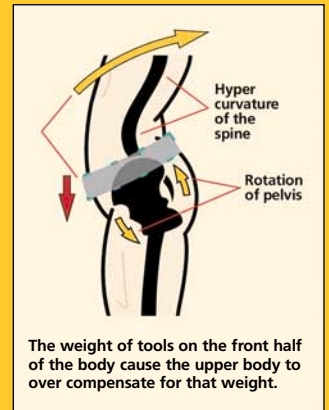
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End-user benefits up and down the value chain.

User Benefit:

A cohesive AXIAlign™ platform design that distributes the users tool load evenly. And doesn't depend on the waist alone for the bulk of the load-carrying function.



User Benefit:

An array of over 70 interchangeable task-specific modules. The user knows most about personal comfort and tool access so he positions the modules on the SPMM™ platform where he wants them. In this way the user can tune (or re-tune) his rig for convenience, speed, weight allocation and for tool safety. Plus, everything remains stationary hanging in the locker, or the truck, until the task or tool set changes.

Management Benefit:

Employee complaints and insurance claims go down. And productivity goes up because premature fatigue and chronic back pain are reduced or eliminated.