

Faces In Fasteners

World-Class Products + Good Customer Service = Success

...by a team committed to partnership programs, strategic planning, tech support and application engineering.



Since 1983, **EFC International**, St. Louis, MO, USA, has provided world-class products and a high level of service and support to its customers. At the helm is **Doug Adams**, CEO and President. Doug's commitment to the fastener industry continues today as it did in 1983 through partnership programs, strategic planning, superior technical support and application engineering services. Doug also has a dedicated team behind him with a reservoir of experience and vast knowledge of the fastener industry which directly attributes to the company's success.



Doug Adams,
CEO/President
of **EFC**
International.

Master Partnerships With Suppliers

Also attributable to the success of EFC is the loyal and dedicated support of its suppliers. Through its Master Partnerships with world-class suppliers, EFC has developed sales and marketing plans that are integrated with those of its suppliers. Joint and coordinated effort in implementing specific sales and marketing plans

is the critical factor for the success in its Master Programs. EFC's success in growing its Partners' product lines continues to outpace typical industry growth rates.

The strategy is simple and straight forward—EFC selects suppliers very carefully, and only partners with the industry's best. EFC management integrates directly with suppliers to devise growth plans focused to perform in the market segments that these suppliers cannot effectively service or reach on their own. The result is countless win-win-win scenarios: EFC grows profitably, Partners grow profitably and Customers are completely satisfied with the high level of service and support.

E-Commerce Capability

EFC's E-commerce site, *myEFC-intl.com*, was launched in 2009. The entire website has a new look to it with the addition of E-commerce. EFC's site is a customized environment for engineered components and *myEFC* is focused on the needs of B2C (business to consumer) customers. It allows the B2C customer to securely buy online a quality product resulting in EFC gaining trust and loyalty with the customer. Products and enhancements to the site are continuous.

Phase II of the project launching soon is the B2B website for existing customers. The B2B website will provide services for EFC's existing customers

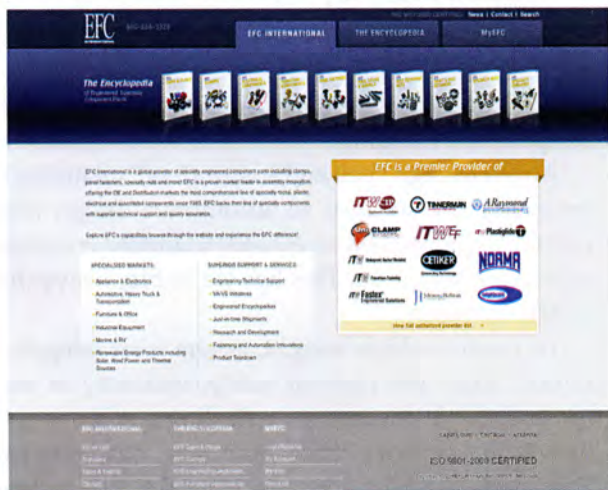


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and larger new customers including, but not limited to:

- Online request for quotes.
- Conversion of a quote to a purchase order.
- Ability to track orders and shipments.
- Ability to review order history.

The website expands the company's sales and distribution channels and complements existing business capabilities. An integral part of the website is The Encyclopedia, EFC's exclusive series of product-focused online Engineering Guides.



Integral to EFC's B2B website is The Encyclopedia consisting of product-focused Engineering Guides.

Commitment to All Business Partners

Whether supplier or customer, EFC International is committed to supporting its business partners with innovation, value-added products and services. EFC highly differentiates itself as a technical expert for its broad offering of engineered components. EFC provides a viable and effective means for its customers to reduce their supply base while maintaining the integrity of their products.

Service & Support by Industry

EFC segments its service and support functions by industry, not only in the USA, but worldwide, to better service its primary markets:

- Appliance & Electronics.
- Automotive/Heavy Truck Transportation.

- Furniture & Office.
- Industrial Equipment.
- Marine & RV.
- Renewable Energy.
- Distribution.


By doing so, EFC's sales and service staff have become extremely knowledgeable in the particular needs of each segment, thereby proactively addressing its customers' needs. This segmentation allows EFC to also adapt to the changing economic situations in targeted markets across the globe.



Some of the value-added products available from EFC.

Growth is Ongoing

Growth is a way of life at EFC. EFC continues to develop strategies to create consistent business growth and remain focused on this initiative. There are many growth opportunities, and one initiative for growth EFC would like to capitalize on is an acquisition of a specialty distributor company with unique product offerings.

EFC looks to maximize its strength as a global provider of specialty engineered component parts and assembly innovation leading the fastener industry. www.efc-int.com. 

For details on being featured in future editions of Faces in Fasteners, contact Mike McNulty, Editor, at mcnulty@fastenertech.com