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FOR IMMEDIATE RELEASE

**DIE SET'S DURABILITY, SUPERIOR'S QUICK
RESPONSE PRAISED BY IOWA TOOLMAKER**

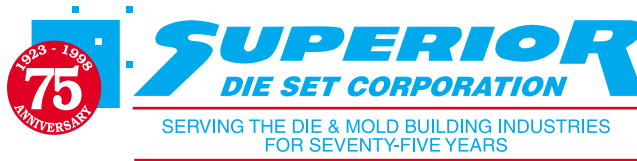
CRESCO, Iowa (December 7th, 1998)- Twenty -one years ago, the owner of Upper Iowa Tool & Die bought an air ram press and a ball bearing die set, to create a shear for his good customer Donaldson Company in this small northeast Iowa community.

Now, 21 years and an estimated 150 million years later, Dave Jacobsen has replaced for the first time the die set's guide pins , bushings and ball cages for his customer just across the street. "Best of all," he says, "the components arrived the day after I ordered them from Superior Die Set in Milwaukee, so we were able to keep production going without much of a delay."



At its Cresco plant, Donaldson produces air filters, each with two pieces of steel - an inside and outside liner - Dave explains. Machines run 20 hours a day to meet the demand of Donaldson customers, a commitment shared by Dave's company. "When the head maintenance guy called late in the day awhile back and said they were having trouble with the shear, we responded immediately."

Finding worn out components to be the problem, the upper Iowa president called Superior, which provided the die set two decades



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Die Set's Durability

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ago and today is the only supplier to Dave's company, he says. "I asked Steve Stern, the customer representative, if we could get the new components in the morning, and he said he'd see what he could do. They arrived by UPS at 10 a.m., shortly after the Donaldson plant manager stopped by, so we made the customer very happy."

In business for 26 years, "We're just a little tool and die shop with six employees that are hard to beat, and they're completely dedicated to customer satisfaction. Its good to know that suppliers like Superior exist to help us keep those companies happy so they'll encourage others to bring their business to us as well."

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