

ATLANTIC FASTENERS

Fastener Educational Posters a Benefit to Customers, Employees Alike

In the fastener industry, technical knowledge is key. The staff of Atlantic Fasteners' pickup counter is addressing the issue head-on at their new 44,500-square-foot building. Among the mounted technical charts Atlantic has created over the years to assist customers, the company now displays 17 posters from the American Fastener Journal's Fastener Education and Training Poster set. In front and to the side of the company's 22-foot pickup counter, the posters run at eye level for the length of the two walls most visible to customers.



Company President Tony Peterson purchased the posters for the new facility in the summer of 2014, long before the firm's November move from West Springfield to Agawam, Massachusetts.

"We always knew we wanted a mix of advertising and technical information to aid customers at our pickup counter," Peterson said. "Coincidentally, the *American Fastener Journal* magazine was advertising a set of 48 technical posters created by publisher Mike McGuire. I've known Mike for years. I trust his expertise and admire his entrepreneurship. I bought the posters, thinking they'd be a great addition to the area we were planning."

The posters cover a wide variety of topics, including: galling, head styles, abbreviations, cold heading, corrosion, and plating. Contractors installed aluminum tracks on the walls of the pickup counter to hold the posters, which Atlantic had mounted on PVC.

The posters have proven beneficial to customers picking up orders as well as Atlantic Fastener's employees.

"We sell lots of technical product, and the more you educate yourself and customers, the better off you both are," said Brian Pranka, a pickup counter manager. "Visual tools like the posters help customers better understand what they're looking for and what's available."

Atlantic Fasteners' business started in 1981 by serving the MRO market, where it's important to know a lot about a variety of items.

"Over the years, we've used VCR tapes, audio cassettes, CDs, the Web and manufacturers' technical experts to teach us the ropes," Peterson said. "Then we transferred that knowledge to our customers through printed newsletters, data sheets, brochures, and (later) through social media, e-newsletters and our websites. Displaying the

posters is simply an extension of that philosophy."

Atlantic Fasteners was founded by Patrick J. O'Toole, a retired division manager of a conglomerate, who purchased the struggling fastener company as it was headed for its second bankruptcy in late 1980. From five employees, the company has grown to 47. In 2005, the firm became 100 percent employee-owned when O'Toole and his partners sold their interests. Today, the ISO 9001:2008 and AS9120 certified firm has four divisions selling industrial fasteners, aerospace fasteners, shaft collars and couplings, and the proprietary SPS Flexloc line of self-locking nuts. For more information on Atlantic, visit www.atlanticfasteners.com, or call 800.800.BOLT (2658). ■