In order to improve the flow of information related to sales, we've implemented a variety of new features.

Importance of Samples and Job Names

One of the many reasons that we provide such a high quality product is that we pay attention to the details. Our order process asks for information that many other companies do not require. In addition to the usual order details, we also ask for the code date of the minipanel and the job name.

Importance of Samples

In our opinion, the unique characteristic that sets us apart from our competitors is the attention to detail that we provide. We pay attention to the details and make sure that every specification is met to the customer's satisfaction. When dealers provide job names and sample order numbers, we are able to tie this information together providing a better understanding of the product and the project.

Importance of Samples and Job Names... continued

When dealers provide job names and sample order numbers, we are able to tie this information together providing a better understanding of the product and the project. We make sure that every specification is met to the customer's satisfaction. When dealers provide job names and sample order numbers, we are able to tie this information together providing a better understanding of the product and the project.

Importance of Samples... continued

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Dear Friends and Colleagues,

In 1885, Henry S. Belden and several other local businessmen started the Diebold Fire Brick Company in the southeastern end of Canton known as Waco. One hundred twenty-five years later, we have the good fortune to celebrate the founding of what eventually became The Belden Brick Company.

It is no small feat to have survived 125 years in business. In my effort to research the likelihood of a company existing for 125 years, I did not find hard data to support what we all feel must be true— it is the rare organization that endures for 125 years. According to The Living Company, a book written by Arie de Geus in 1997, “the average life expectancy of all firms, regardless of size, measured in Japan and much of Europe, is only 12.5 years. None of us want to believe that the average life expectancy of American firms is any closer to 12.5 years than the measurement of the American life expectancy is to that of Japan and much of Europe. We are not living the average eighteen-years. There is no hard evidence and evaluation of evidence of institutional, nor have institutions lived for 125 years. The local cities four characteristics of long-lived companies:

1. They are sensitive to their environment. They manage to react in a timely fashion to the conditions of the society around them.

2. They are cohesive, with a strong sense of identity. Management’s top priority and concern is the health of the institution as a whole.

3. They are tolerant of activities on the margin: outliers, experiments, and eccentricities within the boundaries of the cohesive firm, which keep stretching their understanding of possibilities.

4. They are conservative in financing. I would argue that The Belden Brick Company exhibits several, if not all, of these traits. We owe a great deal of gratitude to our predecessors both in management and in the brickyards. They established the values and traditions which we have inherited, and for which we are now responsible. It is our duty to learn from their experiences. It is because of their efforts that we have the great fortune to be in this place at this time to celebrate this rare achievement.

Please join me in honoring the memory and the contributions of all those who have made the Diebold Fire Brick Company, the Canton Pressed Brick Company, and The Belden Brick Company an enduring and substantial part of the fabric of the City of Canton.

Sincerely,

Robert F. Belden
President & CEO

THE BELDEN BRICK COMPANY
P.O. BOX 20910
CANTON, OHIO 44701-0910
(330) 456-0031
http://www.beldenbrick.com

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Improving Lead Management in the Job Protection System

The Belden Brick Company sales team works hard to help distributors pursue and protect every potential business lead. Our Regional Sales Managers use Reed Construction Data to track construction and civil projects across the country and alert distributors to opportunities and tenders. To manage this information effectively, we use our Job Protection Form (JPF) system.

To manage the process, we use our Job Protection Form (JPF) system. The JPF system allows distributors to seek leads to secure Belden Brick on construction projects in the region from the jobs that result from the spreadsheet. As soon as a JPF is approved by our management, the Belden Brick Company team at that job is alerted to quality for protection. The dealer will submit a fully completed JPF. The Belden Brick Company management will send them back a confirmation that the JPF has been approved. This makes sure that only the dealer in the region of the job site can be rewarded for working to secure Belden on the job.

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