

2018 FIRST QUARTER

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SPOTLIGHT



Our Craftsman family recently gathered to recognize a few particular members for their anniversaries. Each of the recognized members received a certificate to purchase an assortment of Craftsman gear. Two members in particular, Tim Gula (pictured bottom left) and Buddy Dickerson (pictured bottom right) were presented with a custom engraved plaque for their significant years of service by CEO and President Mark Steele.

“I am proud to be associated with a company that has stood the test of time!” Senior Field Technician Buddy Dickerson said. “Craftsman has given me the tools to grow and learn the industry and its many fascets. The years have given me the opportunity to be a part of something special.”

We are proud of the many years of service possessed by our Craftsman team. Craftsman truly appreciates everyone’s hard work and dedication over the years!

NEWS

We are proud to announce that we are now ISO9001:2015 certified! The hard work of the entire Craftsman team is appreciated. A special thank you to Jim Moon and all of our internal auditors for the extra effort to lead the process!

EXPERIENTIAL EXCHANGE

Monkey Shoulder, the blended malt Scotch whisky brand, is on a mission to redefine and challenge perceptions of serious cocktails and inspire consumers to “play with their whisky”. The whisky brand worked with Momentum and Craftsmen Industries to launch The Monkey Mixer unit in a move to accomplish its goals.

The Monkey Mixer is a unique twist on concrete-mixing trucks. Craftsmen custom-fabricated a 17’ tall, rotating cocktail shaker to replace the concrete-mixing drum which can hold 2,400 gallons - that’s 123,000 bottles of Monkey Shoulder whisky! Slyly hidden in the belly boxes of the vehicle are four five-gallon kegs in a large ice bin holding the whisky drink. The “Mixed Up Monkey” cocktail is dispensed through the concrete chute controlled by custom monkey wrench tap handles.

As if the truck isn’t eye-catching enough, it also features a 2,000-watt sound system with a huge 18” subwoofer that blasts music to draw in crowds and keep the party going! The unit was complete with chrome graphics, branded decals, signature yellow paint and a routed logo.

Our Craftsmen team sends a big thank you to Momentum and Monkey Shoulder for allowing us to take on the challenge of creating this extraordinary mobile sampling unit! Grab a drink with The Monkey Mixer crew around the West Coast region.





The Schwan's Company capitalized on the largest sporting event of the year, being a founding partner of the Minnesota Super Bowl Host Committee and their 65th anniversary. The food delivery brand enlisted the help of Periscope and Craftsmen Industries to produce and implement the Tailgate Truck Tower.

After extensive engineering to ensure safe function, the unique ideation of container stacking was ready for creation. Craftsmen's shop team manufactured a custom frame to resemble stacked containers. A custom-fabricated rooftop sign was mounted atop the three tiers bringing the structure to approximately 45' tall. Each tier supported two retired Schwan's iconic yellow delivery trucks.

The truck bodies were replaced with LED tiles to create a three tier LED video wall. The screens showcased Schwan's branding and food, and interactive trivia games featuring a variety of 500 questions offering chances to win prizes.

Craftsmen team members traveled onsite to install the 70,000-pound display using cranes in the downtown streets of Minneapolis. The tower of trucks was a popular site at the 10-day Super Bowl LIVE fan festival. Brand ambassadors accompanied the interactive display dishing out food samples and answers to any questions to the masses of consumers.

Thank you to Schwan's and Periscope for giving us the opportunity to take an already unique concept to a whole new level! Also, shout out to our team that stayed onsite to assist our awesome clients!

EXPERIENTIAL EXCHANGE

GO GRAPHIC

Craftsmen Industries partnered with the American Trucking Association to design, print and install trailer graphics for Frerich's Freight Lines based in Belleville, IL. The ATA and Craftsmen graphics team also worked closely with Bill Frerich, whose father started the Frerich's Freight Line business.

The American Trucking Association supplied Craftsmen's team with images of past and present to illustrate how the trucking industry advances America. Our designers used the images to create a wrap specific to Frerich's fleet, showcasing and celebrating their 40+ years of history. The motto "It All Started with a Covered Wagon" is featured along the American flag that spans across the entire trailer. The lines of the tractor graphics were designed at the perfect height to continue the flow of the flag.

Our Craftsmen team sends a big thank you to both of our partners for the opportunity to utilize all of our graphic capabilities in creation of fleet graphics that celebrate an industry that is near and dear to our hearts!





For the ninth straight year, Dairy Farmers of America partnered with Craftsmen Industries to produce graphics and modular elements for their 2018 Annual Meeting. Craftsmen dressed the Sheraton Kansas City Hotel at Crown Center in the “Real Dairy. Real People.” theme for the two-day event. Branded graphics were also applied to shuttle buses that transported farmers to and from the airport.

Clear vinyl graphics featuring images of dairy farmers from across America were printed and installed to the hotel’s mezzanine windows, entrance window and behind registration desks. A frosted crystal overlay was applied to the clear vinyl for a sparkle effect. The general session entryway, dining hall and expo area were marked with modular displays, large-format graphics and Plexiglas letters. Inside the General Session area, Craftsmen’s team built a stage with custom wood and fabric backdrops.

A custom-fabricated “marketplace” was set up to showcase the variety of products using milk from the DFA. The marketplace area included a front and rear play area for the children of the DFA families. A modular wall highlighted DFA Members of Distinction. Branded pillows, elevator graphics, decals and flags were placed throughout the hotel.

Craftsmen sends a HUGE thank you to DFA for our longstanding partnership - we appreciate the ongoing opportunity to supply DFA with their event needs! We also send a shout out to our Craftsmen team that traveled onsite to install and set up in just three days!

INVENTIVE INDUSTRIAL

The Humane Society of Missouri teamed up with Craftsmen Industries to custom fabricate a mobile unit for the Animal Cruelty Task Force. Craftsmen's fabrication team transformed an ordinary sprinter van into a fully-functional animal recovery vehicle.

Three rows of various sized cages were installed into the back of the van. Plumbing is included in the cage area for easy clean-out. A wall was fabricated and installed behind the seats to separate the passengers from the animal recovery area. The wall includes a window that allows viewing into the rear cage area. The van is lined and sealed for a "potty-proof" interior that ensures a sanitary vehicle that can be used for many animal rescues.

We are honored to help create a unit that will be used to save animals' lives and make such a positive difference!





#WEARECRAFTSMEN

BIRTHDAYS

JANUARY

Ken Shields
Daniel Perkins
Eric Pearl
Michael Van
Mike Henthorn
Greg Davis
Dan Fraggetta
Mike Schantz
Ethan Gies
Scott VonBurg
Steve Piotrowski
Tracy Schnitzler
Tim McCormick
Mark Plackemeier

FEBRUARY

Lisa Schantz
Richard Jackson
Kevin Bishop
Tyler Patterson
Josh Warren
Roger Weiss
Rick Bean
Brandon Davis
Kasie Garcia
Jim Hart
Marc Mills
Brian Pogue

MARCH

Jeff Graflage
Josh Mooney
Sinan Jasarevic
J.R. Bova
Dave Wirz
Dominick Harvey
Annie Njogu
Ronald Sudholt
Tim Gula
Tim Qualls
Danny Schumacher
Timothy Strubinger

ANNIVERSARIES

25 years: Buddy Dickerson
24 years: Dave Wirz
23 years: Senad Menkovic
20 years: Tim Gula
18 years: Tony Cotton
17 years: Ken Atwood
16 years: Brian Price
16 years: Ryan Ziegemeier
15 years: Matt Sherrill
14 years: Mike Reinwald
13 years: Jeanette Pruitt
12 years: Marc Huber
12 years: Matt Mercille
12 years: Stacey LaGarce
12 years: Tim Matejka
11 years: Brian Pogue
10 years: Dominick Harvey
10 years: Jim Hart
8 years: Tim Qualls
7 years: Jim Fickert

7 years: Russ Budde
5 years: Mark Murray
4 years: Aaron Likas
4 years: Alan Velijevic
4 years: Andrew Counts
4 years: Dan Cross
4 years: Jacob Blackwell
3 years: Don Hewlett
3 years: Jessica Smith
3 years: Jimmy Gronemyer
2 years: Margaret Kenyon
2 years: Rich Viehmann
2 years: Roland Green
2 years: William Mauer
1 year: Dave Krug
1 year: Heather Watson
1 year: Joseph Burian
1 year: Mark Steele
1 year: Seth Steele



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