

April 2021 Newsletter

WHAT OUR DEALERS ARE SAYING

ready for some good weather. There have been some crazy storms in places that don't usually see snow, with pipes freezing and creating a lot more work for the already busy ranchers.

We keep getting more and more dealers **Service** signingt up and we are happy with how well you are all doing. Here is a note from one of our new dealers that just got their container, Brazzen Greater Columbia:

We are selling these Travel/Float Panels like crazy and already have a waiting list for more! They are buying them like crazy....but then again because I have so many barrel racing/rodeo/traveling connections I think that is why. Do you know how many of the float panels fit on a pallet?

I think I have sold most of the pallet of the loop foot panels as well. I had someone request that we put another brace down the center of the panel, to make them a bit more sturdy in the center. Would this be something we could have done?

It's almost spring and I'm sure we are all **We actually have someone looking to** build a feedlot and is going to bring us a plan and we are going to work out the whole thing! Exciting.

> I was impressed with just how "stout" all of the products are! We have Forest allotments for summer pastures, so the cows go from about May through September without seeing people and there's no doubt these panels will hold them in come gathering time. We are planning to keep a few things for ourselves this order, but people are buying them and speaking for them so quickly and in such bulk that I don't think I'll get to keep anything I wanted to from this order.....but a great problem to have!

Thank you! Whitney =

Let us know how you are doing, we love to hear updates about sales and other things that are going right for you. And of course any feedback is appreciated so we can work together to make the Brazzen brand stronger.





Sales Tip

The loop feet panels are a cheaper panel so people like them. They like them, not only because of the price point, but also in the USA the loop feet are called mud feet because they don't sink in the mud as easily.



People may prefer to buy them because the mud feet are a long term design for many years to come and it's what people are used to seeing on panels. We do not see mud feet much in Australia. The standard panels have a hole at the bottom and a peg can be driven through it if the rancher wants it more permanent.

UPDATES & REMINDERS

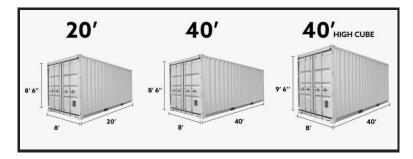
Maintaining the Equipment

When we buy a car for \$10,000 we make sure we get it serviced regularly, we wash it almost every week inside and out. When we, or our clients, buy Brazzen equipment why don't we maintain it the same way? When we sell it, why don't we as Dealers make sure it is looking its best. If a chute, a sweep or even gates have been bought there are parts that need maintaining. There are hinges, slam latches, springs, ratchets etc. There is nothing worse than a slam latch bouncing off the receiver or the chute head catcher does not open smoothly. To make the products last forever they need to be maintained. The slam latch bolt may need a bit grinded off so it is not hitting the receiver too hard also it is good the spring and hinges have some WD 40 sprayed on them or Lithium Grease. The welds are the weakest points for rust as they have only been covered with Cold Gal Paint. You will see rust start to come through over time. Go to Home Depot and get a couple of spray cans of Gal. A lot of times it is hard to match the color but in most cases it will not matter if it is grey. Respray those welds where it is needed. It's good to have all this done before handing over the equipment to sell. Wipe the rails down with a rag so they look clean before you sell them. If you are showing the goods for display and the latch does not slam or there is rust showing on the panels and dirt you are doing yourself a disservice by displaying them. The same is with selling to clients dirty equipment. There are areas in the USA where it can be humid and this can have an affect on the galvanizing. White rust can appear and if this appears it is good to give the equipment a light wipe over with a cloth with white Vinegar or multi-purpose oil. Stacking the panels in areas where there is little ventilation and dampness or if it is rained on in a humid area can cause the same white rust. Look after the equipment and it will last a long time in your yard and convey the same to your clients. We will have a link on the website for these tips to maintain your equipment and you can send your clients to it.



No More 20 Foot Containers

In the past we used to supply equipment in 20 foot containers to new Dealers, normally for the first order to help them test the water. To send 20 foot containers is not economical as they almost cost the same cost to sea freight then put them on trains for trucks for transport. They only can fit one skid in them and are not as high as a 40 foot HQ container so it is very uneconomical to send them.



Limited Goods To Go In The Containers

Our factory has had huge difficulties with producing so many products. We have over 180 different, Panels, gates in different heights and lengths, feeders, ramps & chutes. We have equipment for horses, cattle, sheep and now goats to produce. We have Minimum Order Quantities on each of the products but we also need to limit how many different products can go in a container. We like to have no more than 15 different products in one container. For example, this means a 6 foot long panel would be counted as 1 different product. A lot of the time most dealers do not have more than 15 but we do have dealers in their first order asking for over 25 different items. Having this limit will help us to be more efficient as we will not need to change the jigs over as many times, we can package the pallets better, it will be easier to manage and we hope there will be less mistakes. I hope you all understand and we can move forward this way. I think we will also need to look at producing less panel styles and we will look at this in the coming weeks, let us know your thoughts. Example: we have these 5 foot high panels. The Loop Foot panels, the five standard rail panel, the 4 premium rail panel. In the 6 foot high panels we have 5 premium rail panels, the 6 premium rail panels (new) and the 6 standard rail panels (new). I think there may be some room to take 1 or 2 models out. Producing in the USA has been a bigger challenge for us, In Australia we mainly just have the 6 foot high and 6 foot long panel and sometimes the 8' long. We are too simple. In the USA we have all the above style panels and they also come in 5'6'8'10' and 12' long.

Rusty Straps

It is very important the straps are taken off as soon as you get the packs. Check the pics out what happens if they are left on for too long.





PRICE INCREASE

We suggest all the dealers go with the new Retail prices now. If we can change them by the 10th of April.

TIPS WHEN ORDERING CONTAINERS



long panels. So you have room for one more skid and maybe 3 feet left at the door.

On the 3rd skid we will have to put the gates, but we can also fit the sweeps which are good sellers. That skid is tarting to get full now, but the loafers are good and if they can fit. As for the alley

bows, I would just get the single ones to start with or even the adjustable ones. The perm posts is ok as long as you get the longest ones and the pins we would just get the foot long x 30 and the 4 foot long ones x 15. We would not worry about the bud box or the chute as they take to much room and do not sell as well as the sweeps. The chute will be better than the Bud Box. Of course it depends on your area as Bud Boxes can sell better than chutes depending on area. Chute and loafers sales quantity won't be great but they are something you don't want to miss out.

We would suggest to get a stack of 2 types of 12' long panels. Normally 48 in a stack. The 12' long 4 premium rail panels are the most popular panels and they suit both horse and cattle. We would suggest you have another skid of 5 rail 12ft panels. For instance, if you pick up the 5 rail panels you need choose the 5 rail gates too, and most of the time 10 panels with 1 gate. Normally one stack of panels is 48 pcs and it will be always good to take 1 stack.

The gates would need to match and I would just have 1 gate for every 10 panels. We have 6' long gates and 12' long gates and they are all 10' high for horse and rider to go under. If you look at the diagram we sent about what fits in a container, the skids will be over 12' long. This would mean fitting these 2 skids with 46 panels on each skid comes to 25 feet in the 40' container. We can also slot in the panels that are not as long in the rails of these 12'

In general a container can load 4 or 5 stacks depending on the item. We need make the container full to keep the cost down.





Message from Annie - Ordering Containers

- 1. No more than 15 product models shall be fit in the 40HQ container.
- 2. 1 x 40HQ normally can load 3 stacks of 12'1" long. Among them, 2 full stacks of 12ft long panels (premium or standard) are recommended and the other stack is suggested to be filled up by 2 sweep yards and 1 squeeze chute.
- 3. 5ft, 6ft, 8ft and 10ft long panels would be slotted in the gaps of the rails. Also, premium sheep panels, budget sheep panels or budget horse panels shall be slotted in as well depending on what gear you'd prefer.
- 4. The relevant gates are recommended if the panels are ordered; for example, 12ft 5 rail premium panels shall go with 12.5' 5 rail premium gate, 6ft 5 rail premium panel with 6ft 5 rail gate. 5ft 5 rail premium panel with 7'4" 5 rail gate. The MOQ for every gate is 5 pieces.
- 5. Normally 1 sheep gate will go with 10 sheep panels and 1 budget horse gate go with 20 budget horse panels.
- 6. If you are not interested in sweep yards or chutes for the first container, horse stalls or loafers are good sellers as well. 4 horse stalls take up one whole stack, which length is 8'6".
- 7. Head bales and Cattle Sliding gates shall fill up the rest of the container space. They shall match to Hobby chutes with 8ft long panels.
- 8. Please feel free to send us your order list, even a draft by writing. Our team will work out best to fill up the container and send the proposal for your confirmation.

WELCOME OUR 2021 DEALERS (January-March)

BRAZZEN CENTEX Texas





Michael Myers & Matt Domel Servicing: Wall - Eden - Brady - Mason - Marble Falls - Kerrville - Comfort - Concan - Rocksprings

BRAZZEN CHICKASAW COUNTRY Oklahoma



Ranald Cameron Servicing: Moore - Shawnee - Weleetka - Stuart -Coalgate - Caddo - Bokchito - Durant - Ardmore -Wilson - Lindsay - Norman

BRAZZEN GREAT PLAINS Oklahoma



Scott Tebow Servicing: Braman - Shidler - Cleveland - Boley -Meeker - Edmond - Marshall - Garber - Lamont

BRAZZEN GREEN COUNTRY Oklahoma





Chantz Davidson & Cody Freeman Servicing: Dewey - Welch - Grove - Stilwell -Oktaha - Muskogee - Wagoner - Broken Arrow-Beggs - Tulsa

BRAZZEN HUSKERLAND



Scott & Heidi Cline Servicing: Lincoln - Omaha - Fremont - Columbus -York - Fairbury - Beatrice - Falls City - Nebraska City Syracuse - Plattsmouth - Elmwood

BRAZZEN MID/TEX Texas



Earl Hardcastle Servicing: College Station - Katy - Lake Jackson -Bay City - Victoria - Cuero - Bastrop - Brenham

BRAZZEN NORTH CENTEX





Michael Myers & Matt Domel
Servicing: Vernon - Wichita Falls - Decatur Breckenridge - Cisco - Coleman - Winters Abilene - Stamford - Haskell

BRAZZEN SANDHILLS Nebraska



Mike Johnson
Servicing: Alliance - Scottsbluff - Bridgeport Chadron - Crawford - Gordon - Chappell Rushville Hay Springs - Big Springs

BRAZZEN TEMPLE



Bubba House
Servicing: Granbury - Hillsboro - Hearne Temple - Georgetown - Killeen - Woodway Waco - Gatesville - Stephenville

BRAZZEN THREE RIVERS

Texas



Kathryn Negaard Servicing: Pleasanton - Floresville - Kenedy-Corpus Christi- Mathis - Catarina - Crystal City

BRAZZEN TREASURE STATE



Bill Gibbs Servicing: Cohagen - Lindsay - Glendive - Baker -Belltower - Biddle - Decker - Hysham - Knowlton

BRAZZEN UINTAH BASIN Utah



Willis LeFevre Servicing: Vernal - Jensen - Duchesne - Manila -Strawberry- Fruitland - Tabiona

WEBSITE WITHIN OUR WEBSITE

DON'T WASTE TIME DOING YOUR OWN WEBSITE

Being part of Brazzen, we offer you a website within our website where you can give a link out to your customers to go directly to your page. *There is an example of the link below. This is a nice feature we offer, but most pages could use a little more personalization.

We have put text as a place holders that says something like: "For more information contact..." just for an example. It would be nice to have you update the text on your page. Whether you want to tell a little bit about yourself, come up with something clever, or just something a litte more professional, we would encourage you taking the time to do that. You can email Brita any changes that you would like made.

Example of Main Website within Website Page:

When you get your products, make sure and take pictures of your setup and send them to Brita so she can put them on your website. Also, when you place your first order, let her know which featured products you would like listed on your site.

Example of Featured Products Page:

Also, if you have any suggestions to make the site better, please let us know. We want to make the site work for you and are always open to your ideas.

For more info go to: www.brazzen.com/getting-started

View All Products

FEATURED PRODUCTS





Premium 4 Rail Gate





Premium 4 Rail Panel

Premium 5 Rail Gate

* www.brazzen.com/dealers/brazzen-sierra-cascade-basin



Brazzen Sierra Cascade Basin

FEATURED PRODUCTS >



I do believe once you see these products in person, you will love them as much as we do. Absolutely amazing.

CONTACT

Conrad 530-249-5398

sales@brazzen.com

SHIPPING THE CONTAINERS TO YOU

THE PRICES HAVE ALLOWED FOR THE FOLLOWING:

- Truck from factory to the port
- Port fees at the port
- Rental of the container
- Sea freight to the USA port
- Port fees at the USA port
- Train if there is a inland destination
- Trucking from the train dry port or from the USA Sea Port

Along the way there can be problems we have to cover. Once the goods have left the factory we have no control of the container until it is released at the other end to the Trucker.

If there is a problem when dealers are not there to receive the goods on time, or the dealer does not unload in the time slotted or does not have correct equipment to unload there are fees associated with it all and they are not cheap. The dealer also needs to be responsible for these fees if they fail to do the above.

There are also problems when there is bad weather or the road to the dealers ramp is muddy and the truck can't get there. In these cases both the dealer and Brazzen USA would need to pay as it is neither parties fault.

I for one hate to pay all the extra fees so please let's all try to receive on time and have the right equipment to empty on time and properly. Please be sure not to damage the containers and it is a good idea to have something in writing from the trucker about the time he arrived and the time he left. Many occasions they charge another hour for no reason. If you are unsure of the time to unload without any other fees please ask Annie or Brita.

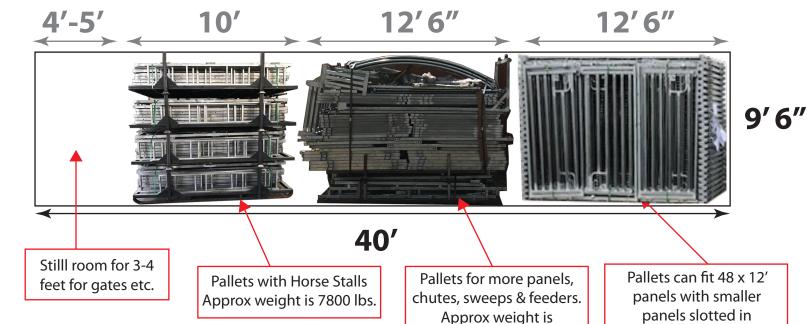
If any of you know a trucker who goes to the ports and back to your area regularly please let us know as I would love to use local guys.



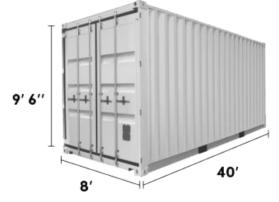
CUSTOM MADE PRODUCTS

When we make custom products it will take longer and also costs more. The reason is the workers have to have a drawing and then it needs to be approved. There is a lot of back and forth emails to approve and confirm drawing. We then have to order materials for it and because it is low quantity the tube and plate will cost more. When we order tubes for mass production we order it in the length we have no waste. For example the square posts on our panels might be 6 foot long. We will then buy tubes 24 feet long so there is no waste and we can cut it into 4pcs. Margins are so tight we can't afford much waste. We then have to make a cutting list which is given to the cutters. Once it is all cut then the welders can start to weld it together. When we mass produce the equipment the cutters and welders are paid per piece. When it is custom made the workers are paid an hourly rate or we have to negotiate a price. Workers all prefer to work per piece. I just thought it will be good to give you a heads up on it.

FILLING THE 40' CONTAINER



40'HIGH CUBE



The Empty Container Weighs 8380 Lbs







8000-9000 lbs.



Panels Slotted In:

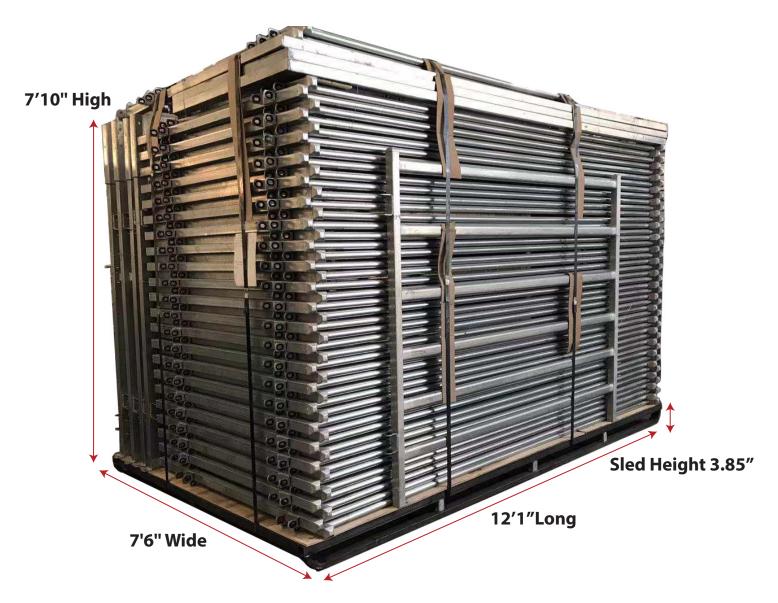
Approx weight is

8000-9000 lbs





STANDARD PALLET SIZE



Approximately 9000 lbs.

The height of the sled skid is about 3.85".

We will leave 1 inch on top of the container.

The internal height at the container gate is 8'5" high.

The total height of one sled with goods won't be higher than 8'4'.

Our standard pallets are 7'10' high and 7'6" wide (the width is almost the container internal width)

The weight of the stack of premium 12ft 4 rails panels is around 9000lbs. (4082 kgs)

FEATURED DEALER



How have your first few months gone?

They have gone pretty well. Once people see the panels and equipment, they really like them and will most often upgrade to the premium panel sets. People really loved the sheep panels at our Jr. Livestock Show and will be ordering more for the hog pens. We are still learning what to have on hand, what products will sell the best.

Overall, what has your experience being a dealer been like?

Really Good, communication with Cam, Brita, and Annie is very important, they are great to help with any questions. It has been a struggle to get products delivered in a timely manner due to the current world situation.

What kind of advertising have you done? Was it successful?

Mostly word of mouth and phone calls to people, ranchers, and organizations in our area we felt like might need livestock equipment. We haven't done a ton of other advertising because we don't have any inventory built up yet and feel like it would be more of a negative experience for customers to have to turn them away. We set up and

provided stalls for a pro rodeo and got a few calls from that. We feel like what we've done has been successful, but have lost several sales because we haven't had enough inventory on hand.

What is your favorite part about being a Brazzen Dealer?

Helping ranchers and county facilities obtain the best equipment to meet their needs.

What struggles have you had?

Our biggest struggle is shipping and receiving the containers in a timely manner. It has been tough to not get containers in on schedule. It makes it really hard to sell something when you can't say when it will arrive.

What interested you in becoming a dealer? Tell us a little about your background:

I serve as the chairman of our local jr. livestock show, we were looking for sheep and hog panels when we came across the Brazzen company. We saw becoming a dealer as an opportunity to get the panels we needed and to diversify our cattle ranching operation. We raise registered black angus and simmental cattle that we sell as seed stock to other ranchers and also run a small herd of commercial cattle. We would like to grow our ranch and hope being a Brazzen dealer will help us diversify our income.

Tell us about your family:

We make our home in Southern Utah, in Kanab. We have been married for 15 years and have 4 amazing children: JW, Lizzy, Wyatt, and Jordan. Our kids are smart and good workers. We have a growing collection of horses that we all love working with. All the kids compete in rodeo and we team rope and barrel race together. In fact, Lizzy is the high-money barrel winner in our

family. As we said, we raise cattle in addition to a full time job.

Have you had a good response from people in your community toward the products?

Yes, everyone that has seen and used our products has really liked them and word of mouth has helped with several sales.

Have you been able to attend a fair or show?

Everything we had planned on attending was cancelled due to Covid. However, we originally became a dealer to buy sheep and hog panels for our local livestock show. It was a very positive experience as people were able to see and use our products.







MEET THE DEALERS



BRAZZEN BIG SKY COUNTRY



Amanda & Casey Weaver Servicing: Missoula - Flathead Valley -Bitterroot Valley - Helena - Great Falls -Bozeman - Butte -The Big Hole

BRAZZEN OF THE BLACK HILLS



Tim & Kim McGriff Servicing: Redig - Eagle Butte - Chida - Pierre -Draper - Olsonville - Pine Ridge - Burdock - Rapid City - Wicksville

BRAZZEN BOBTAIL AG



Andrew Ward Servicing: Paxton - Sutherland - North Platte -Maxwell - Brady - Gothenburg - Cambridge -Indianola - Palisade - Hamlet - Brandon

BRAZZEN BOISE MAGIC VALLEY



Matt Tindall Servicing: Clayton - American Falls - Contact -Twin Falls - Boise - San Jacinto

BRAZZEN BONHAM



Elizabeth Campbell Servicing: Denton - Gainesville - Ardmore - Ratan -DeKalb - Naples - Winnsboro - Plano

BRAZZEN CACHE VALLEY



Matt & Howard Jensen Servicing: Snowville - Holbrook - McCammon -Morgan- Bear Lake - Farmington - Ogden -Brigham - Tremonton

BRAZZEN CASTLE COUNTRY



Dillon Greenan Servicing Price - Dragon - Rifle - Grand Junction -Green River - Wellington

BRAZZEN CENTERFIELD



Travis Blackburn Servicing: Fairview - Ephraim - Fayette - Holden -Suphurdale - Salina - Manti

BRAZZEN CENTEX



Michael Myers & Matt Domel Servicing: Wall - Eden - Brady - Mason - Marble Falls - Kerrville - Comfort - Concan - Rocksprings

BRAZZEN CENTRAL COAST



Debra McAlahney Servicing: Salinas - Hanford - Visalia - Bakersfield -Ventura - Santa Maria - Paso Robles - Greenfield

BRAZZEN CHICKASAW COUNTRY



Ranald Cameron Servicing: Moore - Shawnee - Weleetka - Stuart -Coalgate - Caddo - Bokchito - Durant - Ardmore -Wilson - Lindsay - Norman

BRAZZEN COLOR COUNTRY



John & Dusty Reese Servicing: Big Water - Hamlin Valley - Circleville -Panguitch - St. George - Cedar City - Kanab

BRAZZEN CROSS FENCE



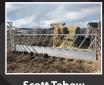
Klay & Kristi Shafer Servicing: Ely - Eureka - Winnemucca - Platora -Wilkins - Wendover

BRAZZEN EASTERN PLAINS



Trent Abraham Servicing: Hereford - Crook - Amherst - Wray -Burlington - Firstview - Peyton - Agate - Wiggins -Briggsdale

BRAZZEN GREAT PLAINS



Scott Tebow Servicing: Braman - Shidler - Cleveland - Boley -Meeker - Edmond - Marshall - Garber - Lamont

BRAZZEN GREATER COLUMBIA



JC & Whitney Cabral Servicing: Trout Lake - Boardman - Walla Walla -Joseph - Enterprise - La Grande - John Day -Redmond - Madras - The Dalles

BRAZZEN GREEN COUNTRY



Chantz Davidson & Cody Freeman Servicing: Dewey - Welch - Grove - Stilwell -Oktaha - Muskogee - Wagoner - Broken Arrow -Beggs - Tulsa

BRAZZEN HIGH DESERT



John Wehrly Servicing: Beatty - Angle City - Mesquite - Needles -Apple Valley - Lancaster - Ridgecrest

BRAZZEN HIGH PLAINS



Richard Forrester

Servicing: Perico - Perryton - Wheeler - Wellington -Crowell - Plainview - Muleshoe - Amarillo - Texline

BRAZZEN HULL



Harv Punt

Servicing: Inwood - Sibley -Armstrong - Lurens - Lake City -Mapleton - Sloan - Merrill

BRAZZEN HUSKERLAND



Scott & Heidi Cline

Servicing: Lincoln - Omaha - Fremont - Columbus -York - Fairbury - Beatrice - Falls City - Nebraska City -Syracuse - Plattsmouth - Elmwood

BRAZZEN MID/TEX



Earl Hardcastle Servicing: College Station - Katy - Lake Jackson -Bay City - Victoria - Cuero - Bastrop - Brenham

BRAZZEN MONDAK



Jay Transtrom

Servicing: Westby - Columbus - Sherwood - Renville -Minot - Riverdale - Mercer - Bismark - Antelope -Yates - Sidney

BRAZZEN MUSSELSHELL RIVER



Hector & Alli Caraveo Servicing: Forest Grove - Melstone - Worden -Bridger - Bearcreek - Gardiner - Big Timber -Lennep - Columbus



BRAZZEN NORTH CENTEX





Michael Myers & Matt Domel Servicing: Vernon - Wichita Falls - Decatur -Breckenridge - Cisco - Coleman - Winters -Abilene - Stamford - Haskell

BRAZZEN ROCKY MOUNTAIN



Shane Heidemann Servicing: Casper - Glenrock - Glendo -Torrington - Pine Bluffs - Cheyenne - Riverside

BRAZZEN SALT LAKE



Scott Sherner Servicing: Grantstville - Salt Lake City - Coalville - Kamas - Heber City - Cedar Fort - Dugway

BRAZZEN SAN JOAQUIN VALLEY



Pat & Michael Bivens Servicing: Concord - Stockton - Bridgeport -Bishop - Fresno - Madera - Modesto - San Jose

BRAZZEN SANDHILLS



Mike Johnson Servicing: Alliance - Scottsbluff - Bridgeport -Chadron - Crawford - Gordon - Chappell -Rushville Hay Springs - Big Springs

BRAZZEN SIERRA CASCADE BASIN



Conrad & Shara Gonzalez Servicing: Sacramento - Willows - Redding- Alturas -Termo - Reno - Fernley - Yerington - Carson City

BRAZZEN SISKIYOU



Pete Bray & Clayton W. Hansen Servicing: Bandon - Roseburg - Silver Lake -Lakeview - Alturas - McArthur - Redding - Hayfork -Eureka - Medford - Grants Pass - Klamath Falls

BRAZZEN SNAKE RIVER



Logan & Adam Driscoll Servicing: Idaho Falls - Yellowstone - Butte -Helena- Salmon - Pocatello

BRAZZEN SPANISH FORK



Chris & Katie Jacobs Servicing: Provo - Santaquin - Springville -Nephi - Scipio

BRAZZEN TEMPLE



Bubba House Servicing: Granbury - Hillsboro - Hearne -Temple - Georgetown - Killeen - Woodway -Waco - Gatesville - Stephenville

BRAZZEN THREE RIVERS



Kathryn Negaard Servicing: Pleasanton - Floresville - Kenedy-Corpus Christi- Mathis - Catarina - Crystal City

BRAZZEN TREASURE STATE





Bill & Pat Gibbs Servicing: Cohagen - Lindsay - Glendive - Baker -Belltower - Biddle - Decker - Hysham - Knowlton

BRAZZEN UINTAH BASIN



Willis LeFevre Servicing: Vernal - Jensen - Duchesne - Manila -Strawberry- Fruitland - Tabiona

