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-Thermoplastic Valves & Actuators
-High Purity Piping Systems
-Wet Process Systems
-Environmental & Industrial Piping

10/1/11

To: **Asahi/America, Inc. Distributors**
Re: **Customer Satisfaction Survey**

Dear Valued Distributor,

You spoke and we listened, AGAIN!

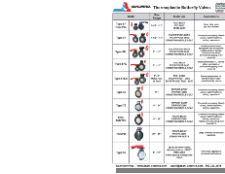
During last year's customer survey, you noted that you wanted improved packaging for our piping products. As a result, we purchased a new pipe packaging machine and improved our overall product packaging. You requested new product introductions to stimulate sales and we introduced our Type 571L butterfly valve, a new wafer check valve and an exciting new piping system, Chem Proline® PE 100-RC piping. You asked for new sales tools and we developed laminated product reference cards and cheat sheets.



New Pipe Wrapping Machine



New PE 100-RC Piping System



New Butterfly Valve Cheat Sheet

It's now time for this year's edition of our Customer Satisfaction Survey. We've updated some of the questions and again have made it available for you to take online. Just visit our website at www.asahi-america.com, and click the "take our survey" button on our home page. You will be asked to enter your **customer number**, which can be found on any invoice, packing slip or quote. You can also take the survey by downloading the survey file online and faxing the completed questionnaire to us at 1-800-787-6861. We'd appreciate it if you could return the survey to us by October 31, 2011. As always, your responses will be kept confidential.

We have used the same rating scale as in previous surveys. We ask that you please rate us, versus our competition, using a **scale of 1 to 5**, 1 being the worst and 5 being the best. By taking a few minutes to complete the questionnaire you will be assisting us in creating a roadmap for continual improvements to our company, products and services.

In appreciation for your input, we will send you one of the following: an Asahi/America T-shirt (specify size M-XXXL) or Asahi/America baseball hat. Please be sure to include your selection as well as shipping address on the survey. In addition, you will be entered into our Grand Prize drawing to win one of two \$250.00 AMEX gift cards!

Should you have any questions or concerns, feel free to contact me or Noreen Smith in our Customer Service Department at 781-321-5409.

Thank you for your time and consideration.

Best Regards,

Dan Anderson

Vice President of Sales & Marketing
Asahi/America



Please Rate us in Comparison to our Competition

Question	NA	1 Worst	2 Slightly Worse	3 Same	4 Better than Most	5 Best
Customer Service						
1. Availability of Customer Service Reps						
2. Quality of Information and Service Provided						
3. Accuracy of Order Entry & Order Information						
4. Knowledge of Products						
5. Timely and accurate order acknowledgement						
6. Timely notification of shipping schedule changes						
7. Responsiveness of the RMA Department						
8. Responsiveness of Credit Department when resolving disputes or Misunderstandings						
Technical Service						
1. Availability of Technical Service						
2. Quality of Information and Service Provided						
3. Follow-up data provided when necessary						
4. Knowledge of Products						
Shipments						
1. Accuracy of Shipments						
2. On time delivery based on Asahi/America Commitment						
3. Quality of Packaging of Valves & Actuation						
4. Quality of Packaging of Piping						
Outside Sales Team						
1. Possesses knowledge of applications for sales opportunities						
2. Provides you sales leads to sell A/A products						
3. Provides frequent product training						
4. Frequency of communication						
5. Is an asset to your business						
Product: Valves & Actuation						
1. Quality of Product – Manual Valves						
2. Quality of Product – Actuation						
3. Range of Product Offering						
4. Product Literature Quality						
5. Introduction of New Products						
6. Price/Value of Engineered Valves						
7. Price/Value of Commodity Valves						
8. Price/Value of Actuation						
Product: Piping (HP, Industrial, Dual Containment)						
1. Quality of Product						
2. Range of Product Offering						
3. Product Literature Quality						
4. Introduction of New Products						
5. Price/Value of High Purity Piping Products						
6. Price/Value of Industrial Piping Products						
7. Price/Value of Dual Containment Piping						
Marketing						
1. Website Content: Informative and Complete						
2. Website: Rate Ability to Navigate						
3. Communication via e-mail newsletters						
4. Obtaining Literature via Customer Service or Website						
5. Usability of Price books						
Welding Equipment						
1. Availability						
2. Reliability of Tool						
3. Quality of Field Service/Training						
4. Timeliness of Tool Delivery						

Your Opinions Matter to all of us at Asahi/America, Inc.
PLEASE FEEL FREE TO COPY AND GIVE TO YOUR CO-WORKERS



Please give us your thoughts

1. *Did you return any products to Asahi/America in 2011? If yes, how would you rate your experience?*

2. *What 2011 new product introduction(s) have provided you new sales opportunities?*

3. *Would you be interested in receiving your order acknowledgments & shipping confirmations via email?*
Yes No
What other documents would you like to receive via email from Asahi/America?

4. *The last time you made a discretionary buying decision, why did/didn't you choose Asahi/America?*

5. *Please provide any additional comments regarding things that you like or want to see changed at Asahi/America.*

6. *Has Asahi/America improved as a company in 2011? (Circle one)* Yes No

LIMIT ONE ENTRY PER PERSON PLEASE

Please complete to register to WIN one of two \$250.00 AMEX Gift Cards:

Company: _____

Name: _____

Title: _____

Address: _____

Email Address: _____

Phone: _____

Please provide email addresses of anyone else at you company you feel should take our survey:

Please select your free gift: (please just circle one):

A. Short Sleeve T-shirt _____ or B. Asahi/America Baseball Hat

T-shirt size: M L XL 2XL 3XL

*Thank you for taking the time to complete this survey
Please Fax back your completed Survey to Noreen Smith at 800-787-6861
before Oct. 31st, 2011.*

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