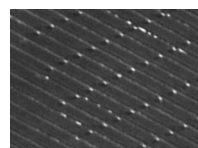
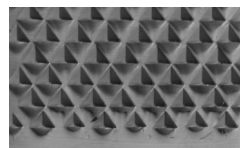


NEW! Bellota Prime Level Rasp

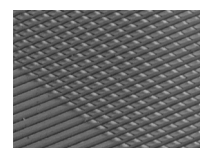
The new Bellota Prime Level complements the Top Level rasp, providing the same wider, thinner model and aggressive rasp side with a new "chip breaker" file side. Packed 6 to a box and 24 to a case.



PRIME LEVEL
AND TOP LEVEL
RASPSIDE



PRIME LEVEL
FILE SIDE



TOP LEVEL
FILE SIDE

FEATURES OF THE NEW BELLOTA PRIME LEVEL

- Aggressive rasp side (8 teeth/row) ideal for trimming
- 12% wider (2" wide) and 10% thinner than regular rasps perfect for leveling balance and control
- Chip breaker file side creates smoother finish of the outer wall
- Same weight as regular rasp models
- High grade steel
- Rasp tooth designed for smooth precise cutting
- Heat treated to hold edge

FPD 30TH ANNIVERSARY CELEBRATION FACEBOOK GIVE-AWAY

November » Bellota Wire Hoof Brush

As a show of our appreciation to the farrier industry, we will be conducting a drawing each month on Facebook. Thirty names will be drawn each month to receive the free item for that month. **During the month of November, the giveaway item will be one Bellota Wire Hoof Brush.**

Follow FPD on Facebook @farrierproductdistribution to see what we're offering in the current month. This giveaway is only valid in the U.S. and Canada.



Look for posts like this one on Facebook @farrierproductdistribution and register for a chance to win the monthly free give-away.

Liberty - The Essential Nail Line

When you are looking for the right combination of horseshoe nails to carry you through the day, choosing the Liberty Steel and Liberty Copper (Cu) Shield nails is essential. View product specifications, photos and videos online at www.farrierproducts.com.

LIBERTY
A NAIL EVOLUTION

Cu
LIBERTY



Liberty Combo Slim
Steel and Cu 5, 6



Liberty Hybrid
Steel and Cu 2, 3, 4, 5, 6



Liberty City
Steel and Cu 5



Liberty LX
Steel and Cu
50, 55, 60, 65 and 70



Liberty E-Slim
Steel and Cu
E-2 Slim, E-3 Slim, E-4 Slim,
E-5 Slim, E-6 Slim, E-7 Slim



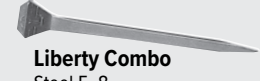
Liberty Slim
Steel 5, 5XL, 6
Cu 5



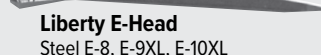
Liberty Race
Steel 3.5, 3.5 XL, 4.5, 4.5 XL, 5
Cu 3.5, 3.5 XL, 4.5, 5



Liberty Regular
Steel 5, 6, 7, 8



Liberty Combo
Steel 5, 8



Liberty E-Head
Steel E-8, E-9XL, E-10XL



Liberty Carerra
Cu Small, Medium, Large

Establishing Customer Policies

It is unlikely that you set customer policies and firm scheduling criteria when you began shoeing. Any work was welcome and uncomfortable conditions did not cause you great concern. However, as you established yourself and developed your skills you probably began to notice (and become more irritated with) less than ideal working conditions and customers. We have a few ideas for those of you in the early stages of your career and perhaps some of you who have “been around.”

Working conditions

Dave Farley has talked about 5 factors in working conditions and their importance to doing the best work possible. He explains to his customers that if any of the conditions are less than desirable it will make his final job more uncertain. He has found that customers will try to improve conditions if you present it to them in this way.

1. Clean work area
2. Dry work area
3. Flat work area
4. Well lit work area
5. Well behaved horse

Attach 20% value to each requirement and let your customer know you can work up to 100% of your ability if all are met. If any are lacking, your final job may not be 100%. Be especially firm with the well-behaved horse category. It is a tough, risky job with a good horse. The dangers to your physical and financial well being are magnified greatly by an unruly horse.

Payment

Cash flow is important in all businesses. You need to establish firm policies on payment. Our recommendation is payment on completion of work if this is possible. If you choose to bill, develop a habit of invoicing at least weekly, if not daily, and request payment in 10 days, 30 maximum. The shorter you can keep the payment period the stronger your cash flow will be. If you wait to do monthly statements your cash flow is strained, even if your clients pay promptly after receiving the statement.

If you choose to do work on account be firm with your terms, regardless what they are. Don't let your customers get in the habit of paying late. After all, you are running a business. You need to remember this in dealing with your suppliers. They have an even tighter margin and depend on your payments to keep inventory and service levels up.

Scheduling

If you can develop scheduling policies you will find you have much better control of your business and profitability. Stress the importance of regular hoof care. You might find a six week rotation to be ideal but be flexible with your customers that are not professionals. If you can get them to agree to 7-8 weeks or less you will find this to be important. Efficient management of time is your benefit and the good condition of the hoof is your customer's.

- Set realistic schedules and allow enough time for the unexpected.
- Stick to your schedule and communicate with your customers if conflicts come up. Don't make a habit of changing your schedule. If you have customers that are willing to get on a schedule you owe it to them to do everything possible to be there - on time.
- Make sure your customers understand your requirements if they can't meet a scheduled appointment. Set a requirement for advance notice of any deviation from schedule.

The information you collect in a database will be useful in setting up schedules and implementing policies. It is also invaluable to your communications efforts. These policies enhance your service to your customers and increase your efficiency- the key to improving your profits.



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