

**ARNOLD**  
MACHINERY COMPANY



Customer Satisfaction  
Our Only Policy®

What is  
Silver Service?



## Uncompromising Commitment To Customer Satisfaction.

### SILVER SERVICE® POLICY

At Arnold Machinery, NO SALE is ever final until you are satisfied. And when we say it we mean it. Our policy is plain and simple because CUSTOMER SATISFACTION IS OUR ONLY POLICY®. No fine print. No disclaimers. Only total and complete satisfaction with our products and our service.

### SILVER SERVICE® PROMISE

We make the promise that the efforts of every Arnold associate will be focused on the goal of complete customer satisfaction. At Arnold Machinery we believe that no machine is more reliable than the people who stand behind it. It is that SILVER SERVICE® commitment and attitude that distinguishes us from our competitors and it's the reason we're in business today.

### SILVER SERVICE® GUARANTEE

Our success depends on each customer knowing that they will receive the best service, guaranteed. SILVER SERVICE® is the level of premium service that our customers demand. It is what we believe, and it is the foundation of our business success.



## Arnold's Philosophy



At Arnold we believe in carrying our SILVER SERVICE® attitude and commitment into the general community. We believe in the free enterprise system and that we have a valuable stake in that system. Our reward for performance takes the form of success and the amount of success is directly related to how well we serve you . . . our customer.

We believe in equality. We believe that in a free marketplace no individual should be discriminated against regardless of race, creed, color, religion, sex, or disability.

We believe in the inherent dignity of the individual; that without exception everybody is entitled to courtesy, fairness, and respect.

We believe in compassion for the less fortunate. We believe in contributing and providing leadership in voluntary charity organizations that aim to relieve the plight of those less fortunate than we.

We believe in honesty. It is our integrity that has built and sustained our reputation and it is that enduring dedication to honoring commitments that will guarantee that all Arnold customers will continue to benefit from our SILVER SERVICE® performance far into the future.

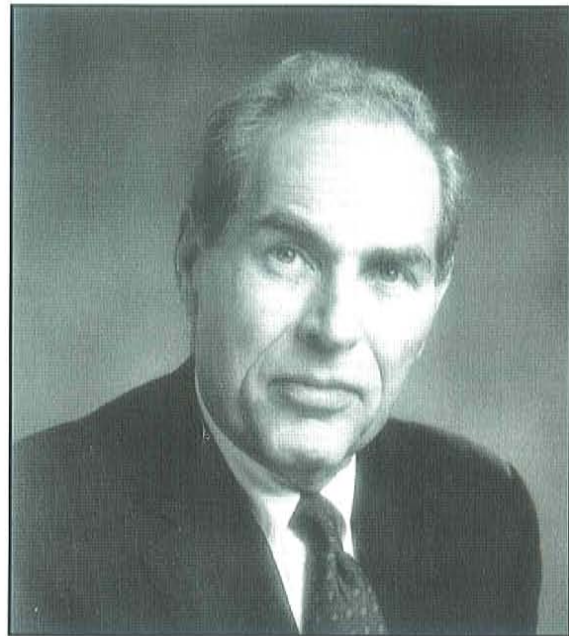


## from the Chairman & President/CEO

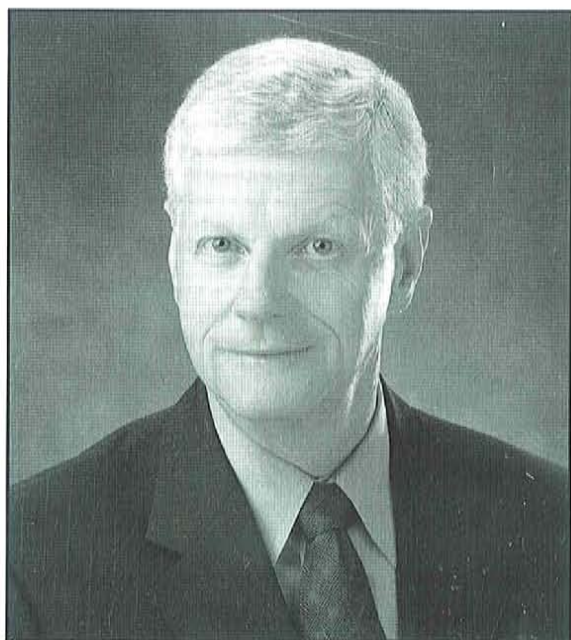
What makes Arnold Machinery Company unique? **Silver Service®**. Every associate is responsible to make the customer happy and take care of them right then and there. They are not only empowered, they are obligated to do so. At Arnold Machinery Company, we believe in carrying our **Silver Service®** attitude and commitment into everything we do. That commitment is directed solely to how well we serve you — our customer. **Silver Service®** works for you because we are not alone in this. You have the commitment of every Arnold Machinery Company associate that truly **Customer Satisfaction Is Our Only Policy®**.

**Silver Service®** is a complete safety net, it takes the worry out of owning equipment. When we say "All our sales are not final," it is not just some abstract thought or something that we say. It is a way of building long term relationships.

We tell our associates that if there is a problem to take care of it right then and there. We have been doing this since 1986 and nobody has been criticized for making the decision right there, on the spot, to take care of the customer. In instance after instance where that has occurred, the reaction of the customer is "Really, you don't have to call anybody, you don't have to get any permission?" No, you don't.



**Al Richer - Chairman**



**Russ Fleming -President/CEO**

We came up with one simple rule, "You will never get fired for doing too much for the customer as long as it is ethical, but you are surely going to get into deep trouble if you don't leave the customer smiling." And the way to find out what will make him smile is one very simple question "What will make you happy?" - Then Do It!

Our People are the heart and hands of Arnold Machinery. They are what makes it possible to keep our **Silver Service®** commitment. They make the difference on every level.

Arnold Machinery continues to evolve, to change, to meet the ever increasing needs of our customers, but the **Silver Service®** attitude will never change. **Silver Service®** is not only a promise, it is a commitment by all our associates that truly, **Customer Satisfaction Is Our Only Policy®**.

• Integrity • Discipline • Empathy •

# • ARNOLD MACHINERY COMPANY •

## SILVER SERVICE®

**SETTING THE STANDARD FOR  
CUSTOMER SATISFACTION**



The old phrase "Leave 'em smiling!" applies to Arnold Machinery **Silver Service**®. We want your business and we want it to continue. Every time you deal with us, we want to leave you smiling...which is why we say:

***Customer Satisfaction is our only Policy*®.**



[www.arnoldmachinery.com](http://www.arnoldmachinery.com)

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