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For additional information contact:  
Mr. Terry Camp • Vice President  
Carter Products Co., Inc. • 2871 Northridge Dr. NW  
Grand Rapids, MI 49544  
Phone: 616.647.3380 • Fax: 616.647.3387  
E-Mail: [camp@carterproducts.com](mailto:camp@carterproducts.com)

## **CARTER FOCUSES ON CONTINUED GROWTH**

### ***Grand Rapids, MI***

Following a fiscal year that resulted in record year-to-year growth, Carter Products took steps to maintain their momentum by hosting a sales seminar focused on laser alignment products in their Grand Rapids headquarters, November 12-13, 2004.

Carter has expanded their field sales force to record levels. They brought seven of their newest sales representatives in for product updates and demonstrations.

In addition to working closely with Carter personnel, the new representatives were able to meet with Jurgen Austin and Ulrich van Gemmeren from Z-Laser, Carter's partner in the development of advanced laser alignment products. They helped the reps gain some additional perspective on new and expanding markets for laser alignment technology.

"We are very pleased with the track our company followed in our most recent fiscal year," said Peter Perez, President of Carter Products. "The most effective way to continue that growth is through expanding markets and our commitment to the latest production enhancement products."

Carter Products has been a leading supplier of productivity-enhancing products since 1929. Their line of band saw accessories is the broadest in the industry, including guides and tires for nearly every model of bandsaw on the market, past and present. Carter also offers a full range of guide line, laser positioning and inspection lighting, the innovative Carter Flip-Pod® vacuum part holddown system for CNC manufacturing, precision calibration instruments for widebelt sanding applications, and many other products.

For more information contact: Carter Products Company, Inc., 2871 Northridge Dr. NW, Grand Rapids, MI 49544. Toll-Free: 888-622-7837 • Phone: 616-647-3380 • Fax: 616-647-3387. E-Mail: [sales@carterproducts.com](mailto:sales@carterproducts.com). Web: [www.carterproducts.com](http://www.carterproducts.com).

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**The expanded Carter Products Sales Team:**

Back (L-R) Peter Perez, Russ Bransford, Wayne McGee, Tom George, Ulrich van Gemmeren, Terry Camp, Mike Dunlap, Lee Perez

Front (L-R) Jackie O'Neal, Charlene Mooney, Kelly Perysian, LouAnn Freyling, Jurgen Austin, Kip Walworth, Phil Spence, Sumner Bryant, David Livingston