



Several weeks ago we received an interesting question during a distributor training session. *“If I only had thirty seconds to tell a new prospect about Crane,”* the salesperson asked, *“what would I say?”* While there are many ways to respond to this question, the one we would recommend is highlighted in the chart below.

Crane In Thirty Seconds!

Crane Connectors is a Cincinnati-based manufacturer of PC board connectors for commercial and military applications. We offer a wide variety of headers, sockets and jumpers on 0.100", 2mm (0.079") and 0.050" centers in both THRU-HOLE and SURFACE MOUNT versions. Tailored (**Non-Standard/No Penalty**) Products are a specialty.

Crane is Registered to ISO 9001 by UL, and approved for military use by D.E.S.C. (Defense Electronic Supply Center).

In addition to high quality connectors at a competitive price, Crane is noted for its SPEED-TO-MARKET service strategy. Called THE CRANE EDGE (see back of C57 catalog), it consists of:

- 24 hour (or better) service on samples**
- 24 hour (or better) service on quotes**
- 24 hour (or better) service on prints**
- Fast response to all inquiries**
- Fast, on time deliveries**

Regardless of your need, Crane Connectors responds with **fast answers, quality parts** and **competitive pricing**. **CRANE CAN.**

Obviously, we don't expect you to memorize this response! We do want you to emphasize our distinction of doing business ... getting there first with the best **PRODUCTS** and **SERVICE** in our industry!