



Edition 16 - February 2012

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Would You Like to Have Your Company Featured in a Future TriMark Newsletter?

If the answer is "yes", then we should talk! In future issues, we would like to feature some of our customers (one per issue) and talk about how they use TriMark products. If you would like your company to be considered, please contact TriMark by clicking here.

Recent News

Now Available On-line –
TriMark's New Product Catalog

TriMark is On a Roll Thanks to Our Great Customers



The year 2011 turned out to be a banner year for TriMark and this success can be traced directly to the high level of trust our customers place in us as a strategic partner. We worked very hard to make sure that the "rebalancing" we were managing due to the dramatic upswing in demand from some of our market segments was as seamless as possible for our customers.

TriMark recently completed its 2011 Customer Survey and we want to thank all of you who agreed to give us your feedback regarding how well TriMark is measuring up to your expectations. This information is very valuable to us as we work on our strategic planning. As always, we attempt to anticipate the needs of our customers for the coming year while at the same time assessing and evaluating new markets and product opportunities. For example, in this issue you will see the announcement of our new strategic partnership with Prima that we feel will help better position us in the Mass Transit market. In addition to vertical market segments, we are also evaluating how we best address geographic opportunities in South America and Mexico. There is much to accomplish!

TriMark will once again be participating in a full slate of tradeshow (see Tradeshow listing) and we encourage you to visit us if you are in attendance at any of these shows. Our goal is to make each tradeshow an opportunity to introduce new or updated products. Our customers that attend these shows seem to appreciate the opportunity to visit with TriMark representatives about the TriMark products that will make their products better.

One thing for certain, 2012 will probably be a year of high political drama. For those of you who do not live in Iowa, you can't really appreciate just how much politics dominated the news leading up to the recent Iowa Caucuses. While we are glad to see the politicians move on to other venues, the one thing we are all thankful for is that we live in a nation that gets to select its leaders in a fair and democratic fashion.

We sincerely hope that 2012 will be a successful and prosperous year for you and all of our customers and friends. As always we will do our best to "keep you in the loop!"

The TriMark Management Team

TriMark UMA 2012 Preview

Please Join TriMark at the
2012 UMA Motorcoach EXPO



TriMark is now offering its new Product Catalog on-line. Simply click on the link and the catalog will be available for you to review and download. What could be easier and more convenient!



[UMA 2012 Motorcoach Expo](#)

Feb. 8 - 12, 2012
Long Beach Convention Center
Long Beach, CA



[NTEA Work Truck Show](#)

March 6-8, 2012
Indiana Convention Center
Indianapolis, IN



[Eurosatory International Exhibition](#)

June 11-15
Paris, France



**February 8-12, 2012
Long Beach Convention &
Entertainment Center**

Booth # 413

The 2012 UMA Motorcoach EXPO is titled "Year of the Motorcoach Professional - Elevating the Industry". EXPO is a one-stop-shop where the 2,000 attendees from around the world will be able to visit with:

- bus and motorcoach operators
- bus manufacturers
- insurance companies
- component providers
- services providers
- travel and tourism and tour operators

"TriMark has found a growing receptivity to its products for the mass transit market," states Ric Marzolf, VP of Research and Development. "Every year when we exhibit at the UMA EXPO we find that attendees are becoming more familiar with our capabilities and our products and, as a result, they are asking that we get more involved in their projects. Our new relationship with Prima adds a new and positive dimension to what we are able to offer."

TriMark's New Exclusive Distribution Agreement Offers Comprehensive Access Systems Solutions



TriMark is pleased to announce that it now has an exclusive North American (US, Canada, Mexico) distribution agreement with **Prima Industries** headquartered in Correggio, Italy. "Our new agreement with Prima makes sense when you look at both the TriMark and Prima product offerings," states Ric Marzolf. "Prima products are a true complement to TriMark in that they provide us with some unique designs purpose-built for the mass transit market. We feel the Prima line of handles, latches and accessories will fit into our product portfolio perfectly as these access hardware products offer our growing markets and customer base, innovative, proven, high quality products."

TriMark will soon be offering a "mini" catalog featuring the Prima products available.

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TriMark to Unveil NEW 540-0125 e-PAD with Relays at the Work Truck Show



March 6 - 8, 2012

EDITOR'S NOTE: If you would like to send a copy of this e-newsletter to a

friend, colleague or associate, the *Send to a Friend* link at the bottom of this newsletter is a convenient method for providing them with their own personal copy.



Indiana Convention Center

Booth #4269



If you are planning to attend the Work Truck Show in Indianapolis next month please plan to stop at the TriMark booth to check out our [NEW 540-0125 e-PAD](#) with Relays.

This stand alone keypad provides cost-effective and simple power door lock/door latch and unlatch control. The keypad features on-board relays and provides increased security and convenience with limited functionality to minimize system and installation cost. Demanding users in the travel trailer, tool box, and tow and motorized RV market will appreciate the high-end functionality at a value price. Other product details include:

- The keypad can be mounted horizontally or vertically
- The user friendly keypad provides audible and touch feedback
- Rugged and durable construction is compliant to on-road environmental requirements

System kits are available and include handles, latches, power lock actuators and electronic accessories including custom wiring harnesses, relays, switches, door contacts, actuators, mounting hardware, sirens and lighting to provide a comprehensive electro-mechanical access solution.

The [Work Truck Show](#) is North America's largest work truck event. The 2012 version will feature over 500,000 square feet of display area for the 550 exhibitors.

TriMark RVIA Tradeshow Report

TriMark Reports Strong Interest in Products While Show Attendance Decreases

While the total attendance at the 49th National RV Trade Show decreased 6.2 percent over 2010, according to the RV Industry Association (RVIA), TriMark saw a renewed interest in the products it offers to this industry, particularly in the area of technology.



Kevin Broom, director of media relations for RVIA, said the dip in attending personnel matches industry trends. "Overall in the industry, we had a strong 2010 coming back at 46 percent. 2011 was flat and we're projecting about flat for 2012. Most people in the RV industry are experiencing that," he said.

Bruce Borschel, TriMark's RV Product Manager, reports that the demand for new products, technology and security in several market segments is driving the desire on the part of manufacturers to find solutions and TriMark is leading the pack in this area of innovation.

TriMark Products Featured on Several RVIA Best of Show RVs

[RV Pro Magazine](#) recently revealed their choices and TriMark Access Solutions can be found on each of the Motorhome selections. [Click here](#) to see the entire listing.

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