



Our 40th Anniversary Year!

The Twin Post



Newsletter by SVI and Dangerous Dog Productions

Update for the SVI Line of Intentionally Designed Equipment & Repair Parts—July 2017

- Baltimore
- Chicago
- Los Angeles

THIS ISSUE:

Four Decades of Fun!

So Many Families Supported Over the Years!

Call for Everything Except the Concrete

Lubrication Equipment Repair Kits

Remember This Never Sitting Still...

The Official Service Act

Who is and What is Obsolete

Precisely...

Never Sitting Still...

Fastest / Safest Lift from Zero to 360°

Free Engineering and Assets

Company Number Three

Shipyard Sheave

Have a Ball...

Since 1977

Four Decades of Fun!

Some may recall that SVI was not always SVI, well sort of. While always the same company, SVI was first known as Valley Packing and Seal, then Searle Valley until finally just settling on the simplified SVI name back in 1992.



Back then, SVI was already firmly entrenched as the leading supplier of automotive lift production and repair parts. These products were, and still are, supplied to both lift manufacturers and distributors primarily throughout the US and Canada. The product line has continually grown with thousands of new products for auto lifts, as well as some very unique “SVI Exclusive” problem solving solutions.

SVI has always been the most innovative when it comes to challenges and special needs encountered in the field. Some of the SVI innovations have been so unique and badly needed, that in some cases OEMs have been the ones copying SVI for problem solving product ideas.

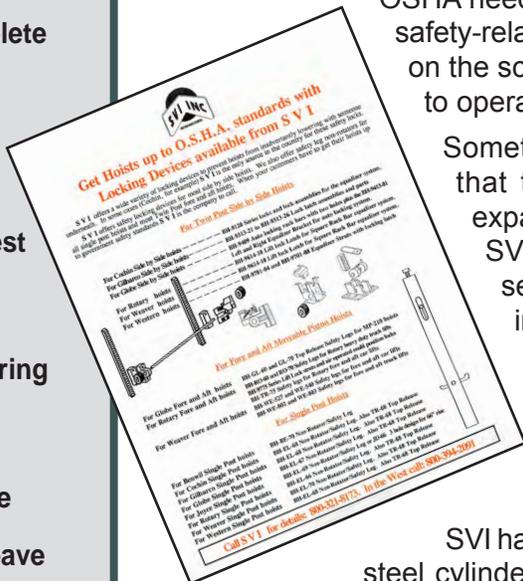
Just a quick stroll down memory lane and it is easily obvious to anyone in the industry how much valuable impact SVI has had on the automotive lift industry. There is no other company that takes safety as seriously as SVI. In 1993, SVI made it possible for many lift models to be upgraded to meet OSHA needs. Since then, many OEMs have also slowly discontinued safety-related devices and each time this has happened, SVI is the first on the scene. It is important to make sure all lifts can be maintained to operate safely. SVI is your answer...

Something even cooler about SVI over the last forty years is that the company has continually evolved. This has meant expansion into new markets, as well as increased capabilities. SVI products can be found in the lubrication, petroleum, wheel service, compressor, outdoor power and industrial equipment industries, to name a few. With customers in all corners of the globe, you can barely travel to a country that does not contain SVI products in use.

In fact, some of the largest vehicle lifts SVI has ever built can be found in distant military fleet service installations, lifting some of the heaviest, most rugged, ready-for-combat vehicles.

SVI has always enjoyed special projects, whether building stainless steel cylinders used in the pharmaceutical market, speciality cylinders for mixing equipment, or just making lower cost mount / demount heads (duckheads) for tire changers available.

SVI has taken charge!





So Many Families Supported Over the Years!

In the early days, SVI started like every other company—*small*.

The vintage February 1989 picture to left is an early shot of two former employees and one current employee. Cassie Wachsmann (left) was the sales and purchasing coordinator and Glen Gronowski (right) was the warehouse manager when shipping to the southeast and east coast was done out of our early Cleveland, Ohio facility. The baby-faced dude (middle) is Doug Climenhaga, then product manager, who later became the company's current president. These three individuals worked very hard to enhance the product line and kick start SVI toward a nice sustainable growth trajectory, that still propels SVI ahead to this day.

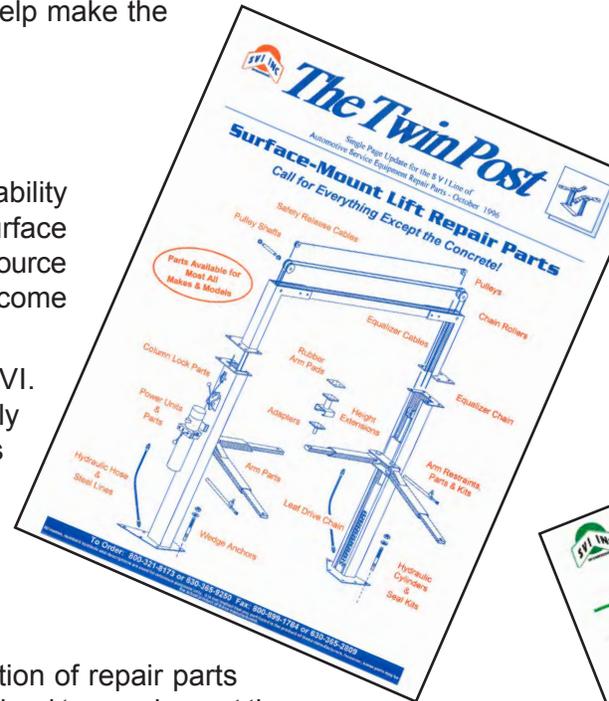
Through their efforts, SVI grew to become a sizeable company. It is difficult now to add up the number of families that have benefited and continue to benefit from SVI's success. SVI has always offered exceptional benefits, an awesome 401K matching program and a profit sharing pension plan. But, did you know SVI also operates a Scholarship program for local kids who need assistance with tuition to further their education? SVI has helped countless kids to achieve their dreams through the SVI Scholarship Program.

SVI supports its community and all the customers it serves that help make the scholarship program and SVI's continued success possible .

Call for Everything Except the Concrete!

By 1996, SVI was moving along at full speed, rounding out the availability of popular repair parts for most makes and models of two-post surface mount lifts. These efforts provided distributors with an unmatched resource for repair parts for automotive lifts. The selection had not just become massive, the available price savings was huge, too!

Product expansions continue to happen on a daily basis at SVI. Everyday, there is focus on working to make more of the less popularly replaceable items found on lifts available. As so many manufacturers of lifts are now defunct or are discontinuing models and repair parts, SVI has even more responsibility.



Lubrication Equipment Repair Kits

In February of 1998, SVI announced its addition of repair parts for Graco lubrication equipment. This move helped to supplement the steel hydraulic line tubing product category, and to further our experience and expertise as a seal and component supplier.

The addition of kits and components for lubrication equipment has been a huge success for SVI. The air motor repair kit (left) has met with overwhelming success. Distributors find this kit to be a premier substitute at a price that is in-line with what it should really cost. If you have not switched to this kit you are leaving money on the table.

From the materials to the fit, this is one kit you can't afford not to buy from SVI.



SVI is your Answer!

THE OFFICIAL SERVICE ACT

On August 4, 1997, SVI opened a new warehouse in Baltimore to serve the Eastern United States. While it was rolled out and affectionately referred to as “Four on the Floor” or THE OFFICIAL SERVICE ACT, management actually referred to the warehouse’s opening as “the official secrets act”. The explanation for “secrets act” is really quite simple and can now be fully de-classified.

Back in the early 1990’s, SVI’s president and the owner of Ronflo Manufacturing became close friends. These two worked on mutually beneficial projects together. They used to even get together from time to time and go to the horse track in Laurel, MD, out for softshell crab dinner, or even raising heck at the bars in West Virginia, where the owner of Ronflo had a getaway cabin.

SVI’s president often answered the phone at Ronflo and took orders from customers that were unaware they were speaking with a representative from SVI whom they also purchased lift repair parts from. It was a fun time in both companys’ history.

As a result of the friendship, SVI became Ronflo’s supplier for hoist tanks, hoist packing, valve repair kits and other things, and Ronflo became SVI’s supplier of safety leg / non-rotators. At some point along the way, the owner of Ronflo offered his company to SVI for acquisition. SVI management discussed the potential and ultimately declined the invitation. The relationship rolled on and both companies continued to grow and flourish.

A couple of years later, SVI changed its mind and wanted to go through with the acquisition, but the owner of Ronflo declined—whoops. It was apparent that SVI needed to further its interest on the eastern seaboard so SVI secretly went about opening a competitive warehouse to serve the Eastern United States. This new competitive pressure changed everything and SVI eventually ended up acquiring Ronflo, but for way more money than the company was originally offered for sale to SVI.

In the end, it was the proper time for Ronflo to sell to SVI and for the owner of Ronflo to enjoy the fruits of his labor, stress free. On April 13, 1998, SVI merged all of the Ronflo assets in and set about on the next chapter in the company’s history. You guessed it, more new SVI products and acquisitions.



Purchasing Lift Packing Kits without the facts can lead to slippery results.

What Lift Repair professionals really need is 100% complete and quality inspected assurance, like that in SVI “Direct Fit” Lift Packing Kits. Instill confidence! Install SVI packing every time and turn your customers leaking problems around.

SVI Lift Packing. Every Time.



Since 1977

Who is and What is Obsolete?

The first issue of SVI's fabled newsletter affectionately called THE TWIN POST appeared in 1989. Ten years later, a June 1999 cover article was written about the word "obsolete". To this day, obsolete is still a word SVI hardly understands. However, it is almost daily that we are constantly reminded of this word. The main reason so many items are obsolete is that there is hardly anyone left.

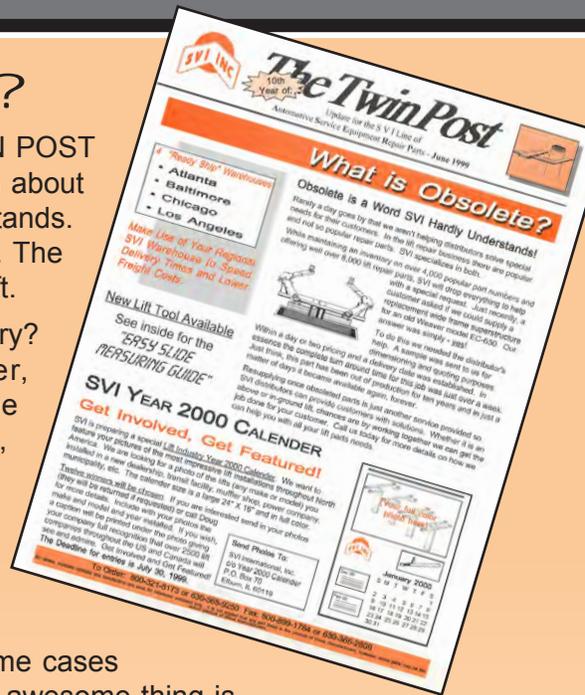
Who is actually left in the once-thriving American automotive lift industry? Where's Benwil, Bishamon, Acanus, Cochin, Precision, Gibraltar, Ben Pearson, Autolifters, PMW, Ford Smith, Gilbarco, Titan, Joyce and the 20 plus companies once building lifts in Texas and so on? Obsolete, gone, gone are so many but many of their lifts are still in service, working just fine. This means that literally everyday SVI engineers are working to make sure parts are still available for these lifts, whose manufacturer is the one that is obsolete.

Re-continuing once-obsolete parts is not always an easy task. Often times, it requires help gathering some information from the distributor or in some cases

even a sample part is required for SVI to properly proceed. The awesome thing is that SVI does actually proceed when no one will even make an effort. Every request is taken seriously and acted on in a professional and educational way so that everyone is working together and understands the process of re-continuing. No one else does this or makes more effort than SVI.

On January 5, 2000, the following letter was received by the President of SVI. The statement this letter makes is an awesome tribute to SVI:

I would like to take this opportunity to tell you how delighted we are to be doing business with your company. We found out about you through business friends in Illinois and have been buying from your company since August of 1999. What a joy to find a warehouse that stocks it all for lifts. Having access to your large inventory has allowed us to expand our market penetration to the point we can say with confidence, "We can fix it." I cannot remember a single time we called in an order that you were not able to ship. Your staff is friendly, well trained and always willing to share their knowledge on the phone. Thanks for the great service and we look forward to many more years of doing business with SVI.



Precisely . . .

Hydraulic & Pneumatic Seals

Sealing Devices

- O-Rings - Standard, Metric, JIS
- O-Ring Cords
- O-Seals
- Piston Cups
- Vee Packing
- Wiper Rings
- Back-Up Rings
- Blended Packing
- Die-Cut Gaskets
- Cast-Iron Piston Rings
- Non-Metallic Piston & Rod Seals
- T-T Rings
- Urethane Seals
- U-Packing
- Leather Seals
- Die-Formed Packing Rings
- Wear Rings & Bearing Tabs
- Valvecontrol O-Rings
- Lathe Cut Gaskets
- Metric Seals
- O2 Seals
- Spiral Vee Packing

Seal Kits

- O-Ring Kits - standard, Metric, JIS
- O-Gate Kits
- Back-Up Ring Kits
- Cylinder Seal Kits
- Custom Cylinder Kits

Miscellaneous

- Teflon Products
- Sheet Packing
- Custom Molded Rubber Products
- Custom Molded Plastics
- Machined Pneumatic & Bronze
- Machined Cast Iron

Hydraulic & Pneumatic Seals

All . . . Applications, Customs, etc.

- Seal Types
- Sealing Styles
- Material Compounds
- Prepackaged Repair Kits
- Inventory Requirements

All customer requirements are met by the most experienced sealing professionals. With vast experience in Design and Application, users benefit from VPS support. Custom Application & Design, including your everyday seal needs, means one source for all occasions. For everything your company counts on in a seal supplier - there is only one company!

Valley Precision Seal, Inc.
 800 HICKS Drive
 P.O. Box 548
 Elmhurst, Illinois 60119

Telephone: (630) 365-0940 (800) 394-2991
 Fax: (630) 365-0986 (800) 269-1373

Custom Design is our Speciality!

Valley Precision Seal

Precisely...

SVI started out as a hydraulic seal company specializing in the OEM supply of seals to major companies that employ the use of hydraulic and pneumatic cylinders. This included the automotive lift manufacturers and huge well known heavy equipment companies. In late 1989, a portion of the seal business was sold off to a Dutch company that quickly wanted to establish a big presence in the United States.

After waiting ten years for the non-compete contract to end, SVI restarted the hydraulic seal business and formed Valley Precision Seal in early 1999. This wholly owned subsidiary of SVI operates with a refined approach, not just anyone can be a customer. VPS customers are special in that they have to commit their dedication and loyalty and in turn VPS invests much in inventory and have an always-available backup supply of product so no one ever runs out of seals. This win-win situation creates many large and extremely loyal accounts across specific segments of industry. Precisely, unique!

Check us out online: www.sviinternational.com

And, now a word from our sponsor!

Fastest / Safest Lift from Zero to 360° in the World

The all new SC-363 from SVI awesome engineering is a wonder for the small car sports enthusiast market. This gem of a lift was designed with Porsche 911 models exclusively in mind. Every discerning "hands on" collector or race aficionado deserves one of these lifts in the shop.

Rear engine Porsches create an interesting challenge for anyone with a workbench. The engine could not be any farther away from the workbench unless you back the car in every time. The SC-363 allows full rotation of the car while incorporating a "lift industry first innovation", a safety leg rotator with multiple locking positions.

There is no other lift on the market like this and it is available exclusively from SVI for sale to high end, high quality purchasers of fine equipment only.

This in-ground lift is like no other and installs easier than any other in-ground lift ever available in the past.



- No Concrete Mixing
- No Piping
- No Excavation
- Super Low Profile
- 360° Rotation
- Modern Sleek Design
- Totally Relocatable
- Just Plain Awesome
- Expensive and Worth It
- Only for Wealthy Enthusiasts

Free Engineering and Assets

In 2002, SVI acquired the assets of Globe Lift, once the largest lift manufacturer in the world. During this acquisition, something interesting happened. SVI was given all the engineering assets and old documentation of the once dominate, but defunct Benwil Lift Company.



Benwil lifts were very popular in the 1980s and early 1990s. They were even available through the GM Dealer Equipment Program. Needless to say, there were a lot of Benwil lifts in GM Dealerships. Many Benwil lifts are still in use and SVI has virtually every single hand and CAD-generated drawing for most models ever produced. The exception is for the models once produced for Benwil in Japan by Bishamon.

SVI, even at one time, toyed with the idea of reintroducing the GPOA series of Benwil lifts. This was quickly dropped because SVI management decided, why try to compete with China?

Isn't every above ground lift now made in China?

Note: more defunct lift companies should send their engineering drawings to SVI.



3 Ready-Ship
Warehouses
to Reduce
Downtime and
Shipping Costs!

- BALTIMORE
- CHICAGO
- LOS ANGELES

We produce
in-ground lifts!

- Also Offering:
- Auto Lift Repair Parts
 - Brake Lathe Repair Parts
 - Equalizer Cables
 - Tire Changer Parts
 - And Much More!

Offering the Largest Supply of Safety-Related Items for Automotive Lifts

SVI has over **30,000 repair parts** available for your lift, whether it is 75 years old or if it was made yesterday.

Patent Protected



doorjammerPRO™

Eliminate damage to car doors and increase your shop's efficiency.
Ask for SVI's Exclusive doorjammerPRO.™
Now in 2 perfect-fit sizes!

SVI BRAND PRODUCT LINES:

GLOBE

MANITOWOC LIFTS
ML



Power Post
Lifting Systems



SVI International, Inc.

View our catalogs online: www.sviinternational.com

155 Harvestore Drive
DeKalb, IL 60115

TOLL FREE: **800-321-8173**

Company Number Three

Where “well made” and “low cost” can actually be used in the same sentence.

SVI operates several companies. In September of 2012, MLM Lifts and Manufacturing, LLC was established and introduced to the industries it currently serves. This wholly owned subsidiary of SVI is a specialty fabrication shop and the producer of cylinders and cylinder components for various industries



Shop Equipped with 6 SESMs

MLM has a unique set of capabilities and is often assisting SVI with new design prototype production. MLM built the first SVI version of the very popular SESM lifts that SVI sells all the time to the outdoor power equipment industry. Currently, MLM is busy producing a new SVI lift design that is intended to help SVI broaden the line of specialty lifts for outdoor power equipment servicing applications. Outdoor power equipment lifts are sold to major sellers of lawn mowers, ATVs, golf cart dealers, large lawn and landscape contractors and large park districts.



MLM's contribution to SVI and its dedication to all its other customers is outstanding. The quality level that comes out of the shop is exceptional. The vast diversification of all the different projects MLM is involved with is amazing. It ranges from producing products to stabilize buildings during earthquakes, to something as interesting as building huge oven extensions for industrial heat treating equipment.



32" Diameter



DRASTIC SIZE DIFFERENCE



BH-7500-50 Steel Sheave for Rotary Lifts Pictured for Size Comparison

Shipyard Sheave

SVI distributors have probably never encountered any sheaves this big. This 32" diameter sheave for 1" wire rope cable is used at a shipyard in Puerto Rico to lift large boats for hull maintenance and painting. The salt water and the salt in the air took its toll over time on the original sheaves. When it was finally time to replace the sheaves, SVI was contacted for help. The corroded original sample was furnished to SVI engineering and a new drawing was created. SVI then produced two new sheaves for the shipyard so their boat lift could be restored to proper working order.

Possessing a can-do attitude is the sole reason why SVI did this job. It was really simple, SVI was the only company the shipyard could find that was willing to help. Why would anyone want to turn down such an opportunity? The next time this shipyard's maintenance staff needs something special, you can bet SVI will be their first call. This sort of thing happens all the time in the automotive lift industry. Everytime someone needs a specially-engineered custom adapter or a solution to a specific need, who is always the answer? SVI is your Answer, the only answer!

"DIRECT FIT" BRAND Solutions, It's Always SVI...



Have a Ball...



BP-1532-83
(Ref # HS-45)

For 1-1/4" to 2" Hoses
Hannay Reel Style

SVI has been investing heavily in tooling to provide the largest selection of Ball Stops / Hose Stops available for all types of hose reels. The selection will include even the large size stops not previously included in SVI's selection of hose stops.

As more and more hose stops become available, more information will be provided. In the meantime, call with your needs—the tooling may already be done and the inventory in stock.

All SVI hose stops will be the most competitively priced stops available across the board for all the industries they will support.



APPLICATIONS

Industrial
Communications
Automotive
Fuel Delivery
Military
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Maritime
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Aviation / Ground Support
Mining
Sewer / Well Cleaning
Construction
Offshore Drilling
Turf / Irrigation
Mobile Lubrication
Welding

Call today: 800-321-8173

Do you get our weekly specials? Call or sign up online www.sviinternational.com

*Our 40th
Anniversary Year!*

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