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GALLOWAY WALLACE

Galloway Wallace is a marketing / ad agency with the single purpose of helping equipment manufacturers grow and succeed.

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# VALLEY CALICHE

*finds good reasons for switching*

The Kawasaki 802Vs are used to charge hoppers at the sand and gravel plant.

**W**hen it's time to replace equipment, what makes a customer switch from one brand to another? Some say a better price or financing package. Others state better machine specs. And yet others place reliable dealer and factory support at the top of their list. For Valley Caliche Products, Inc. of Mission, Texas, all three reasons factored into their recent purchase of several Kawasaki 802Vs.

In 1985, the company had bought one of the first Kawasaki loaders ever to be sold in south Texas - a KSS95. They really liked it, but were uncomfortable with dealer support being located over 230 miles away.

Valley Caliche is moderately diversified with their own quarries, crushers, processing plants, and a hot-mix asphalt plant. The aggregates they mine include caliche, sand, and gravel supplying most of the construction and paving companies in the fast-growing Rio Grand Valley area. Given their demanding applications, any unexpected machine downtime can be costly. Understandably, parts, warranty work, and support are of great concern. So, as the company grew, they purchased Cats since there was a dealer nearby.

"Valley Caliche had thing," continues Z, manufacturers of th nents? "What was o warranty? "How do y loader? We answere got them shop and pa operators tested the K impressed with its per

"Valley Caliche really lik 24-hour parts guarantee components - the stand items. That was very imp They also liked the warra

**"They are probably 25-30% more machine than the Cats. The visibility, the hydraulics, the strength, the ease operation - they are good loaders."**  
- Steve Thompson, Equipment Supervisor

When it came time to start replacing their loaders, Steve Thompson, Equipment Supervisor, rolled up the Catalog and the Comparison Chart.

### PUBLICATIONS / DIRECT MAIL

Dealers are obviously eager to make sales for you, but they need real tools that are localized. Direct mail campaigns, through co-op dollars, are an ideal way to make drive potential customers to your dealers. And dealers love the impact, the way their firm is projected, and the low cost.

We create customized dealer magazines with imprint space, special messages, and targeted information that end users actually look forward to reading. We also create postcard mailings, dimensional mailers, and boxed specialty mailings.

# FOCUS

PUBLICATIONS

**KAWASAKI INTRODUCES**  
**ZV-2**  
WHEEL LOADERS

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