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To: Steamroller Update Recipients
From: Neil Turner
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July 2002 Steamroller Update

New Installation in Australia

After conducting their own independent tests comparing Steamroller results from other moisture restoration methods, Northwest Ginning decided not to gin any more cotton without the economic benefits of a Steamroller. In June a Steamroller System was air freighted to Australia for installation in the middle of their 2002 gin season. That installation is complete and up and running. Our thanks and congratulations to Northwest Ginning and their growers for putting the power of a Steamroller to work for them!

This newest installation brings the total number of Steamrollers in operation in Australia to five, with one more Australian installation already planned for 2003. (One of the 2001 Australian installations was also installed air-freighted and installed mid-season!). By the end of this year there will be over 50 installations worldwide, with the majority of them here in the U.S.

Here at Home

Here at home several new installations are underway. Most of this year's installations are taking advantage of one of the latest Steamroller developments, the optional Platen Lint Moisture Sensor. This moisture sensor continually measures the moisture of the lint as it exits the Steamroller. This provides a fast and reliable indication of lint moisture, making it a perfect signal for automatic moisture control. This sensor used in combination with a Moisture Mirror allows operators to let the Humidaire be controlled automatically and helps assure maximum benefit from the Steamroller.

Benefit Calculator

We released our Steamroller Benefit Calculator in April at the Lubbock Gin Show. It was a hit with many Steamroller prospects (and existing users) because it allowed them to enter their own costs and projections to determine what their benefits would be. If you would like to try out this calculator, go online at www.samjackson.com or call us and we will send you our latest Product CD. Once you see the results, you'll see why the Steamroller is so popular.



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Uncovering the “Hidden” Benefit

One of the benefits you won't see on the benefits calculator, but you will definitely see on your bottom line is the marketing advantages of having a Steamroller at your gin. Cotton growers are becoming more educated on the importance of moisture and the added dollars it can put in their pocket. Having and promoting a Steamroller at your gin can be a deciding factor when growers choose where to gin their cotton.

We can make your marketing efforts easier by providing you with information, facts, and figures to promote the grower benefits of a Steamroller System to your customers. Add the grower benefits to the direct gin benefits and it's a classic win-win situation that you and your customers will both enjoy.

For more information, please contact any Samuel Jackson representative or visit us online at www.samjackson.com. We look forward to your input and answering any questions that you might have.

Thanks for your continued interest in our products,

Neil Turner
Vice-President of Sales & Marketing

Steamroller Updates are written on a periodic basis to keep our customers informed of the latest developments. To receive this update by e-mail or to be removed from this update recipient list, please contact Neil Turner using the information at the top of this letterhead.