



R.L. Cook Company News

Providing Inventory Support Solutions Nationwide to Wholesale Electrical Distributors!

Thank You for a Wonderful Year!

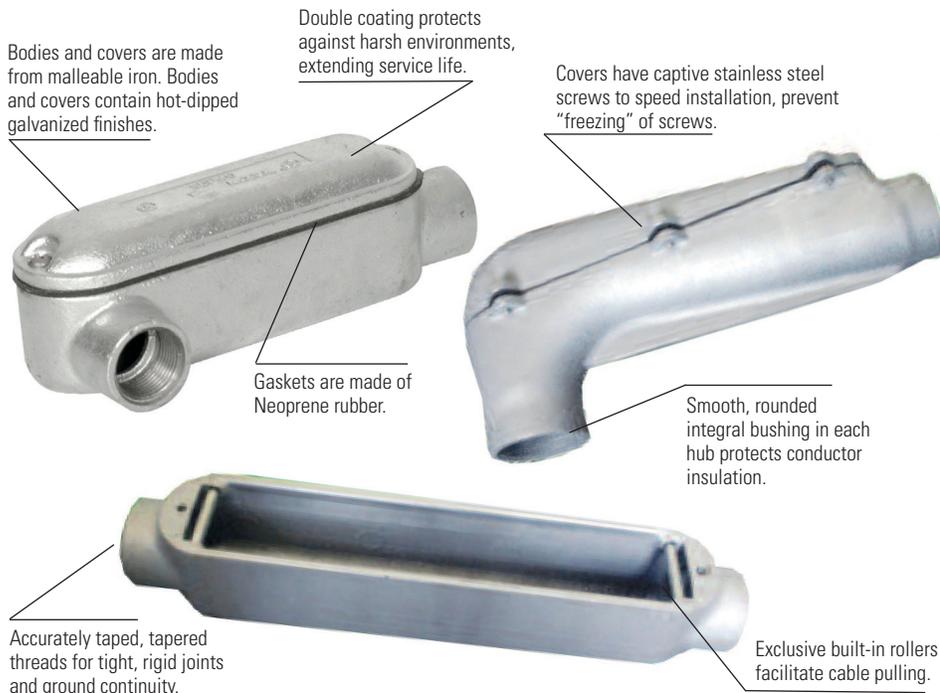


Welcome to our newsletter, and thank you for taking time out of your busy schedule to read it! We are dedicated to supporting our wholesale electrical distributor customers and enhancing their business, and we feel this is just one more way to do it! Our philosophy has not changed for over 70+ years: The right product... at the right price...with superior service! And by the way, your opinions are *very important* to us, so if you have any suggestions or topics you would like to see in future newsletters, please let us know!

— Ronald J. Cook, President

Featured SEPCO Brand Products

Moguls... are those versatile connectors that make difficult wiring situations easier and more practical. They're used for pulling straight, 45 degree or 90 degree angle turns and/or making taps and splices. Moguls are the workhorse of electrical fittings – *but not all moguls are the same*. **SEPCO** moguls are engineered to meet the most rigid performance standards. They're designed to be easier to use in the field, have larger body sizes with more capacity for pulling large and heavy conductors, and are built to last. In fact, they're one of the few suppliers approved for use by the NYC Transit Authority in its demanding subway system environment! **R.L. Cook is a Master Stocking Distributor for the full line of high-quality, cost-effective SEPCO products, serving the entire western US. Just look at these features:**



over...

What's New At R.L. Cook Company?



New inventory management system coming to R.L. Cook

Keeping tabs on over a half million new and new-surplus electrical supply items is a huge challenge. And the challenge keeps getting bigger. We are always purchasing more brand-new supplies from the surplus channel, and we keep adding depth to our complete inventory of tens of thousands of SEPCO fittings. Over the past few months we have been planning and installing a new bar-code inventory management system. The result will be *better service* to you and your customers. Quicker answers, shorter wait times, and faster shipping!

A Special Gift for You!

We'd love to hear your comments and suggestions about our Newsletter. Email Jaylene (jaylene@rlcook.com) with your ideas, and you'll receive a special gift. Thanks very much!!

Need It Now?

Call or email our knowledgeable staff for your electrical supply needs!

206-763-8777

FAX: 206 762-6729

Email: sales@rlcook.com

More ... Featured SEPCO Products

Liquidtight fittings ... perform a wide range of special functions. They terminate and seal liquidtight flexible metal conduit to either oiltight, liquidtight or raintight boxes or enclosures. And they connect conduit and terminate bonding conductors.

SEPCO liquidtight fittings come in an amazing array of configurations to meet virtually any application. With features like tapered threaded male hubs, compact diameters with small turning radius, long ferrules to prevent pullout and tight bend conduit “pop out, insulated throats with steel locknuts and sealing rings, and even grounding screws with a choice of aluminum or copper lugs. And these are only a few of the amazing and affordable SEPCO fittings:



MALLEABLE IRON STRAIGHT LIQUIDTIGHT CONNECTORS



MALLEABLE IRON 90° LIQUIDTIGHT CONNECTORS



MALLEABLE IRON 45° LIQUIDTIGHT CONNECTORS



MALLEABLE IRON STRAIGHT LIQUIDTIGHT CONNECTORS WITH ALUMINUM LUGS



MALLEABLE IRON 90° LIQUIDTIGHT CONNECTORS WITH ALUMINUM LUGS



MALLEABLE IRON 45° LIQUIDTIGHT CONNECTORS WITH ALUMINUM LUGS



MALLEABLE IRON STRAIGHT LIQUIDTIGHT CONNECTORS WITH COPPER LUGS



MALLEABLE IRON 90° LIQUIDTIGHT CONNECTORS WITH COPPER LUGS



MALLEABLE IRON 45° LIQUIDTIGHT CONNECTORS WITH COPPER LUGS



MALLEABLE IRON/MECHANICAL GALVANIZED STRAIGHT LIQUIDTIGHT CONNECTORS



MALLEABLE IRON/MECHANICAL GALVANIZED 90° LIQUIDTIGHT CONNECTORS



MALLEABLE IRON/MECHANICAL GALVANIZED 45° LIQUIDTIGHT CONNECTORS

Can't Find It?

R.L. Cook has a lot more than just the entire line of top quality SEPCO fittings. We have over 60,000 square feet of new and new-surplus inventory in three huge Seattle warehouses! Call us first ... *it's here on the shelf!*



R.L. Cook Employee Spotlight:

Meet Becky!



Becky is the Customer Resource Manager at R.L. Cook, a role that sees her doing inside sales, supporting marketing efforts, and meeting with customers on the road. “I’ve always loved working with our customers.” According to Becky, customer satisfaction means being faced with a challenge and never taking ‘no’ for an answer, but always being able to say, ‘we’re going to make this work.’ “I get great satisfaction from that,” she says.

“Because of the industry we’re in, there are always so many facets to learn about every day. And I’m constantly amazed at how deep our inventory is. I can’t tell you how many times a distributor sales rep has called needing a special part for their customer, and I’m able to find it right here in one of our warehouses. Because we stock in-depth rather than outsource, I can usually meet a customer’s special supply needs right off the shelf. So that means faster delivery for our customers – same-day shipment in most cases.”

Becky enjoys cooking and *loves* to golf. She lives on a golf course, but also enjoys trying out other courses all over the state. One of Becky’s other unique hobbies is performing as a Pirate Wench at charity fundraisers. She also has appeared on the award-winning South Park Float in the Seattle Seafair Torchlight Parade!

Check It Out ...

Next time you’re on our web site, www.rlcook.com, be sure to check out all of the products under the **Material Stock Guide** dropdown. We’re pretty sure we have what you’re looking for at R.L. Cook!!

All photographs are of actual products from our extensive inventory and should not be interpreted as representing an authorized relationship with any manufacturer unless explicitly stated.