

foremost plow bolt advertisement

*Dual-duty artwork reinforces branding and increases sales*

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**Harder Materials and Higher Torque Strength Makes F-911 Plow Bolts More Wear Resistant.**

F-911\* plow bolts offer 180,000 P.S.I. minimum tensile strength, compared to 150,000 P.S.I. of ordinary Grade 8 plow bolts. Test results show F-911 plow bolts continually exceed minimum torque requirements and stand up to severe stress. Fact is, many heavy equipment maintenance engineers and industrial machinery mechanics have found the F-911 plow bolt's increased headwear allows cutting edges and corner bits to be changed less frequently. This means less time spent on maintenance, more time on the job.

**Heat Treated For High Tensile Strength and Pliability.**

All F-911 bolts and cap screws are meticulously engineered and manufactured from high-grade alloys that can take the heat. Our high-grade alloys are heat treated to a Rockwell hardness of 38-42 compared with Grade 8 at 32-36. And because F-911 fasteners are formed and hardened using today's most sophisticated metallurgical techniques this creates a superior fastener that, when used to the manufacturer's specifications, won't shear or stretch.

Move  
Mountains  
With F-911®  
Plow Bolts



**Compare The Certified 6 Traceable F-911 Fastener With Lower Grade Bolts.**

Heat treating alone does not guarantee performance. Heat treating low carbon boron steel can result in dangerously brittle bolts. With an alarming number of these bolts being passed off as Grade 8, it only makes sense to shop carefully. The F-911 fastener's distinctive head marking lets you know each bolt you use has passed severe chemical and physical tests, and is traceable directly to its original lot number and corresponding test reports.

**A Long-Wearing Fastener Saves You Time & Money.**

A fastener that wears poorly must be replaced more often. With F-911 fasteners you can reduce downtime and costly repairs at a price competitive with domestic Grade 8. So why take chances?

For the authorized F-911 fastener distributor nearest you, call today:

800-854-7966



F-911's increased headwear means less changes and more running time.

Now Available in sizes 5/8" through 1-1/4" diameter!





Manufacturers of F-911 Caps Screws and Bolts

9843 6th Street, Unit 106  
Rancho Cucamonga, CA 91730  
Local: 714-941-0285  
Calif. Toll Free: 800-472-4241  
24 Hour FAX: 714-941-0961

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LOGO


TEXT


HEADS


BOLTS


BOLTS


BOLTS


BULLDOZER


BULLDOZER


BULLDOZER


BACKGROUND


BACKGROUND


BACKGROUND

**GOALS:**

Combine industry advertisement and direct mail to differentiate Foremost's plow bolts from commodity fasteners

**RESULTS**

Existing and new customers call volume increased 25% with requests for product information and ad copies to hang in their offices

Response to direct mail campaign reinforced advertising, orders increased 15%