



Barb Maslowski has been with the Worth Company for 20 years. She is the friendly voice you hear when you call. Barb also handles Accounts Receivables, so any questions regarding your account, give her a call. Barb's extension is 0 and her email is bmaslow@worthco.com.

Judy Suchowski is one of our Customer Service Representatives. Judy has been with the Worth Company for 33 years. Most of you have talked with Judy over the years, now you can put a face with a voice. Her extension is 231 or email her at judy@worthco.com.



Our newest member to the Customer Service Department is Carmen Berg. Carmen has been with us for 1 year and fits in wonderfully. Her extension is 254 or email her at carmen@worthco.com

Any questions regarding your orders or shipments, give Judy or Carmen a call.



Office Hours

Monday - Thursday:

7 a.m. to 4:15 p.m. (CST)

Friday:

7 a.m. to 12 p.m. (CST)

Contact Information

Phone Numbers:

800-944-1899 or
715-344-6081

Fax Numbers:

800-374-3021 or
715-344-3021

Main Email Address:

sales@worthco.com

Web Site: www.worthco.com

Shipping Address:

The Worth Company
214 Sherman Ave.
Stevens Point, WI 54481 USA



Rollie Vallin is our National Sales manager. Rollie has been with us for 4 years and has been contacting a number of you to say hi and see how we can help you. Being that Rollie fishes, he can certainly talk the talk with you. If you need to know how fishing is in Wisconsin, give him a call. His extension is 225 or email him at rolliev@worthco.com.



Denny Rosenthal is our Director of Customer Service & International Sales. Denny has been with us for 10 years and knows most of you in the industry. If you haven't already guessed, she is a "she" and not a "he"! If you have a problem or need a special, give her a call. Denny's extension is 244 or email her at drosenth@worthco.com.

July 1, 2008



To Our Valued Customers

Enclosed is our New 2008/2009 catalog. We hope that everyone found our last catalog easier to read and find what you need. We are always thinking of ways to help make your life easier.

On pages 58-59 and 62-63, we are showing the Whip Tail and Serrated blades we introduced last year. Also our New Large Magnum blades, lure body and Industrial Wire Former for .051 wires are shown on pages 25-27. Take a look at these items and let us know if you need any samples.

Copper items will no longer be listed in the catalog. Copper material prices are very high and sales did not warrant continuing with the copper material. Also, because gold prices are fluctuating constantly, we are not showing gold prices in the catalog. The item numbers are there, so just call us for a quote.

As you are aware, raw material prices continue to rise. As an example, stainless steel material has risen 390% since our last adjustment. Since we have not raised our prices in two years on some items and four years on others, some prices have gone up significantly.

Steel split ring prices have effectively gone up about 10% and brass lure components have increased about 15%. Again, this is due to material increases over the last two years. At this time there will not be a surcharge on any rings. However, if raw material prices start to increase again we may need to reinstate the surcharge.

Remember, we can help you with that special project you are thinking about. Everything is done in house and you will always receive samples before we go into full production.

We continue to manufacture all our high quality components here in Stevens Point, WI USA. If you are ever in the area, stop by for a tour. Happy Fishing.

Sincerely,

A handwritten signature in blue ink that reads "Rollie Vallin".

Rollie Vallin
National Sales Manager
rolliev@worthco.com

A handwritten signature in blue ink that reads "Denny Rosenthal".

Denny Rosenthal
Director of Customer Service & Int'l Sales
droseuth@worthco.com

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