

# MEDIA RELEASE

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## For Immediate Release

CONTACT: Phillip Poston, Manager of Marketing, 870-972-8989, [pposton@hytrol.com](mailto:pposton@hytrol.com)

(Jonesboro, AR) March 22<sup>nd</sup>, 2010 – Hytrol Conveyor Co., Inc. has commissioned an independent survey through a leading industry publication to identify the most important purchasing criteria in these difficult and changing times. The results of which are shown below:

1.	Reliability	93% very	7% somewhat
2.	Quality	92% very	8% somewhat
3.	Safety	79% very	20% somewhat
4.	Maintenance	75% very	24% somewhat
5.	Service	71% very	28% somewhat
6.	Price	62% very	38% somewhat
7.	Throughput	58% very	39% somewhat
8.	Technology	58% very	39% somewhat
9.	Noise	56% very	43% somewhat
10.	Speed	40% very	57% somewhat
11.	Green	20% very	55% somewhat

The percentages represent the “degree of importance” held by the survey respondents for each of the purchasing criteria.

As a leader in the conveyor industry, Hytrol knows it is of utmost importance to understand what the customer is looking for when purchasing conveyors and conveying systems.

For more information send email requests to [info@hytrol.com](mailto:info@hytrol.com).