

**VORTEX<sup>®</sup>**  
BY DYNA

# DEALERSHIP PROPOSAL



CHIP FASTER - THROW FARTHER - WIDER FEED



[www.dyna-products.com](http://www.dyna-products.com)



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DYNA Products is based out of Millington, MI and builds world class firewood processors and the patented Vortex Chippers. The goal of DYNA is to create equipment that provides our customers with solutions to their short term and long term needs.

DYNA Products has been inovating and manufacturing durable, high performance equipment for more then 26 years, We have been helping customers meet the needs of the everyday Man/Woman that are property owners, farmers, rental companies, residential tree care companies, small businesses, and large businesses around the world.

Let DYNA Products help you find your everyday solutions with our customer focused approach and world class equipment backed by our dedicated



# THE DYNA STORY

The year 1998 was a big year for two young Amish entrepreneurs. Twin brothers, Norman and Nathan Miller put their dreams and wallets to the test and built a brand new shop with a brand new name: DYNA Products. Today, that name has become known, not only throughout the country, but worldwide.

Several years prior to DYNA's inception, the brothers manufactured specialty log furniture processing equipment in their father's fence post business, mostly for their own use. However, it wasn't long until orders poured in. As DYNA's customer base developed, other markets were pursued including portable log band mills.

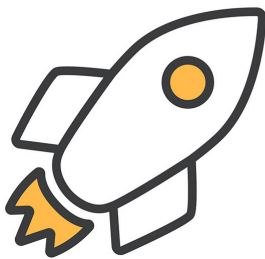
With time, the mid-size firewood processor market called for a quality, value-driven machine. In 2009, DYNA Products stepped in and met that need. Today, DYNA has grown to be a market leader in the industry with well over 2000 processors manufactured. As this product line grew, DYNA sold the portable band mill line and continued focusing on what they did best: building firewood processors.

The DYNA mission is to build a quality product for a fair price, backed by the best customer support, allowing the customer to reap greater profits in the firewood industry.

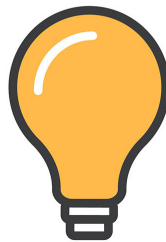


# MISSION STATEMENT

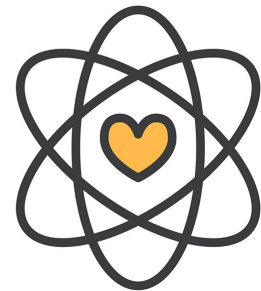
Our vision and mission are to bless God and those He placed in our care and those with whom we interact through the function of this business. We manufacture high-quality firewood processing equipment through a culture that integrates our core values to develop our employees, please our customers, and honor Jesus Christ. We will focus on providing our fellow team members, customers, and vendors a pleasant experience, going the second mile, and doing what is honorable and right.



**MISSION**



**VISION**



**CORE VALUES**

## GOALS

We will build healthy relationships to enrich our community and to build up the Kingdom of Jesus Christ. We encourage our team to bless others through outreach efforts, whether in the local community or abroad. We will demonstrate a strong work ethic and accept personal responsibility for our shortcomings. We will strive to solve problems and remove obstacles as they arise. We will show our employees and vendors we care by valuing and respecting their roles and abilities and encouraging them to reach their goals consistently.

Should team members eventually leave the company, we want them to be skilled, educated, spiritually empowered, and better equipped to work in whatever venture God leads them into.



# DYNA'S GUIDING PRINCIPLES

1. **LIFE IS ALL ABOUT GOD** - Principally, life is not about me, it is about God, next others and finally myself. When we are operating on this principle with a life that is hidden in God, we will do what he wants us to do. Doing what God wants sometimes hurts, but it offers more security than shrewd business activities and making millions. If we care about God, He will take care of us.
2. **PRAYER** - Praise God for the fruit. When considering the challenged economic conditions in our industry, one dealer noted, "Maybe it is because we pray more than some other companies." I would like to include all the dealers in this one.
3. **TEAMWORK** - We emphasize teamwork at DYNA. We try to place workers where they are likely to excel and to move their fair share of the load. This synchronization blesses the whole company and reduces tension. The golden rule is no Joke. If we bless others, we will be blessed. We want our dealers to maintain and practice the same teamwork spirit toward each other and we believe this spirit will be a testimony to the customer and will meet your need more effectively than greed.
4. **CUSTOMER FIRST** - Who is the most important person to DYNA? The dealer, the vendor, employees, the owners? No. The Customer is! Certainly, everyone is very important, but it is the customer's money that puts the food on everybody's table. We must establish this fact. The customer must be treated royally. Our gratitude must reach him most of all. Of course, the dealers are our customers too, and we appreciate very much what you do for us. Yet, ultimately, everyone must be most concerned about the consumer of our product. Be considerate of your pricing and the customer's area. Can you effectively care for a customer that is far away or perhaps he may be much closer to another dealer. Probably not. If a customer feels cared for, he will probably be a loyal customer and a great referral!
5. **WILLINGNESS** - At DYNA, we try to maintain a willingness to consider others' ideas and situations. One customer wanted an umbrella bracket mounted on his processor because he uses it mostly on rainy days. We put it on for him. The dealers have seen our program change through time. This is because we were willing to listen to your needs and perspectives. Do we always change or quickly change? No. We try to make changes cautiously. We have many things to consider at times and the big picture is important to us.



# FACTORY TOUR





# OUR TEAM MEMBERS



DAVID DAYMON  
BUSINESS DEVELOPMENT  
MANAGER



KEVIN KOWALLIC  
TERRITORY SALES  
MANAGER



NOAH YODER  
TERRITORY SALES  
MANAGER



STANLEY GIBSON  
TERRITORY SALES  
MANAGER



KRIS CRAPO  
TERRITORY SALES  
MANAGER



ANTHONY HURST  
DIRECT SALES

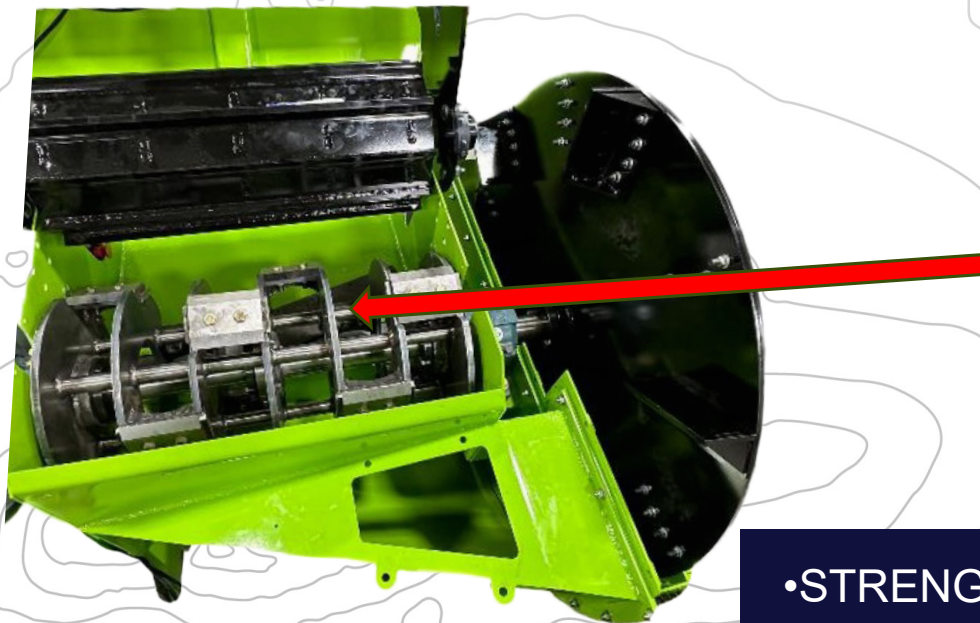


# ADVANTAGES OF THE VORTEX DESIGN...

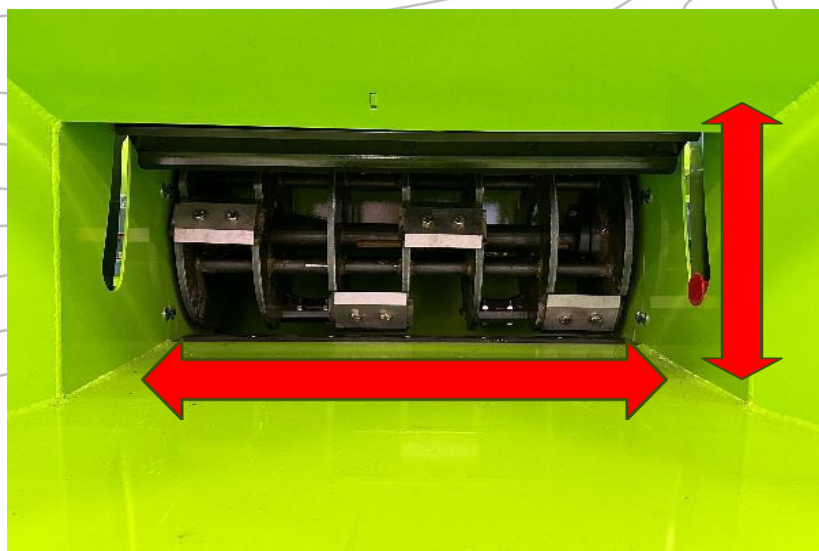
- **FEEDING** - 30" wide throat opening, reverse pivot feed wheel.
- **THROWING** - 12,000 F.P.M. disc style discharge, with multi directional throwing.
- **PRODUCTIVITY** - less trimming, fewer trips, short clean up time.
- **EASY MAINTENANCE** - simple design, fewer moving parts.
- **LOWER OPERATING COSTS** - maximize power transfer & efficiency
- **SKINLESS/NO POCKET DRUM**  
- easy knife changes extremely durable
- **SUPERIOR PROCESSING OF MATERIALS**  
- wet, dry, soft, hard, and palm fronds
- **MECHANICAL FEEDING MADE EASIER**  
- large infeed chute, longer throat







- STRENGTH
- EASY KNIFE CHANGE
- 12 - DOUBLE EDGE KNIVES
- AGGRESSIVE DESIGN



- 12" HIGH INFEED OPENING
- 32" WIDE INFEED OPENING



- REVERSE PIVOT FEED WHEEL USES SELF GENERATED MECHANICAL LEVER-AGE TO PUSH WOOD INTO THE DRUM
- TWO SIDED REPLACEABLE ANVIL

- DISC MOUNTED FAN BLOWER SYSTEM FOR FLYWHEEL EFFECT-HIGH AIR FLOW THROUGH THE DISCHARGE
- HIGH VELOCITY CHIP THROWING FROM FAN BLADES
- LESS TRIMMING OF BRUSH NEEDED PRIOR TO CHIPPING







• SEMI-CONE SHAPED BELLY PAN DIRECTS CHIP FLOW INTO THE BLOWER DISCHARGE HOUSING  
SINGLE SHAFT DRIVETRAIN POWERS BOTH DRUM AND DISCHARGE FAN



SCAN TO SEE VIDEO OF  
THE VORTEX  
V-12 BRUSH CHIPPER  
OPERATING



▶ SCAN ME

# DEALER DISCOUNT STRUCTURE

## FULL LINE DEALER

- VORTEX CHIPPERS: 20% DISCOUNT *(CAN EARN DEEPER DISCOUNT VIA DEALER SCORE CARD STATUS)*
- FIREWOOD SPILTTERS, BUNDLERS GRAPPLES: 20% DISCOUNT
- PROCESSORS, TUMBLERS, AND STANDALONE CONVEY-  
ORS: 10% DISCOUNT
- PARTS SALES: 20% DISCOUNT *(CAN EARN DEEPER DIS-  
COUNT VIA DEALER SCORE CARD STATUS)*

## VORTEX CHIPPER LINE DEALER

- VORTEX CHIPPERS: 20% DISCOUNT *(CAN EARN DEEPER DISCOUNT VIA DEALER SCORE CARD STATUS)*
- PARTS SALES: 20% DISCOUNT *(CAN EARN DEEPER DIS-  
COUNT VIA SCORE CARD STATUS)*

## CONTRACTED, EXCUSIVE AREAS OF RESPONSIBILITY

*DEALER CONTRACTS / AGREEMENTS FOR VORTEX CHIPPER  
PRODUCTS ARE PROVIDED TO DEALERS MEETING THE CRITE-  
RIA OUTLINED IN THE FOLLOWING SECTIONS "DEALER REQUIRE-  
MENTS"*



## LOCATION WITH SERVICE FACILITY

In order to provide customers with the security of knowing they can get equipment serviced or repaired when necessary, the dealer must have a facility with personnel capable of performing repair work.

## SIGN REQUIREMENT

An outdoor sign is available for purchase by the dealer from DYNA Products.

This sign should be prominently displayed at each dealer location. Wall mount and pole mount signs are available. Signs will be 4'x 8', and mounting apparatus is not included.

### Equipment Inventory Levels

Vortex Chippers inventory levels are determined by sales potential in a given territory. Vortex has developed a method of calculating potential sales within a particular territory. With our teams with over 40 years of wood processing equipment experience, we are able to gauge the potential in a given area with quite accurate projections.

### Parts Inventory

Vortex will provide a replacement parts inventory list for their chippers dealerships consisting of replacement parts with high sales frequency. Vortex allows our dealer an annual return of stale non-moving parts inventory to be replaced with new inventory equal to or of greater value. Vortex will also set up each dealer location with a free shipping monthly parts stock order opportunity. We also strongly recommend each dealership to market their Vortex parts offerings.

## ON-THE-ROAD SALES PERSONNEL

Vortex dealers must have sales personnel employed as on-the-road sales staff actively soliciting and promoting Vortex Chippers.

## TOWING CAPABILITY TO DEMONSTRATE VORTEX CHIPPER

An equipment demonstration is almost always required in order to close a sale. The ability of the dealer's sales staff to tow and demonstrate equipment is crucial to success in marketing Vortex products.

## WILLINGNESS TO MARKET TO ALL SEGMENTS

The sales figures that are generated and provided by the Vortex Chipper dealer development team to the dealerships are done to help the dealerships achieve success. The dealerships must expand into tree service, municipal, rental stores, construction, and landscape markets if they will be truly successful.



# ANNUAL DEALER REVIEWS/SCORECARDS

All Vortex dealerships will be required to participate in an annual dealer review process which provides both Vortex and the dealership opportunities to build and create strategic plans. The reviews also provide opportunities to discuss performance measurements, sales goal progress and process completion/accuracy in the area of equipment sales, parts sales, service, warranty and marketing.

To begin the process, Vortex performs an audit of the score card from the DYNA Headquarters of the measurements maintained. These measurements will be provided to the dealers, providing a clear communication on the performance of the Vortex products in all areas from factory to dealer in all areas. During the review that will take place at the dealerships location and Vortex and dealer will discuss the results. At that time, the dealer may provide additional information about the measurements being provided to the dealer and will be taken into consideration of the scoring. In addition to the audit discussion, the dealer facilities and internal processes are discussed and noted. Vortex compiles the data for scoring.

During the fall of each year, all dealers review results are discussed with Vortex Territory Sales manager, and Business Development Manager. There will be three levels of achievement:

Gold Dealer Status – Top dealers with added deeper discounts, see next page for details.

Silver Dealer Status – Discount opportunities provided.

Bronze Dealer Status

Probation Dealer Statue – Will have corrective action plan in place to improve.

This process has been proven out by our dealer development staff over many years across many different dealer networks.

# GOLD DEALER STATUS BENEFITS

The dealer earned status is effective January 1st through December 31st of the following calendar year. Gold status results in financial benefits: in 2025 Vortex Gold Statue Dealers will receive the following benefits:

- Vortex Gold Dealer Award – Display in Dealership showroom.
- Additional 3% equipment discount on new equipment purchases.
- Additional 5% warranty labor hour reimbursements.
- Additional 5% parts discount on all parts.
- Free shipping on weekly parts stock orders of \$800.00 or more.
- Bi-Annual parts return for any stale non-moving parts.
- Warranty loaner reimbursement.
- ½ price for any advanced product & service training classes.
- Additional benefits may be added as the program develops.

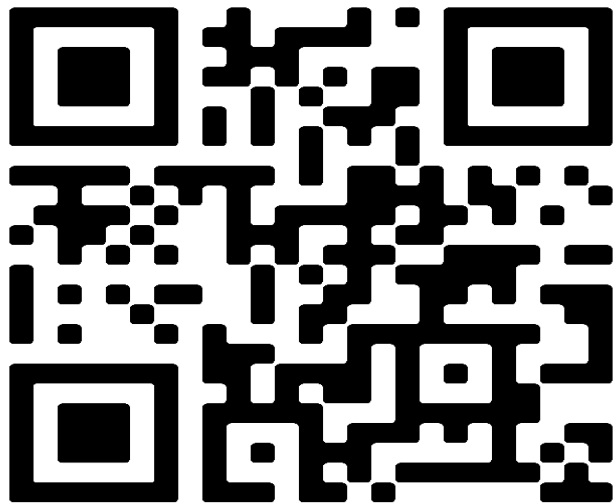


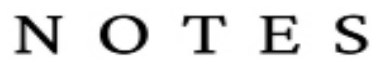


## FINANCE FLOOR PLAN

### Vortex Floor Planning Financing

Vortex has partnered with VERO Technologies to provide factory subsidized dealer inventory finance for our chipper products. VERO Technologies is a New York based fintech company with over 130 years of floor plan finance experience. VERO innovative approach to floor plan financing was developed to adapt to unique demands of each dealer.

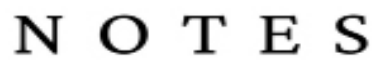




## NOTES

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## NOTES

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

