



## THE TRUTH ABOUT VALUE ADDED

The truth that must not be overlooked is this: **Value is defined by the customer**, not the supplier. What really matters is what you, our customer, believe value added should be. All of our customers do not think alike, so that the operating definition of value-added varies from customer to customer. Please let us know what you think. What value added services do we need to perform to get your business. Please contact us, so that we can have this discussion.