



# The Pallet



## Have You Seen This Car?

*Why Some Things Have to Disappear*



The innovative car pictured above had a very short history. Named after Henry Ford's son, Edsel, they only made it from 1958 to 1960. You loved it or hated it—mostly the latter. Innovation failed ... sort of. (The car did bring innovations still used today.) Well, when does innovation work? How

should we do it? Innovate *before* the competition does. Innovate to better your product. If the present version really does work better, innovate the service and marketing. Innovate when you have carefully considered the purpose. The Edsel? It became a collector's item that still yields valuable lessons.

### Did We *Really* Used to Like That?

It happens when we look at the old pictures or do some badly needed Spring cleaning. We look at stuff from our past and think, "Why?". "Did I really wear that?"

The seventies *leisure suit* (long overdue for a comeback by the way) comes to mind—a polyester nightmare. On the other hand, some things stay cool no matter what the year. What do we mean? The 1963 split window Corvette—still cool. The 1969 Camaro—so cool it became the model for the 2010 version! Chanel #5—still a favorite. Ray-Ban Wayfarer sunglasses—perennially cool.

What about the GMA pallet? Six inch lead boards, flush edges, four way entry, seven boards on the top, five on the bottom—always cool!



PALLET CONSULTANTS OFFERS BUSINESSES A FREE WAREHOUSE RENEWAL™ EVALUATION

**Pallet Consultants** participated in MATTECH 2009 in Miami Beach Florida. The picture shows two of our experts in *Warehouse Renewal™*. We offer a free — no cost, no obligation — assessment of your warehouse or distribution center. A free walk-through of your facility evaluates whether you have the appropriate pallets, warehouse



equipment, and packaging supplies at the right cost. We assess your workflow, conveyers, and racking with a view to utmost efficiency. **Pallet Consultants** has the knowledge, experience, and connections to help you achieve higher warehouse efficiency and better value from your pallet and warehouse assets. Schedule your *free visit*. by calling 1 (888) 782-2909 or (954) 946-2212.

