

# Ideal Door Components

INCORPORATED



## Manufacturer of Chicks® Door Plugs

# Plugged In

[www.chicksdoorplugs.com](http://www.chicksdoorplugs.com)

❖ 1st Quarter 2012 ❖

## A Word From Chick

**FIRST,** The good news! We have been very busy during the first quarter! January saw the first production run of our new Economy Door Plug (pictured on right) with sales in excess of 100,000 units.

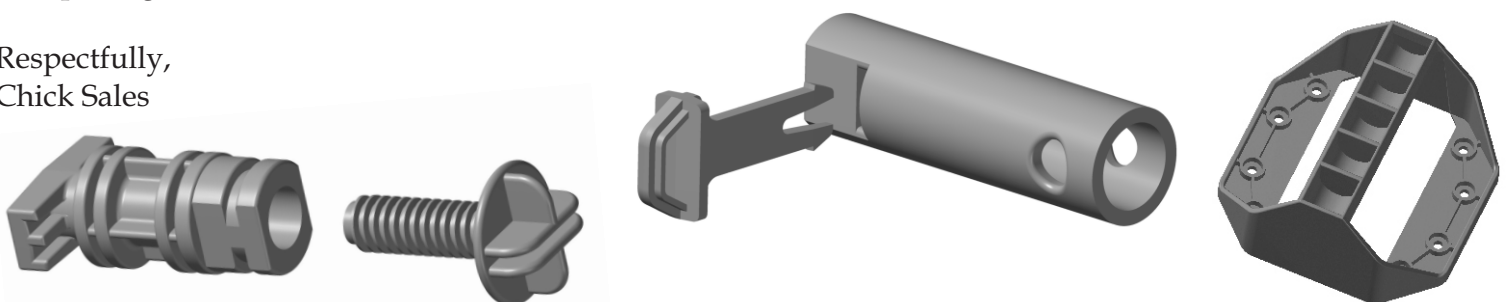
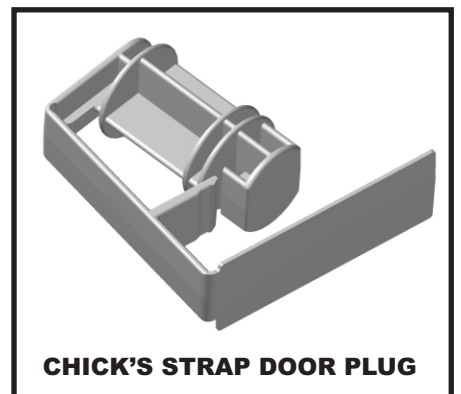
February saw continued growth compared to the same time in 2011. We also spent much time in the development stages of another new product; the Strap Door Plug (pictured on right). We are developing this product for those who prefer not to route all the way through the strike prep. The mold is scheduled for completion in June. Please let us know if you would like to receive samples of either of our new door plugs.

February also included an addition to our family of manufacturer's reps. Effective February 1, The Ram Sales Group (Phil Jackson and Jack Beurk) will be representing our products in Michigan, Kentucky, Indiana, Illinois and Western Ohio. These gentlemen came highly recommended and we are proud to have Phil and Jack on board.












**SECOND,** The bad news. I am sure we don't have to tell you what is happening with the steadily rising cost of crude oil causing out-of-control gas prices. These factors have caused our material costs to rise by over 20% over just the last few months. Unfortunately, Ideal Door Components has no choice but to pass a portion of these material costs on to our customers.

Effective May 1, 2012, there will be a five percent across-the-board price increase; our first price increase since March of 2009. A complete set of catalog pages will be mailed in the coming weeks to each customer which will include the new products as well as new pricing schedules.

Respectfully,  
Chick Sales



## Fun Facts:

-  The first Door Plug was invented by Chick Sales in 1985.
-  More than ten people a year are killed by vending machines.
-  Hippo milk is pink.
-  The Yo-Yo originated as a weapon in the Philippine Islands during the sixteenth century.
-  Take your height and divide by eight. That's how tall your head is!
-  Peanuts are one of the ingredients in dynamite.
-  If you yelled for 8 years, 7 months and 6 days, you would have produced enough sound energy to heat one cup of coffee.
-  The can opener was invented 48 years after the can.
-  It would take 17,000 McDonalds strawfuls of water to fill a standard bathtub.
-  Rubberbands last longer when refrigerated.
-  Tug of War was an Olympic event between 1900 and 1920.
-  A microwaved baseball will fly farther than a frozen baseball.
-  The state sport of Maryland is Jousting.
-  Play-Doh was first manufactured as a wallpaper cleaner.
-  It is impossible to hum if your nose is plugged.

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❖ 1st Quarter 2012 ❖

YA DON'T

SAY...

There's



Another Winner?

**Yes! D&M Industries  
in Moorhead, MN!**

**Purchased the 91 millionth  
Chicks Door Plug on January 11th, 2012**

**They received 500 FREE Door Plugs!**

**Your Friends at Ideal Door Components, Inc.**

**Chick – Carolyn – Valorie – Bonnie – Michelle**

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❖ 1st Quarter 2012 ❖

**Know Why  
We're a  
Grinnin?  
It's 'Cause**



## **Alliance Door Products in Kent, WA!**

**Purchased the 92 millionth  
Chicks Door Plug on March 22, 2012**

**They received 500 FREE Door Plugs!**

**Your Friends at Ideal Door Components, Inc.**

**Chick – Carolyn – Valorie – Bonnie – Michelle**

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