



WHERE QUALITY AND RELATIONSHIPS MATTER

Sterling Pipe & Tube, Inc.
Frederick B. Shelar, President
Toledo, Ohio

Sterling Pipe & Tube, Inc. manufactures and supplies quality, electric welded steel tubing and pipe to many different industries throughout the U.S. and Canada. The company's four tube mills produce round, square and rectangular mechanical tubing and pipe. Many of its customers order custom sizes and finishes that require "made-to-order" production runs.

Fred B. Shelar, President of Sterling Pipe & Tube, Inc., started the company in 1988. Previously, he had owned another company and sold it. "Our company continues to be successful because of our associates, customers, and suppliers," said Fred. "We work closely with our original equipment manufacturers to supply them with the tubing and piping needed for their hot water heaters, recreation vehicles, rack systems, truck manifolds, hammocks, boats, trailers, conveyor rolls...and many other items.

"We value long-term relationships," said Fred. "One of the company's goals is to sell no more than 10 percent of our products in one particular market. We want to be diversified. I believe that this philosophy has been one of our keys to success along with the family atmosphere that we encourage with our employees. Many of them have been with the company for many years. I'm proud to say that we have never had a layoff."

Several years ago, when Fred needed insurance and financial advice for his company, he began working with John Savage of Savage & Associates, Inc. "Throughout my lifetime, I have bought insurance from people I like. John was one of those people. He had patience and a great sense of humor. He also was a humanitarian. John tried to help me in my business in every way. He sold life insurance as a byproduct of being a good Samaritan.

"When John passed away several years ago, Tim Toland took over the account. Tim also has done an excellent job for my company and for me. I trust him. As an advisor, he has helped us install benefit and retirement plans for our employees, and we are considering a deferred compensation plan for our management team. Tim and his associates at Savage & Associates give us great attention and are very responsive," added Fred. "That's why I like working with them."

