



## NEWS RELEASE

For Immediate Release

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### **Pennex Aluminum Company recognized for outstanding achievements in customer satisfaction and loyalty**

**Wellsville, PA, USA** – Pennex Aluminum is pleased to announce it has been recognized for outstanding achievements in customer satisfaction and loyalty, as recently jointly announced by Aluminum Extruders Council (AEC) President Rand Baldwin and by Morris Binder, president of InfoQuest North America. The recognition stems from the collection, processing and analysis of customer satisfaction survey responses collected over a two year period from over 1,000 customers served by 25 AEC member manufacturing locations. All data was collected using the InfoQuest Business Process Review survey methodology.

According to Binder, “We don’t use numeric scales or leading metrics that produce false readings. Rather, the InfoQuest process measures the percentage of a company’s customers who are “Totally Satisfied”. That standard has been proven to be the most critical measurement of customer satisfaction, loyalty and revenue behavior. It’s a metric that not only provides unambiguous insight into the strength of customer relationships, but it offers a clear understanding of the economic implications of those relationships. It’s a tough standard, and one that only the best can meet head on.”

After reviewing a variety of performance factors, Pennex Aluminum Company’s customers were asked, on an overall basis, how satisfied they were with Pennex. An impressive 77% of the respondents indicated that, all things considered, they were Totally Satisfied. **That level of overall satisfaction places Pennex in the 92nd percentile** of all companies in the InfoQuest database. “And it’s a big database,” Binder observed.

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“We’ve been collecting data for over 20 years on behalf of hundreds and hundreds of companies who operate in over 100 global industries. **77% is a level that is rarely achieved**, in this or any other industry. It is the calling card of an exceptional company.”

"We're delighted that our customers rate us so highly," states Pennex President & CEO Rick Merluzzi. "We put our customers first. Every part of our organization walks the walk when it comes to satisfying the customer and these results prove our efforts are working."

Pennex Aluminum Company is proud to share this recognition with Alexandria Extrusion Company of Alexandria, Minnesota, whose customers responded “Fully Agree” 91% of the time to the statement, “I would recommend your company to an associate.”

InfoQuest North America is a provider of in-depth, business-to-business customer, business partner and employee satisfaction surveys. Using a proprietary survey method that was first brought to the market in 1989, it has conducted tens of thousands of surveys in 77 countries and 21 languages on behalf of companies that range from small family owned enterprises to multi-national Fortune 500 companies.

The Aluminum Extruders Council (AEC) is an international association dedicated to enhancing the growth of the aluminum extrusion industry by promoting the advantages of industry processes and product applications. AEC represents the interests of its members, manufacturers, engineers, architects, and others, with various regulatory agencies and is an advocate on behalf of its members.

Pennex Aluminum Company is a leading supplier of custom aluminum extrusions, fabrication services and aluminum billet. The company serves the building and construction, transportation, electrical and distribution markets. Pennex operates facilities in Wellsville, PA and York, PA. The company is owned by Metal Exchange Corporation, a global metals trading company.

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