

From: [gary.loomis](mailto:gary.loomis@northforkcomposites.com)
To: [Michael Sutheimer](mailto:Michael.Sutheimer@northforkcomposites.com); alex.maslov@northforkcomposites.com
Subject: Re: [Northfork Composites]: New order #15514
Date: Wednesday, September 22, 2021 12:03:46 PM

Michael,

Alex replied all, I am adding him to this email thread, as you are discussing him below.

We are a factory, not a distributor, we don't hold a massive amount of inventory as that is not our business model. We sell blanks to you at a massive discount, at a much cheaper rate than what we sold them for at G.Loomis, and you get a better product. Our webpage states 2-3 weeks for any order deliveries and we try to get them out earlier. I've looked into your order history, and you have not purchased any blanks at full MSRP, but you wait for our sales and promotions - which extend our delivery times as a lot of folks try to order at the same time. Our estimated blank delivery times are just that, estimates. Our production schedules move due to material availability, and if something is in stock at this very moment, it may not be in stock when your order is placed, as we sell to a global market.

It looks like Alex replied to your email on a Monday, Labor day, a holiday. His reply was very professional - your response was not. Alex is not just the CEO, but owns a large portion of this company, and has taken it from 6 employees to 60, and from a small operation to an organization with offices in Japan, Australia, Russia, South Korea, Europe and Brazil.

When someone replies to you (on a holiday weekend) - and offers to help - very cordially, but gets a response that all they do is ride on my name, and that our service sucks - you expect to get great treatment going forward?

Alex declined to take your order, and justified why - there was no threat, he stated exactly what he meant, he would not want to go out of his way to help you in any way after your interaction with him - and felt it better to not take an order. I support him in that decision.

You decided to come back after you saw an ad with my name, to double down on your assertion that my company is riding on my name - and it wont be for long.

The rod building community is small, but it is twenty thousand rod-builders that we serve, and the vast majority of them are happy with our blanks and with our service, but I have also learned over my 50+ years of rod building and being in business, that one cannot make everyone happy. To me, it looks like Alex tried.

Gary.

On 2021-09-21 02:07, Michael Sutheimer wrote:

- > Yes you have the right to choose who you do business as do I. I also
- > feel I have the right to say something when your not treating a
- > customer right. Which is what started this whole situation. If you
- > think a customer does not have that right you are not going to have a
- > lot of repeat business. Rodbuilders are a small community and word
- > gets around fast.
- >
- > If I am buying or attempting to buy your product I should be treated
- > the same as anyone else. If I have a legitimate problem or problems as
- > has been the case with EVERY order I have placed with your company I
- > should be able to say something and not worry about offending someone.
- > Bottom line you might not like how someone voices a complaint but that
- > does not make the complaint any less valid nor should it dictate how
- > the issue is resolved. Your selling direct to the general public that
- > is how it goes.
- >
- > Aside from that to have a CEO of a company threaten to not help me out
- > in the future with products I have already purchased is shocking. And
- > the owner seemingly fine with that, WOW is all I got to say.
- >
- > In regards to riding your name yes Shimano is doing just that. The
- > rods they put out and the customer service they offer in no way live
- > up to your name. In my opinion the only reason they are still on the
- > market because of your name. My experiences as well as numerous others
- > I have heard of lead my to believe NFC could head the same way. Your
- > blanks are great your service leads a lot to be desired. If your lucky

> your name will get enough people to overlook that and you can be as
> successful as Shimano has been.
>
> As for my issues in the past which I don't think you even care about
> at this point here is a summary. Multiple occasions of items not in
> stock after being told they were in stock. Told items shipped when
> they have not. Totally unreliable in stock or shipping estimates. Not
> a little off but months and months. Invoiced for items I did not
> order. Taking multiple weeks to have cancelled orders refunded. Then
> only getting a refund once I threaten to involve the credit card
> company. I won't even consider calling as I have never gotten a phone
> call answered. Emails are very slow to answer. Well except the ones
> Alex does not like he answers those almost instantly.
>
> Every time I gave you the benefit of the doubt even though I had every
> right to be upset and say something. So all this on top of this latest
> incident got me a little testy and rightfully so. If you, as the
> owner of the company don't think so, and think this type of service
is
>
> bending over backwards, again WOW.

On Tuesday, September 21, 2021, 02:38:57 AM CDT,
> Gary Loomis wrote:
> Michael,
>
> I would sure hope that my name is being used in our ads - North Fork
> Composites and Edge Rods are both companies that I started, they are
> my
> swan-song, and I put the very best, my entire life's work into them.
>
> I think they (Shimano/G.Loomis) are riding on MY NAME (it is my name)
> and they may own it in block letters after I sold the company to them
> due to my cancer, but they don't own me, they don't own that I
> come in
> to MY factory (NFC/Edge) every day and spend my waking moments
> designing
> blanks and rods with my team here.
>
> As Alex my CEO and partner mentioned - we have the privilege of only
> dealing with those customers that we want - we are not the right
> company
> for everyone, You are right, I've bent over backwards - and the fine
>
> folks here do as well - we choose who to do that for based on how they
>
> treat us, and always will.

> Gary
>
> On 2021-09-20 20:34, Alex Maslov wrote:
> Gary -
>>
> Please see below - I'll leave this one with you
>>
> Best,
> Alex
>>

>>> On Sep 20, 2021, at 8:19 PM, Michael Sutheimer
>>> <emailaddresseditedout> wrote:
>>>
>>>
>>> Interesting for not riding the Gary Loomis name that all your >>>
facebook ads have Gary Loomis Blanks in big bold lettering just >>>
saying
>>>
>>> On Tuesday, August 31, 2021, 10:49:58 PM CDT, Alex Maslov
>>> <alex.maslov@northforkcomposites.com> wrote:
>>>
>>> Michael,
>>>
>>> Thanks for your note.
>>>
>>> I've responded to your order when I saw it come in and explained
>>> the issue, and went ahead and voided the order right away as well.
> I
>>> was very polite and asked you to resubmit your order.
>>>
>>> Why should I or my staff deal with rudeness and demands? Our

>>> business is in fact 80% existing customers - the rod building
>>> industry isn't exactly exploding in growth. We DO bend over
>>> backwards - but when people treat us like the human beings that we
>>> are.
>>>
>>> If you have an issue with a blank in the future, and need
>>> support/help/warranty - we are a small company - and after our
>>> interaction - do not really have the desire to go out of my way to
>>> help.
>>>
>>> I've copied Gary on this email - we are not riding the G.Loomis
>>> affiliation - Gary is here everyday working on blanks and rods, we
>>> are just not the right company for some folks and we are OK with
>>> that.
>>>
>>> Best,
>>> Alex
>>>
>>> CEO/Co-Founder | North Fork Composites / Edge Rods
>>>
>>>> On Aug 31, 2021, at 12:51 PM, Michael Sutheimer
>>>> <emailaddresseditdout> wrote:
>>>
>>> I ain't trying to bully anything. You made a mistake I should
> not
>>> have had to do anything to fix it. I was frustrated and a little
>>> rude. Reason being is this is one more time I have a problem with
>>> ordering from you. I have never not had an issue of some sort with
>>> an order from you. I know for a fact it is not just me numerous >>>
people have posted issues they have had. I had built rods for many >>>
many years. G Loomis was my go to blank. Not only did he offer a >>>
great blank he bent over backwards to offer unbelievable service.
> As
>>> I said you got the blanks down not even close on service. Your only
>>> going to be able to ride the G Loomis affiliation so long. Your >>>
treatment of repeat customers is going to be your downfall.
>>> Sorry you did like my email but as they say the truth hurts.
>>>
>>> Sent from Yahoo Mail on Android [1]
>>>
>>> On Tue, Aug 31, 2021 at 2:32 PM, Alex Maslov
>>> <alex.maslov@northforkcomposites.com> wrote:
>>>
>>> Michael -
>>>
>>> "Dear Alex and team, I went to submit my order by the coupon code
>>> said that it expired - can you help"
>>>
>>> Is what you wanted to say?
>>>
>>> I don't get it - why guys think they can write emails like you
> did
>>> below, and try to push / bully into getting customer service by >>>
saying customer service sucks?
>>>
>>> Don't resubmit an order - we will make sure you get a refund
>>> promptly for the one placed before.
>>>
>>> I will also remove you from our mailing list so that we don't
>>> bother you in the future.
>>>
>>> Best,
>>> Alex
>>>
>>> On Aug 31, 2021, at 1:31 AM, Michael Sutheimer
>>> <emailaddresseditdout> wrote:
>>>
>>>
>>>
>>> I went to place this order now. My account shows the order as >>>
processing. Went to place another order and now coupon code is >>>
expired. You need to straighten this out on your end. If not you >>> have
lost a customer for good. I have had nothing but subpar
>>> experiences with you on every order. You make a great blank but
> your
>>> customer just plain sucks!!!
>>>
>>> On Monday, August 30, 2021, 07:39:07 AM CDT, Alex Maslov
>>> <alex.maslov@northforkcomposites.com> wrote:
>>>

>>> Dear Michael,
>>>
>>> It looks like the cart applied 75% off for grips, which was
> intended
>>> for blanks only. We will void this order - can you please resubmit
>>> with the correct coupon codes?
>>>
>>> Best,
>>> Alex
>>>
>>> On Aug 29, 2021, at 9:39 PM, Northfork Composites
>>> <info@northforkcomposites.com> wrote:
>>>
>>>
>>
> Northfork Composites
>>
> NEW ORDER: #15514
>>
> You've received the following order from michael sutheimer: >>
> [ORDER #15514] [2] (AUGUST 29, 2021)
>>
> PRODUCT
> QUANTITY
> PRICE
>>
> FW 741-2(HM) (#08307)
> 1
> \$192.74
>>
> NFCG611C01 (#NFCG611C01)
> 1
> \$12.95
>>
> NFCG632C01 (#NFCG632C01)
> 1
> \$9.95
>>
> NFCB005C01 (#NFCB005C01)
> 1
> \$11.95
>>
> SUBTOTAL:
> \$227.59
>>
> DISCOUNT:
> -\$155.00
>>
> SHIPPING:
> Free shipping
>>
> FEDERAL EXCISE TAX:
> \$10.00
>>
> PAYMENT METHOD:
> Authorize.net Payment
>>
> TOTAL:
> \$82.59
>>
>
>>
> Congratulations on the sale.
>>
> Northfork Composites – Powered by WooCommerce
>>

>>
