

ROPER

OVER 147 YEARS OF PROGRESS



HISTORY

The roots of Roper Outdoor Power Products can be traced to the founding of a farm implement company in Syracuse, New York almost 150 years ago by a 21 year old entrepreneur named David Bradley.

In 1835, after three years in operation, Bradley moved his small company to Chicago where he staked his personal fortune, and the future of his company, on the American farmer and the development and cultivation of the rich, fertile land of the midwest states and central plains territories.

Bradley was successful because he recognized potential markets and was innovative enough to capitalize upon those opportunities. At the time he moved to Chicago the city's population totaled only 2,500, but Bradley knew the future and built the area's first foundry. He was also the first to bring pig iron to the city.

Perhaps most important, Bradley knew his customers. "Make it right and make it worth the price," Bradley would often admonish his employees, "a farmer is the toughest customer to satisfy, but he is also the most loyal."

Bradley's company prospered and grew through the 1800's.

Fortunately, Bradley laid



The Garden City Clipper. A mainstay in Bradley's farm implement line.



David Bradley.
The Pioneer Plow Maker.



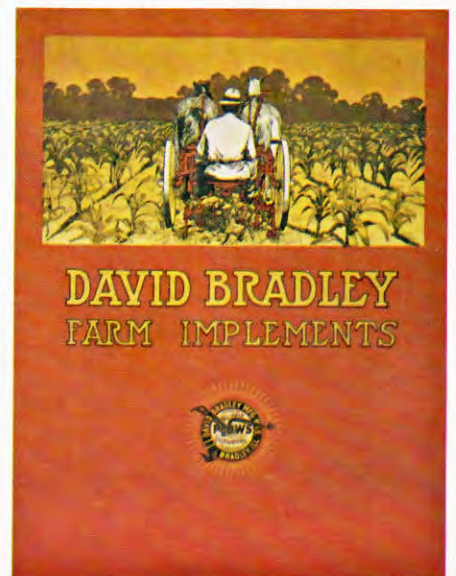
the strong and sturdy foundation necessary to withstand the economic roller coaster rides of the American economy. Near the end of the 19th century, Bradley moved his company 60 miles south to an area which later bore his name, Bradley, Illinois. By this time, Bradley was known as the "Pioneer Plow Maker".

From this location, Bradley's company continued to prosper through the 20th century. Today, from this same location, Roper Outdoor Power Products produces a complete line of lawn and garden care products.

The original walls have been expanded many times and the plant is filled with modern machinery and modern assembly lines. In addition, Roper Outdoor Power Products are manufactured at five other locations in the United States, at one plant in Canada.

The evolution of a small farm implement company into a progressive, multinational corporation is a story Roper is proud to tell. Like David Bradley, the management of Roper Outdoor Power Products administer with a rich appreciation of the past, a steady hand on the present, and an eye to the future.

At Roper, we still strive to know our customers and remember the words of David Bradley, "Make it right and make it worth the price."



An early Bradley catalogue.

Space age computers monitor all aspects of Roper's manufacturing and distribution.

Honeywell

66 DPS



RESEARCH AND DEVELOPMENT

Roper Outdoor Power Products has made a firm commitment to continually maintain a progressive and innovative position in the marketplace.

The pressures of the outdoor power equipment industry demand creative products, reliable products, and competitive pricing. Roper devotes a significant portion of its resources to the research and development of new products to meet the ever changing needs of today's consumer.

The introduction of new products and improved models cannot be a haphazard action. Rather, it must follow a definite, charted course. At every stage of development, from the original concept to the eventual production, Roper calls upon all the diverse talents of its engineering, manufacturing, and marketing personnel.

New ideas are first directed through Roper's industrial design department. If the concept passes through the drawing stage it is then converted to a full size mock up by the model making department. If the marketing group feels the prototype has merit, the production costs calculated by the tooling department will determine if the product can be competitively manufactured and priced.

At this point, prototype models are produced and the extensive period of testing begins. All products and models are submitted to dozens of tests in three different ways. Tests are made on individual



Dynamometer testing at Roper's 24-hour test track.

component parts, the assembled models, and finally all products undergo consumer standards testing at one of Roper's year-round testing facilities.

Through this careful selection process, only the finest products reach the marketplace under the name of Roper to face the toughest test of all . . . the consumer.





PRODUCTION AND QUALITY CONTROL

The best product ideas, or the best pricing policies, are useless in the marketplace if the products produced are not reliable. They must measure up to the high standards of quality demanded by today's consumer.

Roper Outdoor Power Products has inherited David Bradley's concern and tradition for manufacturing quality equipment. The key to Roper's success today hinges upon modern manufacturing technology and the most stringent quality control standards.

For example, Roper's expertise in manufacturing lawn and garden tractors extends back to 1958. Since the first model rolled off the assembly line, Roper has produced over 750,000 tractors.

More significant, Roper has also manufactured all 750,000 transmissions for each of those tractors. Roper takes pride in not being simply an assembler of outdoor power equipment, but rather a true manufacturer. In fact, almost 90% of all component parts are manufactured by Roper.

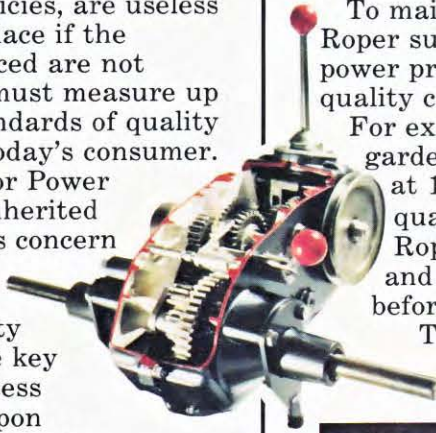
To maintain high standards, Roper submits all outdoor power products to rigorous quality control examinations.

For example, every lawn and garden tractor is examined at 106 checkpoints by two quality control engineers. Roper even test starts and runs every tractor before it is packaged.

To further guarantee quality standards, tractors are



regularly and randomly selected for examination by Roper's quality audit department. A check against the checks. One further step to constantly assure that Roper manufactures the finest equipment possible.



As a leader in innovative manufacturing, Roper uses tomorrow's technology to manufacture its own component parts.





PRODUCTION FACILITIES

From the nucleus in Bradley, Illinois, Roper Outdoor Power Products are manufactured at five other locations in the United States, and Canada. The total manufacturing area exceeds two million square feet.

