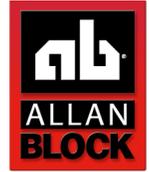


# Allan Block

## *Always Better* Wall of Fame 2019



allanblock.com



### **Jean-Guy Richer**

#### **Besser**

*Montreal, QUE*

Back in 1994 Al Dorais met with Allan Block at the NCMA show in Atlanta, GA as a representative of his company Proneq. Proneq was a supplier of specialty molds for the concrete products industry. Allan Block was trying to find our spot in this new market for the block companies around the world. Who knew that our go to supplier of molds would be located in Quebec? One of the first people Al introduced me to, as we began our process of establishing standards and getting good quality molds to our Producing Partners, was Jean- Guy Richer.

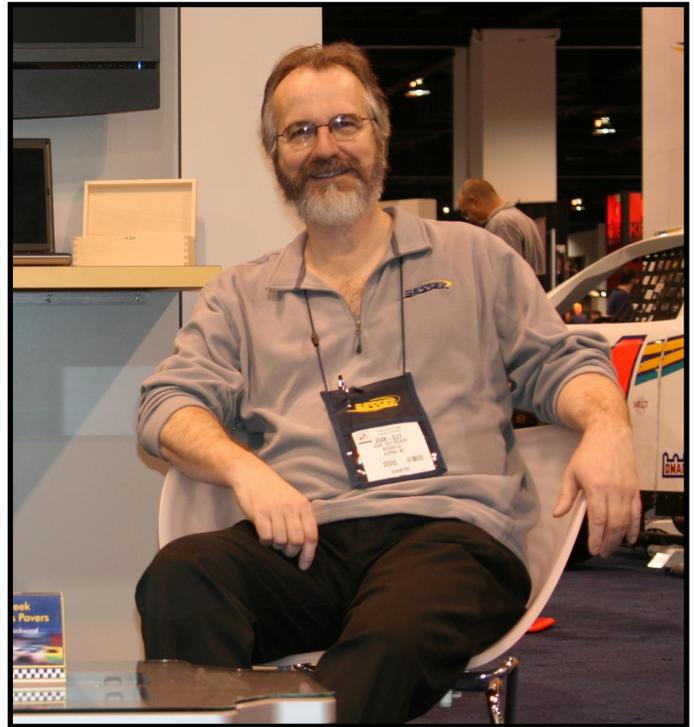
Who is Jean-Guy? Some of our plant guys refer to him as “that French guy from Canada”. Some of the plant guys in the south, with a heavy southern drawl, ask why he talks with that funny accent. We now have been working together for over 25 years, and over those many years, Jean-Guy has helped us in many ways.

Besser purchased Proneq over twenty years ago and has been a wonderful partner to Allan Block and many of our Producing Partners. Jean-Guy just put on a different company hat and went back to work. This partnership is not just for molds, but for a range of service and support. One of those areas where service and support are needed - that is not the sexiest areas of our business - is keeping us in the basic molds we need. All we had to do was tell Jean-Guy what we needed him to stock and he would do his best to come through. As we are always looking forward, he has been a mainstay working with us as we come up with more wild ideas on how we can deliver new products to meet the needs of the market and our customers.

If we dig into many of the partnerships that have worked, there is usually some person behind the partnership that has consistently made it happen. Jean-Guy has been that person. Although the relationship may have started off a bit unconventionally, things have worked out.

As with most of us that have ordered molds, the price is always too high, and the delivery time is always longer than they sold to us. After one such case where I was complaining about a date not being met, Jean-Guy informed me that I was wrong. The time he had promised was in metric time and that the delivery would happen soon and the promised delivery would-be right-on time. Since I had not yet met Jean-Guy in person, and I had a trip planned to see their facility I explained to Jean-Guy that upon my arrival we would need to have an attitude adjustment meeting.

On my arrival into Montreal, Al picked me up and I asked if he happened to have a bat at home. He said he had a cricket bat, of course in French-speaking Canada they cannot play regular baseball they have to be different. Although I had no idea how to play cricket, the bat would serve my purpose. Al did not ask any questions (you know the customer is always right), and we stopped by his house on the way to the shop. In my first face to face meeting with Jean-Guy, with the cricket bat over my shoulder, I explained that he was going to have to do better on meeting delivery dates and that he should remember that as we were paying in US dollars the prices should be much less.



That story marks the beginning of a great partnership in getting good quality molds and helping with the development process for a host of new products. Jean-Guy has helped push parts through when we needed them and has been the go between in the development phase on new products. Jean-Guy started off in inside sales and has risen through the ranks to now running the operation in Montreal. A true testament to what happens if you listen to the customer and work the problem. He will be the first to tell you that it is everyone around him that gets the job done and is highly complementary of the team.

Jean-Guy lives the motto of “it does not matter what the mistake is, the important part is what you do to correct the mistake”. With now close to 100 different molds for different products and different machines, we have a history with someone that has been there through it all with us. He knows what has and had not worked, and when something breaks it is all hands-on deck until we get the problem resolved.

On one such occasion when I did not think we were getting the attention that we were due, Jean-Guy was giving some of my own attitude back to me. Al was walking through the office and was concerned about the tone Jean-Guy was taking with a customer. He stopped outside Jean-Guy’s office and gave him that look, and all Jean-Guy had to say was he was talking to Allan Block, and Al knew things would be okay.

Jean-Guy, thank you for taking care of us and adding some spice to our life. It takes all kinds and you have helped us on the road to *Always Better, Always Allan Block*. For those of you that do business with Jean-Guy please remember that if you think the prices are a bit too high or the delivery time is a bit too long, any old bat will get the job done.