

GREAT GRIZZLY TIMES

#19 APRIL 2014

A SEASON ON THE BRINK

*A Message from the President,
Richard S. Shields*



Spring is finally here, and now all our thoughts are on the coming fireworks sales season. The 2014 holiday will fall on a Friday which means the industry can expect an above average selling season. Now we continue to ramp up our calendars to accomplish all of the things necessary to compete and complete the July 4th season. Our focus at NCI has not changed as it is our mission to provide you with high quality products and excellent customer service while offering super competitive prices.

Just to name a few of the things on the to do list, we obtain necessary fireworks licensing, insurance (premise, property and general), vehicle plates, property leases, advertising, signage, and all non-sales aspects of the coming fireworks season. In addition, we are all aware that legal and legislative changes have to be investigated in all the areas that we do or hope to do business in the coming season. This may seem like a lot, but we are glad to do it for our valued customers, so we can provide the best service possible.

And lastly, we sell and stock over 250,000 cartons of fireworks for the coming season. We will be looking at inventories and proudly promoting over 30 new premium product offerings. The last three months of the season will go by in a blur and then we will be concerned about collecting receivables and planning for the coming 2015 season. As always, our staff with over 150 years of combined experience will be here to assist you and make your 4th of July selling season your best one yet.

NORTH CENTRAL INDUSTRIES

Corporate Office
1500 E. Washington St.
Muncie, IN 47305

Production Facility
2627 S. Walnut
Muncie, IN 47302

Phone 765-284-7122
800-800-2264

Connect with North Central
and other firework fans on
our social media:



facebook.com/ncigreatgrizzly



twitter.com/North_Central



youtube.com/user/northcentralfirework



pinterest.com/greatgrizzly

Don't forget our website, where
you can check out videos and
descriptions of your favorite
products!

www.greatgrizzly.com



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- Insurance - Demo Night - Roll Call - Industry Events

2013 BEST SELLERS

WITH OVER 600 PRODUCTS TO CHOOSE FROM,
IT CAN BE DIFFICULT TO DECIDE!

IF THIS SOUNDS LIKE YOU - CHECK OUT SOME OF OUR BEST SELLERS!

ITEMS OF SPECIAL INTEREST

- #1758 Patriot Lantern
- #1739 Sky Lantern - Assorted colors
- #1738 Sky Lantern - White

ASSORTMENTS

- #0020 Family Pack #2 (Ground)
- #0014 Fun Asst Bag (Ground)
- #0111 Aerial Party Asst (Aerial)
- #0183 "What A Deal" Bag (Aerial)
- #0168 "Rocket Man" Bag (Aerial)
- #0173 Liberty Assortment (Aerial)

FOUNTAINS

- #1065 Hell's Canyon Ftn
- #526 Lucky Nights Ftn

500G FOUNTAINS

- #559 Big Bad Ass Ftn
- #1495 Mystical Portal Ftn

NOVELTIES

- #1618 Chitter Chatter Candle
- #1069 iGriz Ftn

SKY ROCKETS

- #1064 Griz Thriller Rocket

FIRECRACKER

- #1301 Firecracker 24-40-16
- #1313 Firecracker 32-500
- #1382 M-800 Tube Crackers

MISSILES

- #875 A Million Lightning Bugs 300 Shot
- #1457 Green Goblins 200 Shot

AERIAL REPEATERS

- #1822 Comin' In Hot! 16 Shot
- #1775 Noisy Color 9 Shot

2", 3", 4" TUBES

- #1750 Bombardier 9 Shot
- #1761 Thunderhead 2" 12 Shot

PARACHUTES

- #1110 Paratrooper In Action II

RELOADABLE SHELLS

- #917 Mad Bomber (Festival Balls)

ROMAN CANDLES

- #478 Cosmo 10 Ball w/Report
- #1705 Cyber Candle 140 Shot
- #449 So Loud! 96 Shot Candle

FINALE REPEATERS

#1768 8 Ball 8 Shot

#500 Drive Me Crazy

#781 Junk Yard Dog 18 Shot

#714 Utopia 16 Shot



500 GRAM CAKES



#1778 Asst Finales 16 Shot

#1628 Dead on Arrival 37 Shot

#1769 Fast & Furious 16 Shot

#1631 Midnight Express 193 Shot

#1485 Pyro Generation 45 Shot

#1478 Venom 49 Shot

#1728 Voodoo Devils 30 Shot

#796 Wave the Flag 221 Shot

PREMIUM ARTILLERY SHELL KITS

#922 Big Bad Ass Shells

#909 Blaster Balls

#969 Bullseye Shells

#915 Griz Shell with Tiger Tail

#914 Predator Canister 12 Shells



PREMIUM ARTILLERY SHELL KITS WITH FIBERGLASS TUBES



#1482 AR-15 Canister Shells Asst
(36 Shells)

#925 B.A.B. - Annihilator Shells

#1780 Continuum 24 Shells

#1745 Hard Knocks 12 Shells

#1484 Snake Eyes 24



New for 2014!
Now available for your
Windows tablet or PC*!

Selling More Fireworks is Easy as...

The InfoFuse Peek-A-Boom™ is a patent pending software solution that makes it easy for retail fireworks customers to view your products' performance by simply scanning the manufacturer's UPC code already printed on the package. **Peek-A-Boom™ software is now available for your Windows tablet, notebook or PC*!**

Whether used as a portable device or attached to your own audio/video equipment for a multimedia experience, you have the flexibility to use the Peek-A-Boom™ software in a way that makes sense for your retail location. Simply install and activate the software, attach a compatible USB or Bluetooth scanner, and you'll be ready to sell more fireworks! You will have access to a customized database of content including video, product information, and even retailer advertising. There is no need for printing labels or maintaining a website. You don't even need an internet connection to use the Peek-A-Boom™, but you may choose to periodically update your Peek-a-Boom™ software and content by connecting to your personalized account page!

Check out our new lower pricing!

1
Scan UPC.



2
Watch Video.



3
Browse Products.



North Central Industries is an Authorized
InfoFuse Dealer



*Compatible with all versions of Windows 7 and 8.x operating system for tablets and PCs — not compatible with Windows 8.x RT.

Install on
your device
for **under \$300!**

Find out more at www.infusesolutions.com, www.greatgrizzly.com, or contact

NCI Phone: (800) 800-BANG {2264} InfoFuse Phone: 573-270-7361 E-mail: info@InfoFuseSolutions.com

NCI IS PROUD TO INTRODUCE OUR EXTENDED LINE OF PYRO PLANET FIREWORKS!



#1653 One Shot Wonder
10-3 Aerial Repeaters



#1654 Crazy Comet 25 Shot
8-1 Finale Repeater



#1657 Star Destroyer 182 Shot
1-1 500 Gram Cake



#1655 Spitfire! 20 Shot
6-1 500 Gram Cake



#1652 Extra Terrestrial
24-1 Fountain



#1656 Whiteout 10 Shot
2-1 500 Gram Cake



Starting June 1, 2015 OSHA has updated the requirements for labeling of hazardous chemicals under its Hazard Communication Standard. All labels will be required to have pictograms, a signal word, hazard and precautionary statements, the product identifier, and supplier identification.

Check out the information at: www.osha.gov

Then come back and test yourself with the pictogram mix and match below!



A. Oxidizers

B. Gases Under Pressure

C. Skin Corrosion /Burns
Eye Damage
Corrosive to Metals

D. Flammables
Pyrophorics
Self-Heating
Emits Flammable Gas
Self-Reactives
Organic Peroxides

E. Explosives
Self-Reactives
Organic Peroxides

F. Carcinogen
Mutagenicity
Reproductive Toxicity
Respiratory Sensitizer
Target Organ Toxicity
Aspiration Toxicity

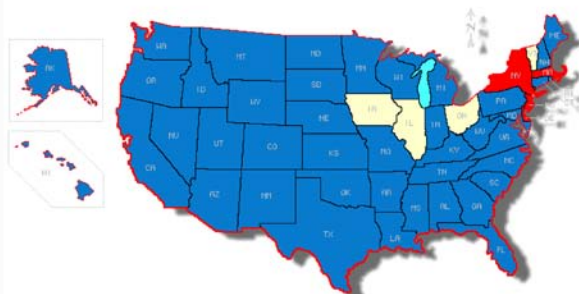
G. Irritant (skin & eye)
Skin Sensitizer
Acute Toxicity (harmful)
Narcotic Effects
Respiratory Tract Irritant



2013 State Fireworks Control Laws

46 states plus the District of Columbia allow some or all types of consumer fireworks.

Visit www.americanpyro.com for a *Directory of State Laws*.



States that allow some or all types of consumer fireworks permitted by federal regulations. (42 states + DC)

States that allow only wire or wood stick sparklers and other novelty items. (4 states: IL, IA, OH, VT)

States that ban all consumer fireworks. (4 states: DE, MA, NJ, NY)

Source: American Pyrotechnics Association
As of June 1, 2013



NFI'S WAREHOUSE TEAM WATCHES THE OSHA PRESENTATION

Effective Completion Date	Requirement(s)	Who
December 1, 2013	Train employees on the new label elements and safety data sheet (SDS) format.	Employers
June 1, 2015* December 1, 2015	Compliance with all modified provisions of this final rule, except: The Distributor shall not ship containers labeled by the chemical manufacturer or importer unless it is a GHS label	Chemical manufacturers, importers, distributors and employers
June 1, 2016	Update alternative workplace labeling and hazard communication program as necessary, and provide additional employee training for newly identified physical or health hazards.	Employers
Transition Period to the effective completion dates noted above	May comply with either 29 CFR 1910.1200 (the final standard), or the current standard, or both	Chemical manufacturers, importers, distributors, and employers

HOW THE WEST WAS WON

**IT'S HERE!! OUR NEW SIX SHOOTER SPECIALTY SERIES!
NCP'S FAVORITE PRODUCT SPECIALIST KURT COWGILL HAS THE SCOOP!**

If you love fireworks, and chances are if you are reading this article you do, then our new Six Shooter Series is the right choice for you and your customers! Anyone that has a passion for shooting fireworks can identify with the term "backyard enthusiast." I know I can, I still carry that title to this day on several occasions a year.

This is the concept behind our new series that will bring smiles to the faces of anyone who cares what they are lighting and what it looks like. The Six Shooter Series by Great Grizzly is a series of premium ball artillery shells that each feature an effect unique to the others offered in the series. In our first offering of this series, we will be offering these effects: Color Changing Willow, Flying Fish, Palm, Pistil and Peony. Each box will contain 6 shells of one effect, but will offer assorted colors.

For example, #961 Six Shooter Specialty Series (Color Changing Willow) will have six Premium Willow Shells. Of the six shells, two will feature Red to Green Willows, two will feature Yellow to Blue Willows, and two will feature Gold to Silver Willows.

This is an absolute must for any backyard enthusiast, and it also gives the retailer a real selling point rather than just selling their customer a box of random assorted shells. We have selected the finest quality ball shells from factories that we have long-standing relationships with to produce this special series. Don't miss out on these exceptional products, this is the next generation of Great Grizzly Artillery Shells!

#964 Six Shooter Series Assorted 12-6 GG Prem. Artillery Shells

INCLUDES:
Peony, Palm, and Pistil



#960 Six Shooter Series Flying Fish 12-6 GG Prem. Artillery Shells



#961 Six Shooter Specialty Series Color Changing Willow 12-6 GG Prem. Artillery Shells



HISTORY OF THE GRIZ

Richard Shields, owner and president of North Central Industries, is the 2nd generation of this family owned-operated business.

"My father started his business as a wholesale distributor of seasonal products. He did Halloween in the fall. In the winter, he sold Christmas candies packaged in a carved wooden box (when empty they became jewelry boxes) as well as other Christmas items. In spring, he did Easter baskets and other goods for Mother's Day. He came across the idea of doing fireworks for July 4th as this was the only holiday in the summer months. In the beginning he only did things like sparklers, snakes, and top cap guns etc. Not many items."

Bill Shields shows off the Carnival Sparkler Cone, from when Indiana was a Safe & Sane state. Safe and Sane basically refers to fireworks that do not fly or explode.

You can actually see Bill Shields, and former Muncie Fire Chief, Wilbur Shimer being interviewed on WLBC-TV Ch. 49 at the link below:
Libx.bsu.edu/cdm/singleitem/collection/MunDelFilms/id/1314



We've come a long way since then. Indiana is now alongside 46 other states that allows the sale and use of some or all 1.4G consumer fireworks. Charlie Phipps, NCI's warehouse manager, noted the biggest change he's seen in the firework industry since he began in 1985 is *"a whole lot more items"*.

Richard, had a little more to say about the changes:

"As I mentioned, there was no import market. So, most of the production in the US was done by a few companies. At the time only three sparkler manufacturers existed in the US: Elkton Sparkler Co. in Maryland, United Firework in Ohio, and Acme Specialties in Illinois. A couple of these also made display shells for shows and a few items got developed for the consumer market. I remember that we had large cone (shaped) fountains that we actually made out of the spindle cones that the garment and cloth industry used. The fireworks industry bought them cheaply, as they were basically something that industry was throwing away. It was very simple to make as they had the same composition as a sparkler but simply pushed the sparks out the top of the cone. We would wrap them with a colorful label and call them things like Vesuvius or Eruption Fountain as they resembled a volcano. They were extremely popular as we didn't have tons of choices for sparkling items at that time. Eventually, the China and Taiwan factories opened to the export market and many new items got introduced to the US market. In the beginning, only about six exporters out of Hong Kong did all the China exports from the factories which were owned by local government trading companies. At that time the trading companies could not export without the relationship of a Hong Kong exporter. Now any factory can get the export license."

A GRIZZLY GROWTH SPURT

Speaking of changes, NCI has grown not only in fireworks but in their size as well. North Central began at a warehouse on North Broadway (now Martin Luther King Jr Blvd) but moved to 2627 Walnut Street where we occupied 50,000 square feet of office and



warehouse space. But NCI still needed room to grow, so we moved to our current location at 1500 E Washington Street, which has 200,000 square feet between office space and two warehouses. The move from Walnut to Washington is what Richard believes is the biggest milestone in growing NCI and the Great Grizzly brand: *"In 1976, we purchased the Walnut Street warehouse thinking this would work and be our last move as it was 15 times bigger than the warehouse we were using at the time. Then, in 1999, we had the chance to purchase the 1500 East Washington Street warehouse. Finally, in 2008 we were able to buy the 1600 E. Washington St. warehouse. Just like last year, we opened two permanent retail locations close to the Kentucky border in permanent buildings. Also a first for NCI."*

Charlie said the move helped things go *"from good to better. It's made pulling orders a whole lot faster!"*

Jack, who joined NCI as Production Manager in 1988, currently still manages our Walnut St. location. He was showcased in our 2013 Winter Newsletter where we celebrated the What A Deal Bag's 18th Birthday.

I asked Jack, as production manager what have been some other innovations throughout the years that would compete with the What A Deal (Item#0183)?

"I would probably say The Jackpot Bag (Item#0142) and The Lg Fwks Bag (Item#0184). They both came the same time as the What A Deal. There was a time when we could not keep all three in stock!"

HISTORY OF THE GRIZ

NCI'S IN A RELATIONSHIP

Talking about firsts for NCI, I asked Richard about his first fireworks related memory:

"My brother and myself unloaded trucks of fireworks that arrived at a warehouse that my father bought on North Broadway street in Muncie. He would have us bring some friends with us and we would unload the trucks and put the merchandise into the warehouse. Back then, these goods came from our suppliers Acme Specialties and United Fireworks. In 1977, we purchased our first import containers from Yuen Loong Hong Fireworks and Firecrackers owned by Chi Kay Cheung. We didn't buy from them for many years and just about a year ago Chi Kay Cheung purchased Cannon Fireworks which was one of our supplier groups and therefore we became one of his customers again."

Richard was involved from a young age with his brother, in his father's business. So I asked, What are some benefits of being a smaller family-owned business as opposed to the large chain market brands?

"Other than the Black Cat trademark, owned by Shui Fung Trading, Hong Kong, there were no large chain brands in the US market. Eventually people like TNT Fireworks of Birmingham, AL started to label some of their import items with the TNT brand. Most manufacturers in China wanted you to buy the special made labels to put on them in the beginning. Remember, in the beginning we were dealing with generic branded products, like Red Lantern brand or West Lake brand, which were the names of trading companies in those areas producing the products. As more products became made and factories could have individual owners; then people like Woody started Megabanger and Hong Kong exporters saw the benefit of promoting their own brand. Simply made items look more appealing than the generic factory labels made during the first decade of exporting. The government owned factories really didn't want to do anything special just sell the product for export."

Richard has mentioned a few companies and names, and while NCI is the proud wholesaler and producer of Great Grizzly products, we also sell Brothers, Cannon, Fisherman, Shogun, Pyro Planet, Glorious, Legend, MegaBanger, and Winda items. I asked Richard how he got involved with these various other companies.

"At first our idea was to only do Great Grizzly brand. Later we realized TNT only did TNT brand, and if TNT had a retail location somewhere close to your operation you looked like you only carried the same thing as them. The other brands that you mentioned were the result of marketing their own brands produced by their export company at their factories or other factories that were producing their products. Basically, that allowed us to also take generic items that were not working at the time to a private label and offer better looking products to our customers. As time progressed, these brands were trying to establish new items to market under their private labels as an incentive to purchase more items from them. Many times they are also willing to do our private label on this new effect item."

NCI has an actual relationship with our suppliers, which has led to the Great Grizzly brand being known for quality. Richard goes to China at least once a year, and looks for "new effects, new arrangements, new colors, and higher quality product including the packaging." And speaking of packaging and labels, you may wonder where the ferocious Grizzly bear busting out the red, blue, and yellow rings came from?

"Our Great Grizzly group of myself (Richard), Mike Brown of R. Brown & Company, Missoula, MT and Ernest Livingston, South Carolina Distributors purchased the trademark from a guy out in Montana that owned the name in the same trademark class (Class 13) that fireworks are registered. The logo came with the deal. So actually the three of us owned and shared the use of this trademark."

When you see the About feature on GreatGrizzly.com as:

"North Central Industries, Inc., located in Muncie, Indiana, has been an importer and wholesaler of 1.4G Consumer Fireworks since 1955. We carry over 650 different items and operate out of three warehouse facilities with a combined square footage of over 200,000 square feet!"

Now you know the back story.



ARE YOU COVERED?



NCI offers additional insured certificates for product and premise!

Contact Nicole today for more information
NEW_NCI@sbcglobal.net

2014 NCI DEMO NIGHT

- WHO:** Fireworks fanatics
- WHAT:** Fun, Food & Fireworks
- WHEN:** Saturday, May 17th
- WHERE:** 1500 E. Washington St.
Muncie, IN 47305
- WHY:** Be the first to see our amazing new products and visit with your favorite wholesaler friends!

PLEASE RSVP

Company Name & Number Attending to:
1-800-800-2264 or Info@GreatGrizzly.com

"The day that will be most memorable in the history of America. I am apt to believe it will be celebrated by succeeding generations as the great anniversary festival... It ought to be solemnized with pomp & parade, with shows, games, sports, guns, bells, bonfires and illuminations from one end of this continent to the other, from this time forward for ever more"

John Adams, July 3, 1776

On July 4, 1976 America celebrated its 200th Birthday. 33 TONS of fireworks were exploded above the Washington Monument, along with laser beams that spelled out "1776-1976, Happy Birthday, USA".

Calvin Coolidge is the only president that was born on Fourth of July.

Three presidents died on Fourth of July:
*John Adams,
Thomas Jefferson,
& James Monroe*

ROLL CALL!

YOUR NCI STAFF:

RICHARD B. SHIELDS
PRESIDENT/OWNER
38TH SEASON

CHARLIE PHIPPS
WAREHOUSE MANAGER
29TH SEASON

JACK MILLER
PRODUCTION MANAGER
26TH SEASON

BRENDA SAID
ASST. PRODUCTION MANAGER
17TH SEASON

SEAN ALEXANDER
ASST. WAREHOUSE MANAGER
16TH SEASON

LORI CRESPO
IMPORTS MANAGER
10TH SEASON

NICOLE WERNER
MARKETING MANAGER
10TH SEASON

KURT COWGILL
OPERATIONS MANAGER
7TH SEASON

KEDRIC AKER
SALES MANAGER
2ND SEASON

HEATHER M HINES
EDITOR/AP
2ND SEASON

Indiana Firework Distributors Association

The IFDA works to support your industry, become a member today!
Contact Executive Director
Steve Graves (800)535-7477

International Symposium on Fireworks

15th International Symposium on Fireworks
Bordeaux, France
Sept 20-25th, 2015
For information on the Symposium:
www.isfireworks.com

National Fireworks Association

Chateau on the Lake @ Branson, Missouri
Sept 3-6th, 2014
For information on NFA's Expo:
www.nationalfireworks.org

Pyrotechnics Guild International

2014 Convention "Iowa Thunderstorm 2014"
North Iowa Events Center @ Mason City, Iowa
Aug 9-15th, 2014
For more information on PGI:
www.pgi.org

American Pyrotechnics Association (APA)

66th Annual Meeting & Convention
Hyatt Regency @ Miami, Florida
Oct 7-10th, 2014
For more information call (301)907-8181 or
www.americanpyro.com