



# Cole Kepro International LLC

Glenn Wichinsky, President and General Counsel of Cole Kepro International LLC talks candidly to our own Chris Sanson,

**Cole Kepro is a well established company however it has had a few organisational changes over recent years along with a new investor could you possibly update us on the structure and plans for the company both nationally and internationally?**

Until approximately three years ago, our predecessor company Cole Industries was a recognized domestic fabricator and supplier of gaming cabinets and information kiosks of a standard product design. We decided to expand our

reach globally and joined forces with our strategic partner, Kepro Company International (Taiwan) and began an aggressive worldwide marketing effort as Cole Kepro International, in order to gain further recognition and a greater market share in the global gaming cabinet industry. In September of 2010, the Anderson Group of Bloomfield Hills, Michigan acquired the majority equity interest in Cole Kepro. The Anderson Group has a strong private equity presence in the manufacturing business sector





strong and dependable service and support and competitive pricing.

**How has Cole Kepro managed to maintain a competitive edge over its competitors over all these years?**

We stand by our quality work product and maintain our positive reputation and competitive market edge by providing the highest level of customer service and support to all of our customers that is possible. As a result of recent changes in the



gaming laws of the State of Nevada, Cole Kepro can now also install the approved software and game content of our customers into our finished product, and directly ship these completed gaming devices to any gaming location requested by our customer so long as the destination for distribution of the completed gaming devices is located outside of the State of

Nevada. We also aggressively market our products at all major domestic and international gaming expositions for hands-on visibility and interaction with our current and prospective customers, as well as with our vendors.

**The reputation that Cole Kepro has built up over 15 years for trust and excellence is one that the company must be very proud off?**

We are very proud of the achievements of our company which could not have been achieved without responsible management and the dedication of our employees, some who have been with the company in excess of fourteen years.

and has an excellent track record of financial and operational success. As part of the acquisition process, new executive management was appointed including Frederick Cook, Jr. as new Chief Executive Officer and Neil Calhoun as new Chief Financial Officer. With added financial resources available to support the company and talented and aggressive new executive management, Cole Kepro plans to continue its market expansion into all regions of the worldwide gaming industry and offer new product designs, quality products,



**How many Countries does Cole Kepro now supply into?**

We effectively market and/ or sell our finished products in many regions of Europe, Asia, Australia, North America, and Latin and South America at this time.

**Asia has proven a very successful region especially since your partnership with Kepro International Co. Ltd based in**

**Taiwan in would you say that has been**

**down to a combination of you combined with the reputation the has built up for its quality design and innovation in building quality cabinets.**

Although most of our product design and manufacturing takes place in our North Las Vegas facilities, we are increasing our actual fabrication activities at Kepro in Taiwan as our product capacity increases. Kepro continues to be an excellent working partner within our global organization.

**Is price the biggest single issue with sales, or to companies acknowledge the expertise in design and build that goes in to a Cole Kepro cabinet?**

Most companies acknowledge our expertise in designing new products in addition to also providing our standard line of product. Our quality is second to none. Sometimes, our cost may be perceived as slightly higher because of the quality and excellence we build into our products. However, when our customers factor in the total cost of ownership (including reliability, speed to market, cost, performance, etc) our customers view our cabinets as a great value purchase.

**Could you possibly explain to our readers your Fast Track® technology?**

The Fast Track® technology was conceived eight years ago as way to accelerate a customer's time to market. The main cabinet is already pre-wired so that the design effort is focused on the customer's CPU enclosure, which is minimal. Once the CPU enclosure has been designed, it can be utilized in other Fast Track® based cabinets as well. A customer can effectively have different models such as a slant top and upright in the same design queue. And since the CPU box is of a modular design, the cabinet can be quickly upgraded as the customer's technology advances without having to redesign the wiring for the entire cabinet. A companion custom power distribution box and soundboard are also part of the Fast Track® package.



**Can your organisation deliver custom built slots?**

We have a talented product development team who design new and modern design gaming cabinets for many of the major gaming companies in the gaming industry. We also work with the proprietary designs of our customers to build their gaming cabinets to their own unique specifications and product design.

**CNC machines and 3D CAD software at your organisation along with testing facilities?**

We have invested in the latest in CAD, solid modelling, laser fabrication and rapid prototyping equipment as well as a complete mechanical and electrical testing facility including mechanical, electrical and environmental testing. Our in house expertise reduces many months out of the development cycle.

**Engineering is a high end skill that requires a work force that has expertise and training, clearly Cole Kepro has plenty of is that one of the major factors in the companies favour when it comes down to quality control along with a cutting edge design and build quality that sets your cabinets apart from others?**

Our reputation is based on secure and proven designs that hold up on the casino floor. Our designers have many years of experience not only in product design, but in product processing and fabrication. Our commitment to continuous improvement allows for constant best practices implementation and upgrades on new designs.

**And finally what are the company's main goals for 2012 and 2013?**

Our goals for 2012 and 2013 are the same as in past years. We plan to continue offering our customers the highest quality of product, the most reliable service and support and competitive worldwide pricing as we expand our market reach domestically and internationally.

**Questions by Chris Sanson Copyright. casino life. The magazine for European & International casino operators, managers and gaming equipment manufacturers**