

# eather the Financial Storm with a Company that You can Trust!



Companies are paying more attention to the financial strength of their business partners as they seek to weather this financial storm and sudden market downturn. Each day we read about suppliers that are no longer in business, and the companies that relied on those suppliers to keep them afloat. Unfortunately, in this uncertain economy, this is a trend that will likely continue.

So how do you make sure that you are aligned with a partner that will be there through these tough economic times?

- Cash is the key to survival, especially in a market downturn. Many companies are generating revenues, but have very weak cash positions. These companies may be here today, but gone tomorrow.

Cannon Equipment has the backing of a multi-billion dollar parent company, IMI, plc. IMI has a very healthy balance sheet, and a strong cash position. This strong cash position ensures that Cannon Equipment will be there to support your needs in any economic environment.

- Debt is another key indicator that can be used to determine the financial strength of a company. Many companies have a very weak cash position, and a very large debt burden. When large interest payments come due they often have a hard time borrowing money from banks or refinancing their loans to keep the needed cash flowing. In a market with tight credit, lenders may even refuse to extend more credit. The results can be devastating for a cash poor company.

Cannon Equipment and IMI, plc enjoy a low debt position. That combined with strong cash flows allow Cannon Equipment to operate its business without the risk of interruption, and ensures that it will be a strong healthy business for years to come.

Do not risk your company's future with a supplier that may or may not be there when you need them most. Cannon Equipment has been delivering excellent service for over 43 years. Call your Cannon Equipment sales representative today to learn more about how our products and services can meet the needs of your business.