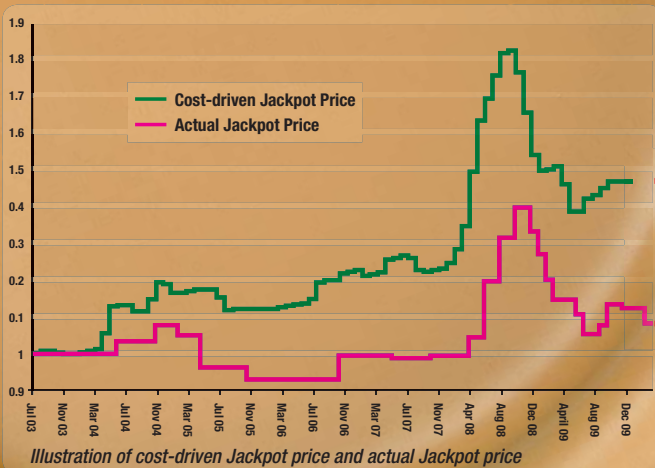


New Concept Mining continues to reduce prices!

Oklahoma City Plant assembly line 1916 from the Collections of The Henry Ford Museum.

"I cut the touring car price from \$959 to \$780. That was the beginning of the steady reduction in the price of cars in the face of ever increasing cost of materials and ever higher wages."
 - Henry Ford 1922



Despite rising input costs, we at New Concept Mining are continuously striving to reduce the cost of products to our customers.

Since July 2003 the steel price has increased by approximately 50% and inflation by approximately 43%. If the cost of Jackpots had simply been adjusted in line with these increases the cost-driven Jackpot price would have increased by 46%.

As a result of continuous production efficiency improvements and cost reduction programs Jackpot prices today are 38% lower than they would be if no cost reductions had been implemented over this period.

Jackpot™

Keeping you safe at the face



New Concept Mining

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