

"I Hate Rules."



Donald "Shep" Shepherd
President
AR

"It'll never work. You can't do that. You're breaking the rules."

That's what I heard over 35 years ago when we started AR. And I'm still hearing it today. I never liked rules. To me, rules limit possibilities.

With the market changing by the millisecond, we've got to be open to all possibilities. And we've got to break some rules. Or at least rethink them.

That's why AR is making products that don't just help you now, but products that will help you get to where you want to go. It's why our engineers are peeking into the future and developing technology that will get you there... ahead of your competition... and ready to meet the demands of tomorrow.

Okay. I guess there is one rule that governs everything we do at AR: "Give the customer everything they need; and more than they expect." Anyone who breaks that rule will have to answer to me.

To learn more, visit us at ar-worldwide.com or call 215-723-8181.



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