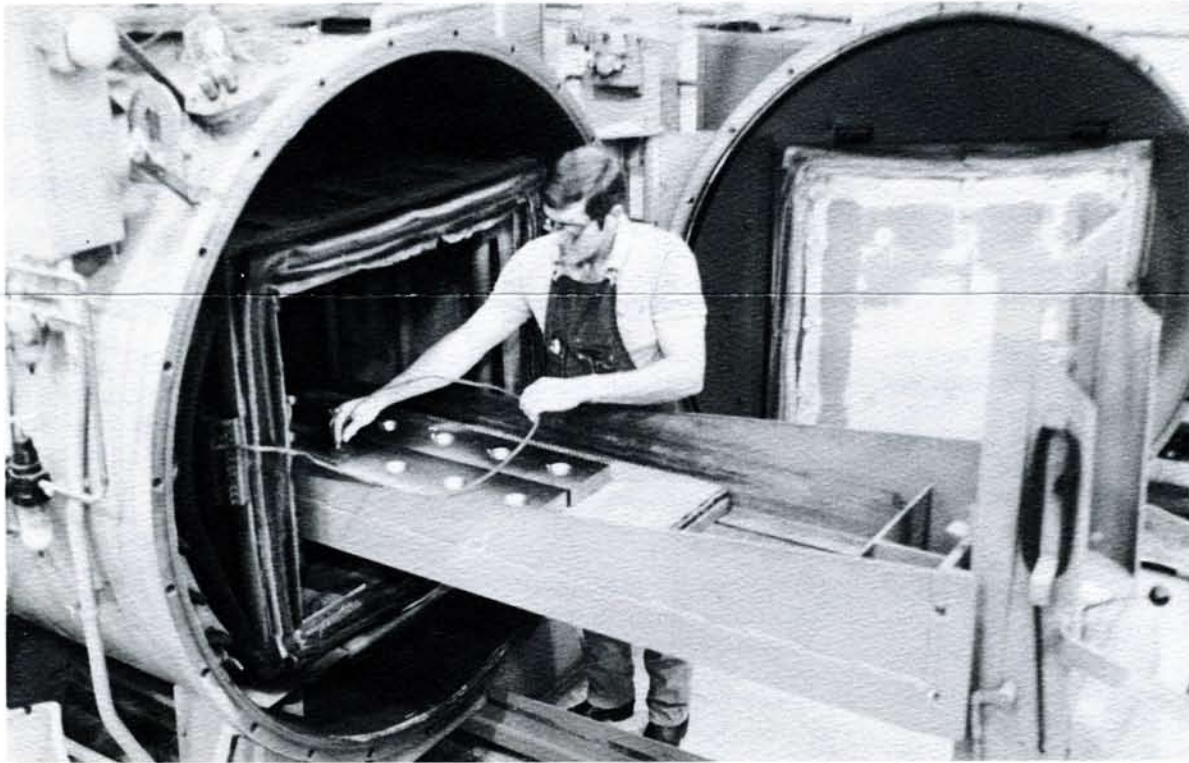


# "The Cutting Edge"

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*Peter Nagel, Kinetic's heat treating leadman, adjusting the thermocouples that monitor the heat treating cycle for Kinetic's Omni-shear 1800 knives.*

## **Our new Omni-shear 1800 hot shearing knives have twice the life of Universal Cyclops' Unishear 1100**

A combination of exotic alloys and high technology, the Omni-shear 1800 is the only hot shearing knife of its kind in the industry today.

"For years, Universal Cyclops' Unishear 1100 was the best knife on the market for cutting red or white hot slabs, blooms, and billets. But when Universal Cyclops stopped manufacturing knives, that departure left a void in the market." That's Jerry Kedziora, Kinetic's Marketing/Sales Manager talking about our latest innovation.

As Jerry says, "We started looking for ways to fill that void. We and our sales people believed that the industry

needed a high quality hot shearing knife – one that could meet or surpass the performance of the Unishear 1100."

### ***About our shearing knife***

"After a year of research and development, we're proud to say that we didn't just match the performance of the 1100, we far exceeded it. The secret of the Omni-shear 1800's success lies in the materials we use and our highly sophisticated heat treating process."

"We begin with a high nickel alloy, extremely temperature resistant exotic steel. Then we carefully control its heat treatment in our electrically fired

vacuum furnaces. These furnaces, with their advanced Honeywell controls, enable us to bring out the very best characteristics in this nickel alloy. "The result is that you, our customers, get a hot shearing knife that is highly resistant to heat, shock and wear."

"Furthermore, if we compare the Omni-shear's performance to that of a standard shear knife made from hot work tool steel, the Omni-shear will conservatively give you *four* times the blade life. That means you save in maintenance costs because our knives don't have to be changed out or sharpened as often."

*(Continued on back)*

## Omni-shear 1800

(Continued from front)

### *A case in point: A midwest steel mill*

A midwest steel mill had been using Cyclops' Unishear 1100 to cut 3.06" and 4.125" square billets on their caster for many years. When Universal Cyclops left the market, Clarence Zell, our area representative, asked us if we could fill this mill's need for hot shearing knives. That was all the incentive we needed.

The first set of Omni-shear 1800's were installed in September, 1985. This set operated on the first side until May, 1986.

The general foreman of this mill reported twice as many cuts from our blade edge as from the Unishear's edge. Our Omni-shear 1800's delivered 62,400 cuts from the first edge—more than twice the Unishear 1100's 31,000 cuts.

And our blades continue to prove themselves for this mill. A second set of Omni-shears were installed in December 1985, and a third set in March of 1986. According to the last mill inspection, the second and third sets will easily match the number of cuts of the first. Last July this customer installed a fourth set.

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***"Our Omni-shear 1800's delivered 62,400 cuts from the first edge—more than twice the Unishear 1100's 31,000 cuts."***

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Our customer is pleased with the results of the Omni-shear 1800: twice the edge life, less downtime, increased productivity, and improved profits.

What works for this customer can work for you too. Ask our knowledgeable sales representatives about Kinetic's new Omni-shear 1800. It's a competitively priced blade that can substantially improve your profits.

## Pizza, safety, peak production, and lower cost.

Safe, clean shops are productive shops. And we admit that we're almost fanatical about housekeeping and safety around here. But we do it for you.

We know how important it is for you, our customers, to receive your orders on time—and that means no accidents, no injuries, and no one home recuperating from some mishap caused by carelessness or clutter. That's why we emphasize safety and cleanliness.

If you toured our shop, you'd notice that our work floor is missing the usual grime and disorder taken for granted at some other plants. When a machinist spills oil, he wipes it up immediately. We prevent accidents by eliminating the hazards.

Now, about the pizza. Every time we operate for 100 days without an accident, we send out for pizza and have lunch together. Our people deserve the celebration because they are the ones who maintain the high working standards and keep this company operating at peak production.

But we're not the only ones who think our work standards are exceptional. Recently, our insurance company's regional auditor visited the plant. In his report, he wrote that Kinetic was the best looking, most safety-minded factory he'd seen in his territory. And his territory covers the mid-western United States, a region densely populated by industrial plants.

We're proud of our shop, and we wish we could give all of you a tour. But we know that most of you will never see where our products are made.

That's why we feel it's so important you know about what goes on here. How we do things affects you:

- Our safety measures keep our insurance premiums low and keep your costs down.
- Our accident-free days guarantee that

your orders are delivered on time.

- Our cleanlines protects our machines and our people, insuring that you get a quality product.

And that's what it's all about: pizza, safety, peak production and lower cost.

## How to guarantee we have your non-stock knives when you need them

Welcome to Ulcer Gulch: you need a knife immediately, but you have to wait two or three weeks to get it. Production stops altogether or slows to a crawl for want of a knife.

We've got a solution for you. Protected Inventory. Here's how it works.

You estimate how many knives you use in a single year. Then give us a purchase order for that number. We'll make up the knives for you, store them here at our plant, and release quantities to you as you need them.

It's a simple solution that saves you time, paperwork, and aggravation.

- You cut down on paperwork because you submit only a single purchase order.
- You save on carrying costs because we store the parts for you. You pay for parts as they are released.
- You've got the parts when you need them. Your release will go out to you the day we receive it.

And your inventory is protected. No one else can buy your parts—they are stored with your name on them. All we ask is that you release the knives within a year of the purchase order.

We think it's a good arrangement. You get the immediate service you need without having to carry excess inventory.