

# "The Cutting Edge"

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## Overwhelming response to innovative mandrel technology

None of the mandrels you're using have been properly balanced.

"That can't be," you say, "we thought our winding mandrels were properly balanced when we bought them from the equipment manufacturer." True, but the techniques used in the past to balance mandrels are inaccurate.

Why? Standard techniques measure vibrations **only at the ends** of the mandrel and **only at low speeds**—not the critical speeds used in operation.

The result? The vibrations that run all along the length of the mandrel during its working speeds go undetected. Obviously, this can spell big trouble for you in down-time, costly maintenance, and quality control.

But take heart. We have developed a revolutionary new method of balancing mandrels that is both precise and affordable. In fact, this technique is so precise that it makes older methods look crude.

We can balance mandrels with **30 times** the precision of recent tissue industry standards. That's because we measure vibration **all along the length of the mandrel at actual operating speeds**.

When we sent out brochures announcing this breakthrough, we were flooded with orders for new mandrels and requests for rebalancing. We are pleased that so many of you see the value of this innovation—it saves time and money, plus it guarantees uniform quality in your product.

## Microblade Limited of Sheffield, England—a part of the Kinetic family

We purchased Microblade in September of '85. And the company has been a valuable addition to us—primarily in the production of facial and log saw blades used in the tissue industry.

Facial and log saw blades have long posed a problem in the tissue industry. Replacing and grinding-in new blades has traditionally disrupted production and wasted shop time. To grind-in an ordinary blade typically takes 15-30 minutes.

Many of you told us that was too long. So our engineers, working with the people at Microblade, developed new log and facial saws sharper than anything

on today's market.

Our blade, the Super Sharp blade, will dramatically reduce your grind-in time and get you back to work—in less than 2 minutes. The secret lies in the final bevel put on the blade.

Customers who have used the new Super Sharp blade have been extremely pleased with its performance. It does everything it promises.

We have plenty of Super Sharps in supply. Call us if you are interested in how the Super Sharp can save you time and money.

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Every Kinetic Certified Winding Mandrel you purchase will come with a computer printout certifying your mandrel's balance characteristics.

Furthermore, every mandrel you send us for rebalancing will carry the same kind of certification. It's your assurance of the precision balancing your mandrel has received.

Many of our customers are sending us their mandrels a few at a time for rebalancing. It's a good idea. You benefit from improved efficiency without upsetting your production schedule.

We're proud once again to be able to take a leadership role in the industry. Our goal is to continue to innovate. That's why we've called this newsletter, "The Cutting Edge."

Call us about our new certified balancing technique. We'll be happy to tell you more.

## We're working to make our salespeople your problem solvers

Our sales reps are more than order takers. We want them to understand the industry they serve so they can help customers on the spot.

And technical knowledge requires formal training sessions. So we've begun bringing in our sales reps from all over the world to take part in training programs. Our programs teach our reps about things like product design, grinding processes, heat treating procedures, and the characteristics of various materials used in our products.

Our philosophy is that salespeople should know about more than item numbers and prices—they should understand how a product works, what

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## Our salespeople . . .

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it can and cannot do, and how to match our capabilities to your needs.

If a customer is trying to solve a problem, we don't want our rep to have to say, "I'll call the factory and see what I can find out about this." Our goal is to train knowledgeable field reps who can assess your problem and begin solving it immediately. No delays while messages are sent back and forth across the country.

We also believe that reps should be immediately available to you. That's important. If you need help, our rep can get to you within 24 hours—not just talk to you long distance.

We have a reputation for giving immediate service, and we want to keep it that way.

## Record order from Ohio steel plant

Kinetic isn't just a manufacturer of knives and mandrels. We're capable of producing all kinds of interesting things—including sophisticated rolls for the steel industry.

A recent order for rolls totaling \$210,000 became the largest single order we've ever gotten. The order was for work rolls used in high speed Sendzimir mills. We produce first and second intermediate rolls—both idler and drive—for these mills.

The mills process silicone grades of electrical steel into thin gauges. Using water soluble lubricants, these Z-mills run at speeds of 1500-1800 surface feet.

We also received an order from this company's sister plant for trimmer knives. These knives, used to cut stainless steel, must be very durable because of the toughness of the job they do. We feel—and the buyer did too—that our trimmer knives are

superior to others on the market for three reasons:

- 1 We use Shock Tuf+ 2, a very sturdy tool steel that takes shock without failing.
- 2 Our special heat-treating process brings out the best qualities of the steel.
- 3 Our expertise in grinding produces a knife that is absolutely true.

Any order makes us feel good because it tells us companies have confidence in our ability to get the job done and do it right. This order, because of its size, was especially gratifying.

But we want you to know this: we enjoy developing better products because our people seem to thrive on challenges. Don't think of us as only knife and mandrel producers. If you have a problem in search of a solution, we can help.

## Bob McKenna celebrates 25 years at Kinetic



Picture Jimmy Cagney playing the role of a machine shop worker, and you've got Bob McKenna. Only Cagney probably couldn't act as feisty or talk as much as Bob.

Bob's spirited leadership on the shop floor is one of the reasons that Kinetic's so successful. He takes a personal pride in the blades he produces, and he holds our tolerances closer than any other manufacturer of perf blades in the market today. If you need a rush order, Bob is the kind of person who will see that you get it.

Bob's been our main man, bonding our perf blades for the past 25 years. The total number of blades he has produced in that time is mind boggling. Last year

alone he put out over 700,000.

His area in the shop is taken up with three bonding machines which he runs simultaneously. The machines need close supervision. As Bob says, "turn your back on any one of the three, and it's gotcha."

Yet things are still easier now than they were when Bob first started this job. In those days he had to crank the machines by hand. Kinetic was a small company then with a total of 9 employees—including Alice McKay, the secretary who came in four afternoons a week. "Things have changed a lot. It's been a good 25 years," says Bob. We think so too. Bob's made them good.