

"The Sharper Edge"™

THE KINETIC CO. • P.O. Box 200 • Greendale, WI 53129-0200

(414) 425-8221

JUNE 1987

Now Kinetic can make more than 17 feet

knives long

Now, no knife length is too long for us. We've revised our manufacturing procedures and retooled our facilities to meet your needs.

In the past, the longest knife we could produce was a 70 inch blade. So we found ourselves repeatedly turning down orders for longer knives. Now, however, we can produce knives up to 213 inches long. That means we are capable of manufacturing just about any knife you use.

And you have our usual guarantee: dollar for dollar, Kinetic knives will outperform any competitive knife. With our new production capabilities, our guarantee just got longer.

We know our new versatility will help those of you in the metals industries and those of you who use guillotine knives in paper mills. We're eager for you to try our new, longer blades—we're confident they'll improve your efficiency and help you produce a better product. After all, that's what you've come to expect from our blades. And that's what we've pledged to deliver.

Our usual guarantee: dollar for dollar, Kinetic knives will outperform any competitive knife.

Kinetic is growing and changing to serve you better. Now that we can give you longer blades, what else do you need?



Jerry Kedziora, Kinetic's Marketing/Sales Manager, with one of our new, longer knives.

Kinetic Salesman caught shooting the bull

When Kinetic salesmen are on the job, you can trust them to give you straight talk. On holidays, however, it's another matter. The photo on the right shows one of our salesman, Carl Brockman, caught in the act of shooting the bull. (Carl is the one on the left.)

Carl bagged this particular bull elk in the Clearwater National Forest of northern Idaho. Too rugged for vehicles, and too densely treed and mountainous for helicopters, this wilderness area can only be managed on foot or horseback.

Those of you who have been trekking with Carl know that he has been born about 120 years too late. He's a mountain man who is stuck in the 1980s. Give Carl some sacks of salt and flour, a couple of mules, and a hefty mule motivator, and he would disappear into the forest of Idaho, Wyoming, or Montana and never be heard from again. As a matter of fact, he does disappear for three weeks every October.

Carl bugled this five year old bull in for the kill about twelve miles into the Forest, on the North Fork of the Clearwater River. The animal weighed about 650 pounds, and its 46 inch antlers brought its height to over eight feet. According to the Rocky Mountain standard of measurement, the bull is a 6 point elk.

Carl has been with Kinetic since 1970. He has taken some of us on expeditions, and we have had our work cut out for us trying to keep pace with him at altitudes of 8,000 feet. He has shown many of us tenderfeet sights we'd never otherwise have seen.

Carl brings great energy to the enjoyment of the wilderness and a keen understanding of the wild things that call it home. We thought you'd enjoy a look at Carl in his element. The photo may not capture the beauty of the land or its remarkable solitude, but it does speak volumes about a way of life few of us know.



Carl Brockman and his 6 point trophy elk in the Clearwater National Forest.

Microblade on the move

Progress report . . .

On Thursday, April 30th, at 2:00 p.m. Microblade's Herries Road plant stopped production forever. The employees began to prepare the machinery for the move across Sheffield. The Fitzwalter Road plant stood empty and ready for us.

On Friday, May 1st, Microblade's employees began the task of moving the machines out. Lee Weberg, Kinetic's engineering manager who was overseeing the move, reported it was on schedule.

They worked through the traditional

Sheffield May Day holiday weekend installing all the machinery into the Fitzwalter Road plant. By Tuesday morning, May 5th, Microblade's new plant was producing saws—all machines were installed and were operational. The result of their efforts is that the move didn't cause any disruption of Microblade's delivery schedules.

Next issue we'll show you some photographs of the new plant. But for now, we just want you to know that the move went according to schedule.