

"The Sharper Edge"®

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AUGUST 1988

Record number of mandrel sales proves our point

Our mandrel sales are at an all time high. And you know what? We don't supply mandrels to Paper Converting Machine Co. anymore. What does that mean? That converting people are replacing PCM's mandrels with ours. That fact speaks volumes about the quality and superior technology of our mandrels.

A case in point: a few weeks ago, we filled an order for 45 mandrels. We're not talking a few spares—we're not even talking about a single machine. We're talking about retooling an entire division. The customer understood that additional profits are produced by enlarging cores. (See our October 1987 issue).

Now, obviously, no one makes such a clean sweep on instinct. Gut feelings don't wash with the powers that be. And we all know number crunchers want numbers to crunch. Well, they had them.

After comparing Kinetic mandrels with Paper Converting's in production tests in other departments, the customer knew that Kinetic mandrels outperformed Paper Converting's. How well? So well that the company was willing to spend almost \$100,000 on Kinetic certified winding mandrels. The company did so knowing it would get an efficient payback on the investment. Its tests had proven that throwing out the old mandrels and buying ours was more cost effective than continuing with the OEM's mandrels.

What makes spending \$100,000 a cheaper alternative than living with the mandrels you've got? Efficiency. Case output. Product quality. Increased profits. Mandrels are one of the critical components in a rewinder—essentially, the machine is only as good as its mandrels.

You want to get more product out the door? Buy your mandrels from the experts. That's us. With our 35 years' experience making mandrels, we've



Another order of mandrels ready to be boxed and shipped.

got more knowledge than our competitor. Frankly, we're the only company in the world that can machine, heat-treat, and dynamically balance mandrels *in-house* to perform the way they should. And that's not glib advertising, that's fact. How do we know? Our customers keep telling us—in words and in orders.

You wouldn't enter a car in the Indianapolis 500 and then race it on cheap tires. You shouldn't be spending big bucks on a rewinder and settling for second-best mandrels. Insist on the best, and get the best out of your rewinders. Kinetic mandrels will increase speeds, reduce vibrations, lessen product rejects, and get more product out the door.

So if you're buying a new rewinder, specify Kinetic mandrels. If you need to retool an existing rewinder, come to the experts. This is one of those times when buying the best actually costs less. Save yourself the headaches. Save yourself \$100,000 down the road.

"The Sharper Edge"

The Sharper Edge is official

What you hold in your hand is now a legally trademarked publication. We recently received word from the U.S. Patent and Trademark Office that the title, The Sharper Edge, is legally and exclusively ours—at least for the next 20 years.

If you'll recall, we told you in the February '87 issue that we had run into some legal trouble with our original title, "The Cutting Edge." Apparently we weren't the only manufacturer that liked the name.

But we're on safe ground now—and we've got the papers to prove it. The moral of the story? Making a name for yourself is never easy.



Traditionally, we greet visitors with their homeland's flag. On this day, three flags flew from the poles in front of Kinetic: the American flag, the Kinetic flag, and the Welsh flag.

Visit us and solve your problems

We don't stand on ceremony around here, so don't wait for an invitation to come see us. We're glad to see you anytime you're in the area. We've had visitors from as close as neighboring states and as far away as Chile and South Africa.

If you're in the paper industry, know that we're only an hour and a half by car from the Fox Valley or minutes by plane. If you're in the steel industry, know that we're less than three hours by car from Gary, and only an hour's flight away.

Come to spend a day, bring your problems, see how we operate, and find out what we have to offer. Many of our visitors discover that questions and problems they had raised with their OEM for years have been solved in a single visit to Kinetic. Other visitors

have learned how to substantially increase the life of their equipment through proper maintenance and proper tooling. Still others say that they leave with an increased understanding of our capabilities—their visit helps them better use our talents and skills. After all, what good is the best of resources, if people don't know what it can do?

Although we try to describe our work in this newsletter, nothing replaces the first-hand experience of watching our people and equipment creating the world's finest industrial cutting tools. We enjoy showing you around and showing off our gifted craftspeople.

So call us and let us know when you are coming. Talk to Jerry Kedziora or John Thackray about specific topics

you'd like to discuss, so he can prepare for your visit.

And because Joseph Masters, our president, takes a personal interest in visitors, spend some time exchanging ideas with him. Joseph's a listener. He

"Problems they had raised with their OEM for years have been solved in a single visit to Kinetic."

values customers and their comments, so he's never "too busy" to meet with you. To him, knife making isn't just a business; it's a family tradition. And every customer builds on that tradition.

Visit us, and expect to be surprised at how productive time away from the office can be.