

"The Sharper Edge"®

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Want to know the *real* reason your log saws go bad? We'll give you a seminar about it.

We've begun a very successful program aimed at converting mechanics. The focus of the one and a half-hour workshop is to teach mechanics about the care and use of log saw blades—what makes them go bad and how to prolong blade life.

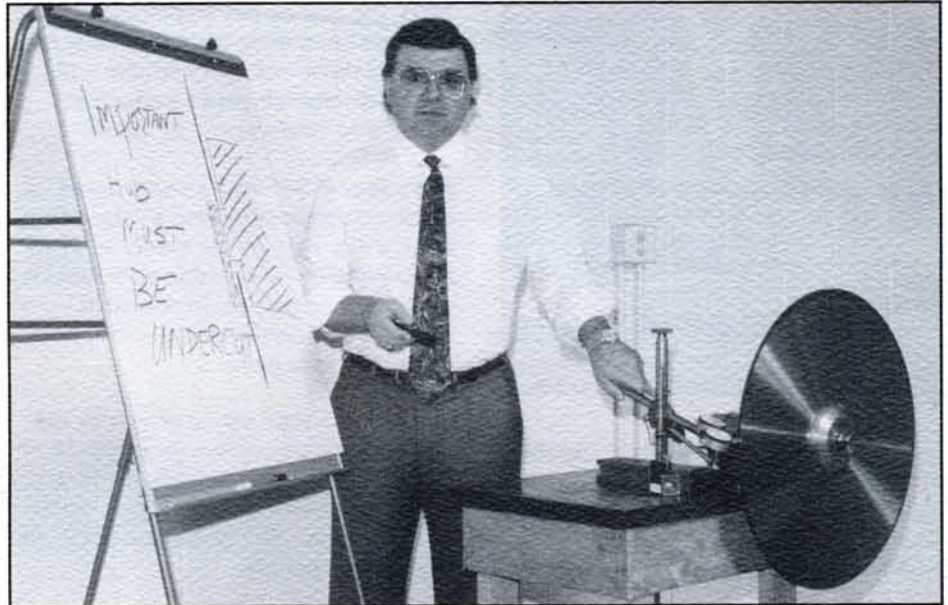
We've discovered through giving these seminars that there are lots of misconceptions about these blades and what turns them into stop signs. If your mechanics knew what we know about log saws, your plant would be getting more life out of its blades.

Who conducts these workshops? Joseph Masters and your Kinetic salesperson. Where? At your plant. All you provide is a slide projector and a screen.

"... there are lots of misconceptions about these blades and what turns them into stop signs."

The program covers past and current knife making techniques, metallurgical theories and identifies the causes of stop signed log saw blades. The program also tells you how to eliminate or correct the causes, gives you warning signs and troubleshooting hints, and a system to track the most common causes of stop signed log saw blades in your plant.

We're willing to work with you and around your production schedules. For example, at the Georgia Pacific plant at Palatka, Florida, we ran five workshops over a day and a half. Each workshop contained about 10 mechanics. And
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Joseph discussing the importance of a correctly machined log saw blade hub.

Where were we for the last 6 months?

Working at breakneck speed. Orders have grown phenomenally. So much so that we've added a third shift to keep pace. The increases are across the board—steel, paper, sanitary paper—your name it.

Our fiscal year ends November 30th, so each November, we make a big push to get our pending orders out the door before the 30th. That means December is traditionally our slowest month. Not this year. This December was the busiest one ever. January, February, and March were even busier.

So here we are in April trying to catch our breath and starting to adjust to the new pace. Now we can return to the newsletter. We just wanted to let you know why we disappeared for awhile. But we're happy to report that as hectic as it

has been, we have managed, in true Kinetic fashion, to get your orders to you on time without a hitch.

A case in point. Here's an excerpt from a fax Joseph Masters got from a customer in the United Kingdom: *"I require urgently, and within days if possible, the following items. Please can you help... I realise I am asking the earth, but I feel I am dealing with the right person and company to come up with the goods."*

He was and we did. If you find yourself in similar straights we will do the same for you.

Thank you for the business and your confidence in Kinetic. The plant is humming. We've increased our inventory levels to meet the upsurge in sales, and you can look for regular issues of *The Sharper Edge* once again.

Mary Green— now a Kinetic expert, too



Mary Green, Microblade's very capable Managing Director, can also now double as Mary Green, very capable Kinetic resource person in the United Kingdom and Europe.

Recently, Mary visited Kinetic to learn the fine points of Kinetic products from Jerry Kedziora. She observed production processes in the plant, and she toured 3 paper converting mills in northern Wisconsin.

We are pleased to say that the mills gave Mary the red carpet treatment. By the time her tours were over, she had seen enough day-to-day procedures and talked to enough paper converting experts to really know her stuff.

Mary has always had a sharp sense of sales and service. Her knowledge of log saws is the best in the business. Now she is equally comfortable with Kinetic products—mandrels, perf blades, diaper knives, and knives for wrapping machines, you name it.

So the next time those of you in the United Kingdom or Europe talk to Mary about Microblade products, let her tell you how Kinetic products can make your life easier. She can do it—she's one of our best people.

Real reasons (Continued from front)

that's just the way we like it because small groups allow for more personal exchanges and one-on-one conversations. That's important because we want people to get their questions answered.

This is not a presentation based on theory—this is a roll-up-your-shirt-sleeves workshop that will give you practical methods for improving your production. One mechanic told us he'd been to several of these kinds of programs, but ours was by far the best—it gave him the most information and it was information he could really use.

And there's no charge for us showing you how to get the most out of your Microblade log saw blades. It's all part of our service. When you're happy, we're happy.

Kinetic's First Annual Sales Meeting a huge success—for us and for you

At the end of last October, Kinetic held its "first-ever" sales meeting. The entire sales force—paper and metals—attended from all over the world. We used the conference rooms at Tuckaway Country Club. If it's good enough for Greg Norman, it's good enough for us.

The meeting lasted two days, and we packed it full of information on the entire Kinetic product line.

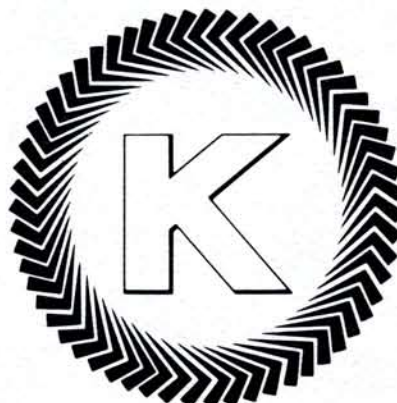
- We asked salespeople with unusually successful sales records in a particular product area to share their presentations with others. Then they talked about why their approach helped operations people solve problems.
- We exchanged field experiences in problem solving.

- Joseph Masters and Jerry Kedziora gave detailed presentations about products, their composition, uses, and performance. They talked about metallurgy, the whys and wherefores of heat treating, and how various

Kinetic production processes improve tool performance.

Why are we telling you all this? Because as a result of this sales meeting, your Kinetic salesperson should be more helpful to you than ever. Challenge them to improve your production. They will have the answers.

We say this confidently because we think our sales meeting and our new, more informative sales folders are directly responsible for the upsurge in orders we've experienced for the last six months. Ask us your toughest question, let's see what we can do.



KINETIC®