

# "The Sharper Edge"®

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

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## We can supply replacement parts for Perini rewinders

You've always known that we can supply you with many Paper Converting Machine Co. parts you might need—mandrels, perf blades, anvils, slitters, and slitter anvils.

Now we are happy to announce that we can also supply you with Perini replacement parts, too.

We've developed Kinetic blades that fit like a glove on Perini equipment:

- Kinetic segmental, high-speed steel perforating blades.
- Kinetic full length, fully-hardened, high carbon-high chrome tool steel perforating blades.
- Kinetic anvil blades, made from high carbon-high chrome tool steel, fully

hardened along their entire length.

- Kinetic core-cutter blades, shear slitter blades, and multi-block bottom bands.
- Kinetic bed-roll assemblies, including split bottom slitter bands.

***"Many of our competitors' blades get changed every 4-5 days. Our blades are lasting 6-8 weeks."***

More and more customers are beginning to see the advantages of our fully-hardened, high carbon-high chrome tool steel blades. They are more durable and last longer than any

other blade. That's because of the quality of our materials and our heat-treating process.

And both our perf blades and anvils are precisely ground to insure superior edge straightness and parallelity.

And speaking of quality... if you're fussy about your perf quality, then you should be using these blades. They perforate cleanly and accurately for the life of the blade.

Field testing has shown that our full length anvil blades are superior to anything on the market. How much superior? Many of our competitors' blades get changed every 4-5 days. Our blades are lasting 6-8 weeks. What does that mean to you? More uptime. Fewer headaches. Need we say more?

## Meet Kinetic's 2 new sales reps

### Jerry Pfister

Jerry left one of our strongest competitors to join our sales force, so he brings with him a wealth of knowledge about industrial knives—for both metal and paper industries. Everything from perf blades to large diameter hot saws.

With over 12 years' experience, 5 of them in Chicago, Jerry needed very little training. He was already a well-rounded sales rep, equally at home in the film, plastic, and foil industries.

But when we brought Jerry into the plant to give him details on the Kinetic product line, we discovered that Jerry is a real idea man, too. Based on his

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*Jerry Pfister examining one of his customer's bar shear knives.*

## Jerry Pfister

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experience in mills, he suggested ideas for new knives that would solve problems he kept running into in specialized situations.

Now the world is full of idea men—the trick is getting them to follow-through. Jerry does. He picks up on customers' problems and finds the solutions. Next time you talk to Jerry, challenge him. See what he can do for you.

## The boss graduates— what does it mean to you?

You may remember an article in our June '88 issue which talked about Joseph Masters attending Harvard's Owner/President Management



Program. We are pleased to announce that as of February 2, 1990—after three years of hard work—the boss has graduated from Harvard Business School.

What should this story mean to you?

First, that the president of Kinetic is better prepared to run a "lean and mean" knife company—one that will continue to give you superior products and keep costs to a minimum.

Second, it should tell you something about the man who owns this company. For Joseph, this degree is an important accomplishment. In 1970, when he was a college student, his father died. So at 22, Joseph left school to run Kinetic.

He never got the chance then to earn his college degree, but now he has earned a degree from Harvard Business School. The same personal drive that brings you good knives got him his diploma. Congrats, Joseph. Well done.



*Chuck Flynn checking out a customer's blueprint.*

## Chuck Flynn

Chuck took over Kinetic's accounts in Wisconsin, the Upper Peninsula, and Minnesota when Harry Perkins retired last October.

Chuck is a real find. He's got lots of hands-on experience including working his way through college as a machinist. So he knows what he is talking about. He can take things apart and put them back together. He understands plant problems because he's been there first hand.

In sales since 1968, Chuck has sold precision machinery and metrology equipment. He understands what it takes to supply parts for high speed equipment.

He's a good listener and he goes that extra mile for his customers—he even worked at one of his customer's plants on a Saturday to prove out the equipment before it began to roll on Monday. That's Chuck's way of doing things and the Kinetic philosophy working together.

## We meet the Queen

You'll remember in the July issue we told you that Kinetic's sister company, Microblade Limited of Sheffield, England, was one of a few companies chosen to receive the Queen's Award for Export Achievement.

Award recipients not only received a plaque to honor the achievement, they also received an invitation to Buckingham Palace to meet the Queen. The Queen and members of the royal family were hosting a formal reception—cocktails and hors d'oeuvres—in the Palace's Picture Gallery.

Microblade's representatives included Joseph, his wife, Judy, and Trevor

Wragg, Microblade's Shop Superintendent.

The reception was indeed a once-in-a-lifetime experience. Talking with the royalty you are used to seeing on the covers of magazines is impressive enough. Add to that experience a gilt-edged palace and a room in which the works of artists such as Rembrandt, Rubens, and Raphael hang on the walls, and the evening takes on a storybook quality.

Joseph, Judy, and Trevor met the Queen and talked with Prince Phillip and other award winners. The reception lasted about two hours. It was truly a night to remember.