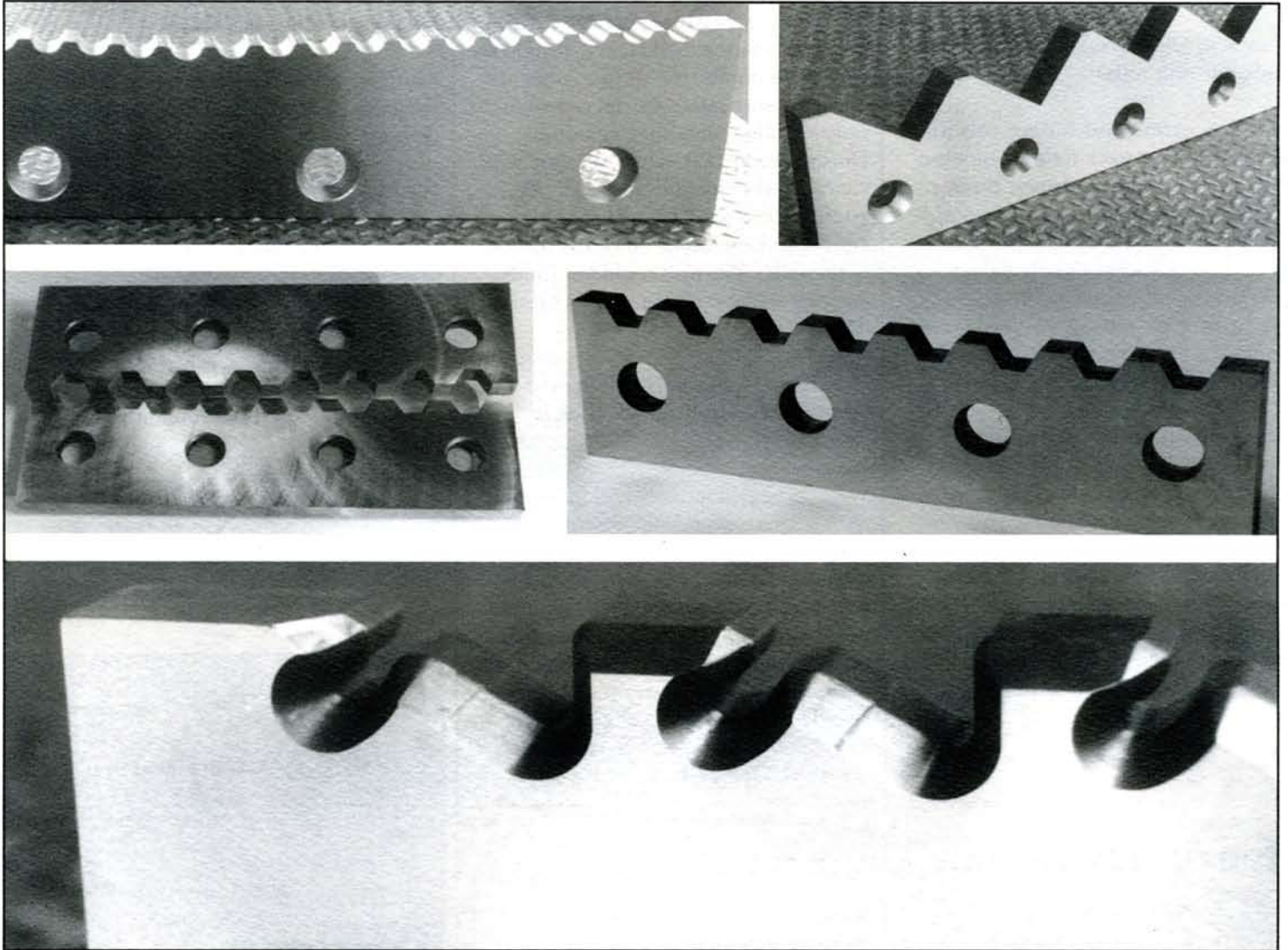


"The Sharper Edge"®

THE KINETIC CO. • P.O. Box 200 • Greendale, WI 53129-0200 (414) 425-8221

September 1992



Re-bars/rounds, sign and t-posts, and hex bars. Kinetic knives for all your bar shapes.

CNC Machining Center delivers consistent quality on contour knives

We've always produced knives for re-bars/rounds, and we've been making knives for sign and t-posts for the last 2 years. Last summer, we began making knives for hex bars. Our solid bar knife sales are growing, and it's all thanks to our CNC machining center — it gives our customers faster turn-around time

and consistent quality in their bar shapes.

We can make contoured knives to cut —

- round solid bars .5" to 2"
- hex solid bars up to 2"
- angled bars up to 5" x 5"
- t-posts
- sign posts

However, we are not limited to these shapes. Our CNC Machining Center can handle any contour bar knife. So if you use contour knives, and if you'd like to reduce your delivery time and improve the consistency of your product, call us.

Ultra-Wear z-mill rolls last 3-5 times longer

Our Ultra Wear particle metallurgy material has produced great results in the paper industry. It's extremely abrasion-resistant and despite its high hardness, it's very tough. That got us to thinking.... And so the Ultra Wear roll was born.

What will Ultra Wear do for your sendzimir mill rolls?

Less downtime and longer roll life.

Our Ultra Wear work rolls are durable. They stand up to the constant contact with stainless steel without becoming distressed. Regrindings are few and far between so you substantially reduce downtime. And when you do regrind, very little of the roll is consumed during the process — which adds up to the Ultra Wear roll's longer life.

Better finish on your products.

Our Ultra Wear rolls begin as close to perfection as you can get. Because of the homogeneous structure of partical metallurgy material and the way we heat-treat and finish-grind, you get virtually no chance of inclusions, pitting, or fire cracking. So our rolls don't create imperfections in your product. You get the best finish possible.

Fewer rolls needed to do the job.

Consider cutting your usage at least in half — Ultra Wear gives you 3-5 times the service life of super high-speed steel. That's our track record with the paper industry.

We have just begun releasing the Ultra Wear rolls to the market, and already the results are impressive. A case in point: One customer rolls a special corrosive-resistant alloy containing titanium. During production, when the alloy was annealed, the titanium surfaced. As the z-roll worked the alloy, the titanium crystallized and broke down the surface of the rolls. The mill could not finish one pass without the work rolls breaking down.

Now that the customer is using our Ultra Wear rolls, his production is "normal."

We believe that as more and more mills try our Ultra Wear rolls, they'll agree that ours are head and shoulders over rolls made of AISI M1. Benefits? Fewer rolls with better results. Less downtime and frustration. Ultra Wear can really improve the quality of your product and the pace of your production schedule. Give Dan Herrmann a call. He'll tell you about smooth surfaces, smoother schedules, and saving money.

Jerry in Japan

We would like to thank Kawano Zoki Limited, in Ehime, Japan for their hospitality on our recent visit. Kawano Zoki has represented us in Japan for 15 years, and we were very pleased with the fine job they have done in promoting Kinetic's perf blades, other converting products and anvils, and Microblade's log saws blades.

All these products enjoy a fine reputation in Japan for their accuracy, their durability, and their quality.

We traveled to Japan to learn two things: how our products are being used in Japanese mills and if we could supply any other parts useful to those operations.

Earlier, Kawano Zoki had visited us for two weeks in Greendale. Their people toured our plant, and we talked to them in detail about how our products differ from others in the market.

In October, we will return again to begin a new series of regular visits to Japan. We believe that with Kawano Zoki's help, Japan will provide a good growth market for us for the rest of the decade.

Henrik Hvass, our Danish agent in Spain

When Henrik Hvass left his native Denmark and moved to Spain, he made a conscious effort to speak only Spanish, even at home. Becoming proficient in a new language was a challenge for Henrik, but one that has been rewarded. We mention this because we believe that this detail tells much about the dedication Henrik brings to his job.

Henrik believes in building personal relationships. By learning what the customer needs, he knows what to present. As Henrik told us, this is especially important with Kinetic products because he feels that selling our products is not just supplying an item for production. It is a different message. **Buying**

Kinetic products is buying a way to increase production.

As Henrik says, "once a customer has tried a superior product, there is no way he will change." Henrik has great belief in Kinetic products. We're proud to introduce such a dedicated agent to you. To contact Henrik:

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Kinetic granted patent for NOgrind™ side trimmer

In March 1991, we introduced you to our NOgrind™ side trimmer. We knew it was a terrific product. The customers who bought it were impressed with it. And last month, the US Patent Office thought it was worthy of a patent, issuing #5,093,975 to protect its unique concepts. After 100 years of the steel industry using the same old side trimmers, we took the technology and improved it and cut your costs in half.

Have you tried our new side-trimmer? You'll never go back to the old grind again.

NoGrind™ is a trademark of The Kinetic Co.