

# The Sharper Edge<sup>®</sup>

Keeping the paper and metals industry up-to-date on the latest happenings at Kinetic, Microblade and ORBITAL SAW

January 1993

## News about Microblade log saw blades from sanitary paper mills in the Southeastern US

**The quality of Microblade's log saw blades is so good that the log saw blade is being eliminated as a contributing factor to problems in the paper converting process.**

The Southeastern U.S. is home to some of the largest paper converting mills in the nation, the biggest consumers of log saw blades in the world. Our sales representative, Richard Black, an agent with G.T. Higgenbotham of Birmingham, Alabama, works with these mills regularly. This is what he hears from the mill managers: the quality of Microblade's log saw blades is so good that they no longer consider log saw blades a problem in the paper converting process.

The concerns lie elsewhere: the grinding systems, the core materials and so forth.

And the good news is that we are in the process of field testing additional blade designs to cope with the difficult challenges of cutting harder-wound products made from recycled materials.

What do mill managers tell Richard about these blades? They produce little or no flogging at operational speeds. They don't develop scalloped edges.

Our blades even stand up to increased

machine speeds. We've seen output increase as much as 20% but the life of the saw blades remains unchanged. Richard, like all of our agents, routinely checks used log saw blades to make sure the wear patterns are correct. A used blade will demonstrate whether or not the customer used the blade as efficiently as possible.

So our concern at this point is what happens to the blade in the mill. If problems still exist concerning the log saw blade, they grow out of the way customers maintain and use the blades. You'll be glad to know that we are

working to improve that, too. We have published a troubleshooting guide for our log saws entitled *Getting the Most from your Log Saw Blades*. If you haven't received a copy yet, call Microblade or ORBITAL SAW. We'll be happy to send you as many as you require to train your people — free, of course.

**MICROBLADE**  
Sheffield, England

## Visit us at Tissue World 93 March 2-4, Nice, France

If the Issue is Tissue, Kinetic's the One. We hope that the chance to challenge our experts about issues important to you will bring you to our booth. Come to get another view of your operations, to hear what we have to say about your knives, anvils, log saw blades, and mandrels. Our time and talents are yours.

We have assembled the best minds from Kinetic and Microblade, along with our top sales agents to field your questions, solve your problems, and talk about matching the right metal and heat

treatment to your job.

You'll find us at booth #125 of the conference. Our multi-lingual experts will staff the booth all day.

On Tuesday and Wednesday evening, please join us in our hospitality suite at the Nice Plaza Hotel

We look forward to seeing you there. We'll be watching for familiar faces, and we look forward to developing new relationships in the industry.

# Kinetic and Microblade Becoming ISO 9002 certified

## ISO 9000

The word is out in the European Community: vendors must be ISO 9000 certified.

So we'd like to tell our European customers and potential customers that Kinetic will be the first knife manufacturer in the US and Microblade the first British log saw blade manufacturer to be ISO 9002 certified.

A short explanation for our readers who may not know what ISO 9000 means. ISO 9000 refers to a family of standards written by the International Standards Organization that insures consistency in manufactur-

ing. Each number in the 9000 family certifies a different process or processes: design, production, service, and installation. Because Kinetic and Microblade are manufacturers, we fall under the ISO 9002 standard.

To become ISO 9002 certified means that an independent auditor has reviewed our production proce-

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dures and attests to the fact that we adhere to them. In other words, we do what we say we do.

Now on the one hand, certification doesn't insure quality; it only insures that a disciplined procedure is followed. So conceivably, if a company makes a substandard product, the ISO 9000 certification won't raise the quality — it simply confirms that the procedures outlined by the

manufacturer are being followed. So if you've received a substandard product once from Vendor X, you'll probably receive it again and again.

However, the other side of the coin is just as true: if you've received a product that has worked well for you, you will always get that same quality product. It won't vary from order to order. That's where Kinetic and Microblade come in.

If the orders we have sent you have pleased you once, you can rest assured they always will. And peace of mind is no small thing in this business.

We want you to know that in an international market that is growing more and more selective about quality, you can trust Kinetic and Microblade to be consistently excellent. Perfection may be unattainable, but as we always say, we're as close to perfection as you can get.

ISO 9002 certification in just one more step in an on-going review process that keeps us moving closer to perfection. We make quality products you can stake your reputation on — and you do.

## Microblade to expand by 40%

The plant is bursting at the seams right now. We need more grinders, more heat-treating equipment, and more office space. As soon as the Sheffield City Council grants us approval, we'll be breaking ground.

Our growth is due to the inroads we have made in Europe and the emerging markets in the Far East

and Japan as well as the continued support of our loyal customers in the UK, Europe, and the States.

Thank you to our agents who are doing such a good job of introducing our products to new customers. And thank you to our customers who support us. We'll pass on more news as the project moves forward.

