The Sharper Edge®

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

September 1993

Customer Satisfaction is more than refunds

We've heard that one of our competitors is offering to refund your money if you're not happy with the quality of their perf blades. That's fair. But we've discovered that customers don't want refunds — they want trouble-free perf blades that boost quality and production. Refunds only give you bookkeeping headaches and production delays. Now we're not saying that you couldn't have your money back if you were dissatisfied with one of our products. You certainly could. No questions asked.

But what we are saying is that we don't feel that perf blades are like returning a pair of shoes that don't fit. It's not that kind of transaction nor that kind of relationship. If our blades don't meet your expectations, we'd prefer to work with you until they do. It could be that one of the many variables in the paper converting process has changed since the original blade design — for example, changing the strength or weakness of the base sheet changes the perforation pattern necessary to properly perf the web.

Generally, we're successful in matching blades to jobs the first time around, because we pride ourselves on looking at the operation and listening to the customer. But in those rare instances when we do miss the mark, we know that with more information or new facts we can give the customer the best blade for the money. Given all of the variables, sometimes it is a trial and error process. But we don't quit.

To us, it's not a simple transaction. We not only make knives — we build relationships.

Kinetic gets blanket order for plate shear knives. Here's why

A major steel plate mill on the east coast asked us for a quote on their plate shear knives. In working up the estimate, we examined the design of their current plate shear knives and discovered that we could alter the design of the top cutting edge to improve its performance. The mill was willing to give the knives a try.

Although we modified the cutting edge, we copied the lug according to the blueprint. The lug, as the photo illustrates, is a fairly complicated and difficult design to execute, but we did it.

After running a trial batch of our plate shear knives, here's what the mill discovered:

No rolled or pinched edges. No burrs. For the duration of the test, the Kinetic blades delivered only good clean cuts with no rolled or pinched edges.

Less wear and tear on the main motor plus energy savings. The plant discovered that because the plate shear knives cut so cleanly, the main motor didn't have to work as hard to get the job done. How did the operator know that? The plant routinely measures the machine's amperage; it fell almost 10%.

What does it take to produce a clean edge on steel plate? Sharp blades and the right design. We can deliver both.

The Kinetic knives cost less. What more can we say.

All of these benefits earned us a '93 blanket order with the mill. We thought we would feature this story because it proves a point: we can make parts better than most anyone else. Send us your designs. We can replicate them or improve upon them, depending on your needs.

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Kinetic's D-2 products deliver amazing results

First, let us say this: all D-2 is not created equal. Granted, all D-2 must be composed of the same alloys but the amount of each alloy, the percentages, makes the difference.

When we order our D-2, we are very specific about the composition. We know exactly how much of each element we want — no more, no less. We also buy only electro-slag re-melt (ESR) materials which are free from impurities.

What does this means to you? We have designed a formula that when heated in our vacuum furnaces produces a D-2 product having both high-hardness and high-toughness. These two characteristics are usually not found together because the properties of one usually run counter to the other.

However, our heat-treating develops a very fine grain structure that distributes the carbides in the matrix so that no stratification occurs. The metal is homogeneous — no hard spots and no soft spots. This fine grained structure increases the wear-resistance of the material. So that it is tough as well as strong.

"The customer was prepared to get only 20% of the service life of the tungsten carbide bands from our D-2 slitters. Instead he got 50% of the service life. And at only 40% of the cost of the tungsten carbide bands"

And we have the tests to prove it. When our D-2 is field-tested against other D-2s, we find that ours lasts significantly longer. We would expect that. However, we surprised even ourselves recently when our D-2 replaced a competitor's tungsten carbide. Here's what happened.

Our customer had been using someone else's slitter bands made from 52100 bearing steel and was not getting satisfactory results. So the customer decided to "go to the top of the line" for better results, and he bought someone else's tungsten carbide slitter bands. He knew they would be more costly, but he justified their expense because they promised to deliver 5-8 times more life.

However, the tungsten carbide slitter bands failed him, too. What he did not consider was the difficulty in re-sharpening these bands: his regrinder-men were inadvertantly ruining the blades in the regrinding process. The second thing he failed to consider was that these carbide bands were also extra-brittle: they were prone to chipping. And the mill hands were accidently damaging the delicate bands in handling them and setting them up. So the customer came to us. He wanted a better performance than the 52100 bearing steel he was using and less fragility than the tungsten carbide. We developed some D-2 slitter bands for his use that surprised him and us in their performance.

The customer was prepared to get only 20% of the service life of the tungsten carbide bands from our D-2 slitters. Instead he got 50% of the service life. And at only 40% of the cost of the tungsten carbide bands. With a further bonus: with our technical support, our D-2 slitters were easily reground using the conventional equipment in the mill.

So if you're looking for hardness and toughness, talk to us about our D-2. It's better than our competitors' tungsten carbide and far less expensive — in so many ways.

In an upcoming issue, we'll tell you what makes our tungsten carbide superior to our competitors'.

We can resharpen ANYKIND of knife up to 180" — to it's ORIGINAL EDGE QUALITY

If we manufacture it, we re-sharpen it. Even if we don't manufacture it, we can resharpen it. And when we resharpen cutting edges, we restore them to the sharpness of their original edge. A case in point: one steel mill on the east coast routinely ships us their blades. Why? Simple. The mill's happy with our work.

Whether you are using our knives or one of our competitors's knives to cut your metal or paper products, try our re-sharpening service. We know you'll be pleasantly surprised — with our turn-around time and with the edge quality of your knives.