

The Sharper Edge[®]

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

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Find out what other mills are discovering about Kinetic slitters

Once customers try Kinetic blades, they never go back to their old blades. It's a theme we often touch on in *The Sharper Edge*. Here's a case in point.

A mill of one of the largest producers of paper tube and composite can products had used our slitter bands for years. The mill manager was fiercely loyal to our slitters because they delivered

twice the life of the old blades, producing clean, precise cuts.

Then the mill bought new blade holders. These blade holders promised to be gentler on the slitter bands and so prolong their life. The manager reasoned that if the new holders would extend the life of the slitter blade, then the mill could buy cheaper slitters and save some money. And who can

blame him? In this economy we are all looking for ways to reduce costs. The mill tried Brand X.

Several months later, the mill renewed its order with Kinetic. Why?

Using the new blade holders did extend the life of the Brand X slitter blades. But the mill manager was not satisfied with the quality of the cut. If the blade holders increased the life of

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New European sources for world-class knives broadens the industries we serve

Practically speaking, Kinetic and Microblade do not have the capacity to produce the huge variety of knives that our customers use. So our sister company, ORBITAL SAW—distributor of imported knives—has been combing the European market looking for superior toolmakers. In the process, we have found several knife-makers, newly privatized Eastern Bloc companies looking for someone to represent them in the world market.

In evaluating these goods, our

people at ORBITAL SAW have found first-class tools. They are the product of craftspeople with great technical expertise, a highly skilled, highly motivated workforce with a strong work ethic and the drive to succeed in the world market.

The standards by which we judge these tools are high. We are very choosy about the tools ORBITAL SAW represents. Our list has included only Microblade Limited, Spear & Jackson, and several other small Sheffield-based companies. So please rest assured that

any knives or related tools that ORBITAL SAW offers will be world-class quality.

As Joseph Masters says, "When we began working with Microblade and Spear & Jackson, we realized that we were building a relationship, not just signing some papers and shipping a product. This was a commitment to work with them—to satisfy our customers by distributing the best industrial tools, supported by excellent service and efficient delivery. That's what we intend to do with these new suppliers. We expect to visit them frequently and work together closely."

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World Class Knives and broadens industries ...cont'd

What this means to you

First, you get quality that you can count on: Generally speaking, the biggest problem with imported knives right now is that the mills that receive them rarely get the same knife twice. Knife suppliers are constantly scouring the world market, shopping for the best price. So from batch to batch, your knives come from Taiwan, then India, then Pakistan, then China. You're not getting dependability. You're getting a world tour. Why? The word written across the typical distributor's shopping list is Price—not Quality.

Yet as the price varies so does the quality of the knife and the quality of your cut. And eventually, the quality of your product. That's risky business. When we work with you, we believe in consistently providing you with quality products. To do that, we must know the measure of the tools

we manufacture or distribute. They must be tools you can rely on—tools manufactured with standards you can trust. Otherwise, your production is hit and miss at best.

That's why we are so pleased to have found these new suppliers. Now you have sources of European industrial knives that will perform excellently for you every time.

Second, support for more industries:

- wood and veneer
- tire shredding
- plastics
- metal shearing
- hammermills

Call ORBITAL SAW. We'll be glad to help you improve your productivity and the quality of your product. And we'll deliver excellent results to you order after order after order....You have our word on it.

Microblade Limited to move to new site in Sheffield

Microblade customers are loyal, and the demand for Microblade log saws is growing. So much so, that we can no longer stay at our current plant. We have simply outgrown the site.

So Microblade has purchased a site in Sheffield, and the architect has begun work on the plans. The new building will be custom designed to manufacture log saws—so we will be able to produce your orders more efficiently.

The new building will make our log saw productivity the highest in Europe. It will also improve the distribution of Kinetic products in Europe, Africa, and the Middle East.

In 1985, when Joseph Masters purchased Microblade, he knew that we were joining European craftsmen-

ship with our American production processes. We also knew we would be offering the world market a terrific product.

Since then, we've added shifts, and moved to a 30% larger plant to keep pace with growth. We've improved the life and the toughness of our log saws. Our success has won us the Queen's Award for Export Achievement in 1989. In 1992, we developed a laser refractor process—the only one of its kind—to inspect the sharpness of our log saw blades. Since then, Microblade has become BS5750 certified (the British equivalent of ISO 9002). Thank you for supporting our work. As we start yet another phase of Microblade's development, look for even more good things from us.

Kinetic slitters...cont'd

any blade proportionately, then they would extend the life of the Kinetic bottom slitter band, too. And by returning to Kinetic's blades, he would not only get the longer life he wanted but the precise cuts he was missing with Brand X.

"In 1 year the mill saves 25 hours of downtime per setup using Kinetic blades"

That's what happened. The differences in the Brand X and Kinetic blades remained the same with or without the new blade holders.

As the Brand X blade wore, its edge got very rough. It created lots of dust. Our blades wear smoothly and do not create dust.

The mill used 8 blades per set-up. To change the set takes 45 minutes to 1 hour of downtime. Our blades still lasted twice as long as Brand X. In 1 year the mill saves 25 hours of downtime per set-up using Kinetic blades. Not to mention cutting usage in half.

So the moral of the story is that you get what you pay for. Our blades may cost more, but they last longer and deliver better results. Think about it. You get a better product. For about the same cost per blade. You use 50% fewer blades. With less downtime. The choice is obvious.

In the long run, you actually save money buying Kinetic blades. If you haven't tried our blades yet, you should. You'll never go back to your old blades.