



INTERNATIONAL SAW AND KNIFE ASSOCIATION

# Cutting Times

Spring 2015

Volume LIX

Number LI

## 2015 Winter Meeting And Fishing Trip

Punta Gorda, Florida  
March 19-22

*Friday 3/20*

**ISKA Board Meeting**

**9:00am @ Hotel**

**Guest Speaker:**

Mike Rans, Saws International

**Dinner Sponsored by:**

**Riverside Tool**

*Saturday 3/21*

**Fishing Trip:**

**[www.theanglersdream.com](http://www.theanglersdream.com)**

**Boat Sponsored by:**

**Saws International**

*Hotel Information:*

**4 Points Sheraton**

***\$179.00 special room rate***

**[www.fourpointspuntagordaharborside.com](http://www.fourpointspuntagordaharborside.com)**

## Hammering Seminar

Hickory, North Carolina

*April 16-17, 2015*

The two day seminar will teach you a wide range of techniques and information pertaining to hammering many different blades. Stark Tools is sending their saw smith from Italy to demonstrate their method on hammering cold saw blades...More information inside...

*Thanks to our sponsors: Southeast Tool, Tigra, Equipment Limited, Grasche and Eagle Superabrasives*

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# ISKA Tips

## **Nobody wants to buy your products!**

Have I got your attention? Good. Now is the time to separate the companies that are selling products, from the ones who are actually servicing their customers. Anyone can knock on the door and drop a price sheet onto your customers' maintenance desk. It's easy. But, just wait and see what happens when the next guy drops a cheaper price sheet on that same desk.

Most companies think price is the same as value. Just dress it up with a few fancy adjectives on a website or in a trade magazine ad as everything your customer wants and needs, right? Wrong. Value and price are two different horses in this race. Price may be first out of the gate; but value is what crosses the finish line.

Value is what your product is worth to the customer. How it improves his business, cuts his costs, increases his productivity, and generally makes his life easier. Value means learning about your customer's goal and processes, then making sure the products you provide meet those specific needs. You are even more valuable when you show your customers how using your products will help them improve efficiency and/or profitability. How your products keep your customers ahead of their competition.

Some folks call it solution selling. We call it our process (rather than product) focus. But no matter what you call it, it's partnering with your customers to make sure they shine. It's benchmarking, testing, and tuning your product on their equipment to achieve optimal performance. We feel this is the approach that builds loyalty for the long term.

That's what customers want in a vendor; and what vendors long for in their customer base. Process, not products.

We invite all of our fellow ISKA members to challenge us with your process questions. We have two full time, fully trained, metal sawing process optimization technicians who are ready to assist you.

**Mike Rans – ISKA Member**  
*President*  
Kinkelder USA  
Saws International



**KINKELDER**<sup>®</sup>  
the cutting experts

Mr. Rans will be speaking at the ISKA Winter Meeting in Punta Gorda, FL Friday, March 20th. He will be speaking about Leadership and Succession in the family business. Mr. Rans has an MBA in business from the University of Notre Dame. Please join us!

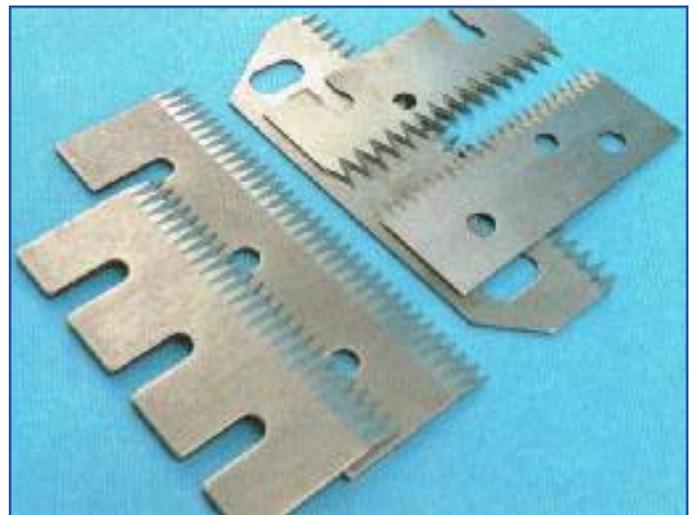
Engineered to handle uniform or random shaped and sized carton sealing for virtually any industry or operation where preparing master cartons of finished products are stocked and shipped in volume, durable Case Sealer Blades from Hyde Industrial Blade Solutions (IBS) are designed for long life in the field.

This range of knives are designed for use on semi-automatic and fully-automatic case sealing equipment and automatic taping machines. Engineered and manufactured from Chrome Vanadium or A2 steels, Hyde Case Sealer Blades are designed to outperform competitive blades by employing the highest manufacturing and quality control standards in their design and production.

Hyde's Case Sealer Blades are available in many common sizes, V-toothed configurations can be made to order for specific sealing operations for original equipment manufacturers' machines, such as 3M, Little David/Loveshaw, OK/Durable, Dekka, Belcor, Bestpack, Intertape and Soco, and many others.



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# Hammering Seminar

*Same Location as the 2015 Sharpeners Workshop and Supply Fair*

**Where:**

**Crowne Plaza  
Hickory, NC**

**Group Rate: \$92**

**Phone:**

**828-323-1000**

• **Wednesday April 15th at 6pm:**

Meet and Greet at the Iron Thunder Saloon  
(walking distance from hotel)

*Not a sponsored event.*

• **Thursday April 16th:**

All Day Seminar located at Southeast Tool  
Lunch sponsored by: **Southeast Tool**

Dinner at Highland Avenue Restaurant

*Sponsored by Tigra*

• **Friday April 17th:**

All Day Seminar located at Southeast Tool  
BBQ lunch sponsored by: **Equipment Ltd.**

*Dinner sponsored by: Grasche*

• **Saturday April 18th:**

Chuck Hicks, Owner of Southeast Tool,  
would like to invite anyone interested to his  
local race track for some pit action.

Chuck promotes his business with his race car  
and has the track available to him for testing.

[www.southeasttool.com/southeast-tool-racing](http://www.southeasttool.com/southeast-tool-racing)

**Transportation will be provided to the seminar and Friday's dinner.**

**Special Thanks to Stark for sending their Saw Smith from Italy and additional thanks goes to....**

**Eagle Superabrasives, Carbide Processors, Williams & White and**

**The Sharpeners Report for transportation, giveaways and securing our room rate.**

*\*Metal Man pictured above was created by Per Berg who was commissioned by High Energy Metals, Inc. in 2011.*

## Press Release

**CERATIZIT expands its sales network in North America with GRASCHE USA.**



CERATIZIT and GRASCHE USA announced their decision to partner in the distribution of wood working knives and profiling blanks in North America. This partnership represents an important step in the expansion of CERATIZIT's sales network, benefitting from GRASCHE USA's established contacts and responsive approach to customers in the wood working industry.

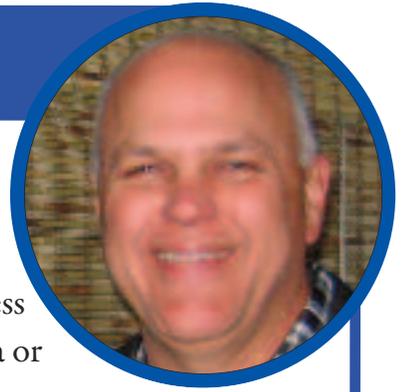
Customers will now have the option of ordering standard knives and blanks from GRASCHE USA's facilities in Hickory, North Carolina, for next day deliveries or to contact CERATIZIT's service center in Warren, Michigan, for factory deliveries. Like in the past, knives and blanks will continue to be manufactured at CERATIZIT's head plant in Mamer, Luxembourg, as well as its production facility in Warren, Michigan.

"Though this cooperation, we will be able to deliver more value to customers, particularly for urgent deliveries of standard off-the-shelf products in all kinds of quantities" says Tim Tisler, President of CERATIZIT USA. "Our goal is to expand our capabilities and provide the best possible service and support to customers in all areas of our business."

# The Prez Sez...

Hi All

As you can see by the rest of this edition we have some exciting things planned for 2015. The new website is now up and running. You can access the member list online (PW is 1965). Hope to see many of you in Florida or North Carolina or Las Vegas. Or all 3!



This is the time of year when we start fresh and reassess all that is valuable to us and what we need to do, to not only continue our path, but make it the best ever. This can be a frustrating time getting all these things in line. Don't forget to have a sense of humor when you encounter these things. Even Abraham Lincoln used a sense of humor to get him through the most stressful of times. Norman Cousins wrote of Abe: "Laughter to him was not merely a random physical response to humor but a psychological reality that was essential for restoration and rejuvenation." Get out there, laugh often and go to all the ISKA events!

Thanks,  
Tim

## Company in the Spotlight

**Com Surge Tooling**, owned by Chuck and Liz Lin, is located near San Diego, California. They have been in business for over 20 years. Initially they were behind the scenes selling OEM tooling to US manufacturers. Their dealer network started to increase in 2004.

Com Surge has been providing wholesale woodworking tooling for many years. They provide high quality corrugated steel, carbide and HSS saw blades, cold saw blanks, HSS and CT boring tools, metric boring bits and custom tooling. Their services include on-site quality control and monitoring order progress. They tailor to the customer's needs and make the right tools for them. Best of all they will give you a product warranty in the USA!

They have ties with the manufacturing plants in Taiwan and China and visit regularly to ensure the highest quality and innovation. Being in CA they can provide shipping to other parts of the country as late as 4:00 PM pacific time.

