

# Carbide Processors, Inc.

## Newsletter

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### Make Saws Overnight

If you get a customer in a real hurry you can make and deliver saws overnight. If you get a rush order Monday then you call Peerless for plate and call us for tips. We do not sell carbide but we will get it for you. You will have pretinned tips Tuesday morning anyplace in the country. You make the saws Tuesday and deliver them the same day or ship them overnight for Wednesday.

It might be unusual to do this but you can. If you ever have a customer that needs this service you have a chance to make a friend.

### Brazing Problems

#### Carbide breakage

We are getting calls about brazing problems on automated brazing equipment. The calls have been about intermittent carbide breakage.

Remember these are not our parts. You should be getting help from your supplier on these problems. Not all suppliers are willing to help so here is some help from us.

This kind of problem is almost always a combination of things. Start at the very beginning and check to make sure everything is right. Check times, temperatures, check machine controls, chemicals and supplier specifications. Sometimes just taking the whole operation apart and checking it will solve the problem.

### New Filter System

We have a new, high-capacity filter system for filtering grinding coolant. It is the cheapest to use system we have ever built. The filters lasted at least three weeks and more typically longer than four weeks in production tests in an actual saw shop. This test showed that the total monthly cost of filters is only \$23.98 and you should only need one change a month based on 22 days of double shifts.

#### MSDS Sheets

If you need an MSDS sheet from us please call. (800) 346-8274

### As Much Solder as You Want

It has always been our policy to do whatever the customer wants. We will be happy to put exactly the amount of braze alloy you want when we pretin your parts. Usually at no extra cost.

### Saw Shops Are Not Pushovers

The Asian currencies are weak. This means that some big companies that sold overseas are now trying to make up for lost sales by stealing sales from their US distributors.

This is the kind of strategy that only looks good on paper. There are two major problems with it. First, it is short term thinking. Second, it does not work very well. (p.2)

### New Carbide Surface Treatment

#### TuffCo Cobalt Enhanced Surface

Attractive, inexpensive, very effective.

A great number of people use a cobalt enhanced surface on tungsten carbide because it brazes better and bonds better. We have a new surface treatment that creates a very attractive, metallic gray surface. We use the existing cobalt in the tungsten carbide to give excellent flow and adhesion. The process is very inexpensive. We will quote on treating parts or we will sell rights to the process for as little as \$5,000.

If you would like a very high quality surface treatment at a very low cost please call. (800) 346-8274

### Air Filter Equipment

In this issue we have a special insert on air cleaning. We are also offering a report on cutting costs in the filing room that focuses on air quality and clean coolant.

We show you that clean saw shops and filing rooms are easy, and actually make you more money than dirty ones.

#### We Are Not Experts

An expert is someone who knows the answers. We are scientists and engineers who do research and then we report on that research. (Cont. p.2)

An essential part of this process is the research aspect. This means that we are reporting on what has worked as well as we can. Another essential point of science is that everything is open for review and revision.

It should be obvious to a lot of you that this is a legal disclaimer similar to the one we ran last month and similar to the one in the book and everything else.

We are offering opinions and the best information we can but we are not guaranteeing any of it and we are not responsible for anything anyone does because of anything we might say or do.

Remember that anything can be dangerous. If you do not know how to safely use our products and tools then please get more information before you start. We can provide information and refer you on to people who are experts.

### **Hi to Riverside Tool Corp.**

Debra went to the big show in N. Carolina and says that the folks at Riverside were really nice to her. She wanted me to say "Hi" to them.

This is a high quality shop that makes, sells and services inserted and brazed tools in Elkhart, IN. These people work hard to sell a customer exactly what is right. They use good science and hard facts. They also have a newsletter. (800) 430-8498.

### **Free Book**

We have a small version of our book Brazing Carbide. We will give you a copy free if you call. It is a small, handy version for people actually doing the brazing. Richard Comer at Eagle came up with this idea. We thought it was a good idea so we did it.

### **(Sawshops are not pushovers)**

It is much harder to steal business from a small company than it appears. A small company typically has a more personal relationship with its customers than a large company does. A small company will also fight a lot harder to keep a customer. You can talk about the American Revolution and other guerilla wars or you can talk about a dog under his own porch. You can even quote von Clausewitz from his book On War. It is all the same thing. When a big guy tries to steal from a little guy the little guy is going to fight very hard and he will either win or make it extremely expensive.

This is particularly true in the saw business. If you think you can easily steal customers from the average saw shop you are wrong and it is going to be an expensive mistake. These men and women are too smart, too dedicated and too hard working. They will fight a lot harder for their business and their livelihood than big company staff will fight for a small increase in market share.

### **Help Buying Carbide**

We deal with carbide suppliers all over the world. If you want help finding a supplier please call. If you are overseas and the time differences are a real problem, please fax or email us and we will contact US suppliers for you and send the results back.

We do not sell carbide and we will not make any money on this. We would like a chance to bid on the pretinning but we will help you pretinned or not.

### **More Economic Advice**

If they won't tell you the price on the phone then it is really expensive.

### **Jason at Voight**

A few weeks ago I got back from lunch and there was a message to call Jason. The message said, "I would know who he was and the number". The most important Jason I know is Jason at Voight. He says he did not call and Larry backs him up. I did have a nice chat with them. They have some interesting things they are doing. (800) 426-9346

### **Guaranteed Silver Prices**

We guarantee our pretinning prices no matter what the market does. As I write this, silver is the highest it has been in years but we are not charging any extra. It is part of the guarantee we make you and we are keeping our word.

### **Flux**

Once again we are seeing problems caused by improper flux usage.

Flux prevents oxidation during brazing. It is not a cleaner. The surface has to be clean first.

Use lots of flux. We recommend Black Flux. People do use white flux successfully but we have seen white flux cause problems that were solved by switching to Black Flux.

Keep your flux stirred up. The heavier particles will settle to the bottom. Keep it clean and do not be afraid to use a lot of it.

### **A Great Book**

Oxy-Fuel Welding, Cutting & Heating Guide from Victor

I got mine from my local welding supply store, which charged \$1 for the book and \$2 shipping. It is easily worth \$3 and an even better deal (free) if you call Victor direct. (800) 426-1888.

## **Advice from Mom**

Mom sent me a note telling me that 1500 dairy cattle eat 10,000 tons of feed a year at a cost of \$100,000 a month.

Some of you like this personal stuff in the newsletter and some of you hate it so I will turn this into an economics lesson.

Obviously mom's obscure note was a reminder that it is essential to control overhead at all times. One of the big secrets of success in business is to make as much money as easily as possible with as little risk as possible.

This was also a reminder that I am very fortunate because I can turn machines off in slow times but you have to keep feeding cattle. Finally it was a gentle reminder that it is a good idea to keep key staff no matter how slow things get.

Obviously Mom is a natural economic genius, she has a friend who is a dairy farmer or, maybe, both.

## **A lesson in Advertising**

Many years ago I worked in a deli while I was in school. The boss decided that I would write the advertising. I wrote a lot of different ads. I wrote funny ones and creative ones and copied stuff I saw in books. One day I forgot to write an ad so I just grabbed a map of our location wrote "Good Sandwiches" across the top and gave it to the guy from the paper. It worked better than anything else I ever did.

There are three lessons:

1. Advertising works best if you do it instead of just thinking about it.
2. Sometimes a simple ad works best.

3. You probably get more work if you come right out and ask for it.

We do this newsletter to promote ourselves so you will buy from us. A lot of you like it and many of you have told me that it is important to you and the industry.

This article has two purposes. First, share a little bit about advertising. Second, to let you know that we would appreciate it if you did buy from us.

Please call us for pretinning, filter systems or anything else.

(Also see fishing article)

## **Let's Talk Fishing**

Kluane Wilderness Lodge in The Yukon will fly you in from Whitehorse, feed you and let you catch lots of fish. The price is \$1,975 US for 5 days or \$2,225 US for 7 days.

The lake is catch and release only. Some of the fish are a hundred years old and huge. They do have shore lunches where you can eat your smaller catch.

Brian Dack called me out of nowhere. He got my name from a Forest Products Directory and he was just cold calling.

You get a double deal in this article. A great place to go fishing and a lesson in marketing. If you ask people to buy from you they just might.

Howard Miller or Brian Dack  
Kamloops, B.C. Canada  
(250) 828-1161

## **Cutting Costs in the Filing Room**

This article will be running in trade magazines. If you do not see it then call for a free copy.

## **Filter Life**

The people who buy filter systems are people who want to run their businesses better. Part of that is running their business more profitably. When these people spend a dollar they want to know what their return will be. These are not people who buy filter systems just because everybody else is.

A big question purchasers have is filter life. This depends on a lot of things. A unit that runs a month in one application may only run a few hours someplace else.

The life of a filter depends on many things. Some of them are obvious such as the kind of filter and how dirty the coolant is. Others are less obvious such as how much tramp oil and grease has collected in the system. Finally there are the technical things such as pump pressure, chemical makeup of the filter material and whether the system is a parallel or series system.

The purchase price of the filter has very little to do with how long it lasts.

We have high capacity units that run well over four weeks. When we say four weeks we mean that we did repeated tests in actual saw shops and the units ran well over four weeks of double shifts.

We are also very careful to build and sell units that do not hurt the coolant.

If you would like to see test results before you buy a filter unit, we will be more than happy to supply you with complete analyses. We are very careful to test for particle size and count as well as viscosity, turbidity, conductivity and pH. We even have a nice short paper where we explain all this.

## **Eagle Has A New Material**

Jonalloy is a cast alloy material, which Eagle says is similar to Tantung. Eagle offers a full range of saw tips, corrugated back knives, STB's, blanks and rods.

STB's are stocked at Eagle and each part is individually inspected for voids.

Eagle is very interested in hearing from saw makers and other tool manufacturers who have problem applications with carbide in solid woods.

If Eagle supplies Jonalloy as well as they do everything else then the quality, delivery and service should be excellent. (800) 633-8068

## **Pretinning Sale**

### **Lowest Prices Ever**

#### **Top quality and lowest prices**

We are running a big sale on pretinning through the end of March. You get the lowest prices ever offered. We now offer the world's lowest prices as well as the

One of our big problems is that people think we are more expensive just because our quality is so much better.

Dr. Deming said that quality is exactly what the customer says it is. You folks have been very clear about wanting top quality and low prices so we have worked very hard to do both. (800) 346-8274

## **Overnight Saw Bodies from Peerless**

Peerless has a new same-day service for saw bodies. They can ship over 400 different sizes as well as dado sets, chippers and similar items. Peerless sent a good, factual press release and I did not have room to tell the whole story. It is worth hearing

We like watching Peerless offer new services. They know they are in a tough business and they really work hard and smart.

Call Ken Lloyd or one of the other nice folks at Peerless. (800) 973-3753

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