



My thoughts exactly...

by Rodger Pinney
President and CEO, United Grinding

THE greatest team in grinding

One of the most enjoyable aspects of my job is traveling around North America and meeting with you, our customers. This gets me out of the proverbial corner office and into regular contact with the real world of manufacturing. I've used this interactive approach since joining United Grinding almost ten years ago and have always found your feedback tremendously beneficial from several business perspectives.

During these visits, I like to ask: "Of your current machine tool suppliers, which do you consider the role model all other suppliers should emulate with respect to exactly meeting your needs and expectations?" I get blank stares, puzzled expressions, deep thoughts without a definitive answer, and ultimately statements indicating that no one vendor comes immediately to mind. Unfortunately, the underlying message here is that the machine tool industry in general is not meeting your needs. This should be unacceptable for any supplier. It IS absolutely unacceptable to us at United Grinding.

On the other hand, you are quick to say you've received exceptional support in high pressure circumstances from one of United Grinding's service engineers or our in-house Helpline staff. You've often told me our Project Managers have come through for you with exactly the right information in an expeditious manner. You also appreciate getting fast answers to your manufacturing questions by talking directly with one of our US based Applications Engineers. And

finally, I have received countless positive remarks about how direct calls to our Parts Team helped you identify a needed part, which we then shipped to you from our local inventory on the same day. Undoubtedly manufacturing will always be a person-to-person partnership between United Grinding and you – a relationship reliant on teamwork, speed of response, efficiency, and solid communications.

Looking to the future, these discussions have calibrated my understanding of your need for more United Grinding assistance in turnkey project management, preventive maintenance, manufacturing processes optimization, parts inventory planning, and prototype development. The driving force behind these needs encompass your implementation of lean manufacturing concepts, the scarcity of qualified manufacturing personnel, demands from your customers, and your goal to achieve the highest possible uptimes for your grinding machines.

Meeting your future needs will be a challenge for us, but it's one we certainly welcome and fully embrace.

My ultimate goal? That in a future visit, when I ask "Which grinding solutions supplier is the role model all other suppliers should emulate?" your immediate answer will be "United Grinding."

Fortunately, United Grinding already has the best overall team in the grinding business. The grinding experience and knowledge in our divisional sales managers, regional sales managers, and applications engineers is unparalleled. Plus they live and work in North America, close to you. The combined experience of our service team is more than any other machine tool supplier in the grinding business. They are also strategically located throughout North America to be as geographically close to you as possible. And when you need a spare and wear part, you are connected directly to one of our Parts Department staff to discuss your need and get a qualified response. We know you will not find these resources at any other grinding machine supplier in North America because you have told me so on numerous occasions.

The challenge, of course, is doing even better. Because you tell me you want service engineers faster and spare and wear parts more quickly and economically. You want machines installed in less time. You need help in ramping up production more expeditiously. You want direct, same time zone contact with experts who

can help you keep grinding systems running efficiently. And by all means, you want outstanding initial and follow-up communications with you on all aspects of our relationship.

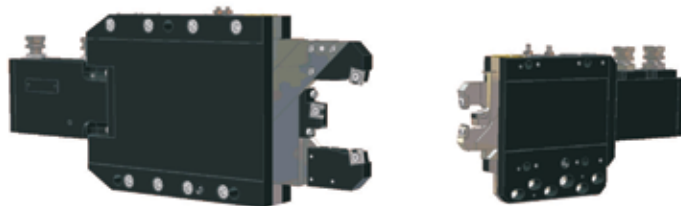
This obviously means United Grinding must add more highly qualified staff to our team and I am fully committed to making this happen. Our Human Resources Manager, Christine Golem, is aggressively searching for “best in the business” service engineers, applications engineers, and technical support staff. Our success rests on our Team, so we select its members carefully and take care of them accordingly. I will keep you informed of our progress through my soon to be launched blog on Grinding.com.

My ultimate goal? That in a future visit, when I ask “Which grinding solutions supplier is the role model all other suppliers should emulate?” your immediate answer will be “United Grinding.” I am confident we can accomplish this goal because our industry leading Team will consistently make it happen for you in many different ways specifically customized to your exact requirements. ■

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1524 E. Avis Drive • Madison Heights, MI • 48071
248-588-9080 • 248-588-9370 fax

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