

KINETIC

MILWAUKEE, U.S.A.



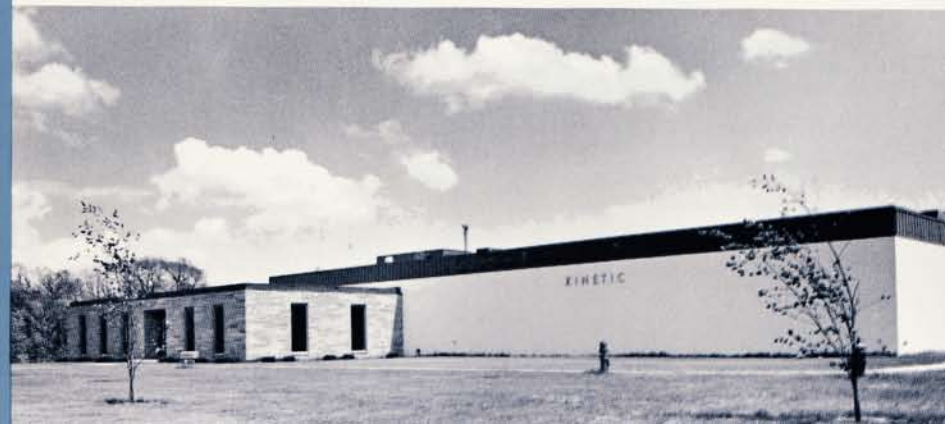
C. L. MASTERS 1910-1970

Many of you remember C. L. Masters

Many of you remember C. L. Masters, not only as a business associate, but as a friend. You helped him build Kinetic from a small concrete block building in 1948, through two expansions, and finally to the spacious, modern plant you see here.

As a customer, you helped his company grow because he earned your trust. You knew he would never compromise on quality and you appreciated his willingness to go anywhere at any time to help iron out a problem.

Every company has a corporate personality that distinguishes it from every other. Ours was molded by C. L. Masters. It is a valuable legacy. We are determined to preserve it.



Joseph and Christopher Masters

Joseph, President of Kinetic, and Christopher, Vice President and Chief Engineer, complement one another as executive management.

Joe, a business education major, worked closely with his father in all phases of the business including sales, service and company management for six years. Thus, when he was suddenly faced with the necessity of taking over the reins, the transition was remarkably smooth.

Chris, who holds the title of Professional Engineer, earned his Doctorate in Engineering from Cornell University and was serving as a Professor of Engineering at the University of Missouri before he joined his brother at Kinetic.



Continued dedication to excellence

Mrs. C. L. Masters

Chairman of the Board, was C. L.'s sounding board, advisor, chief moral supporter and "nurse in attendance" at the Company's birth. Her knowledge of the business and her deep feeling for what has made Kinetic uniquely good, are further assurance of the Company's continued dedication to excellence in quality and service.

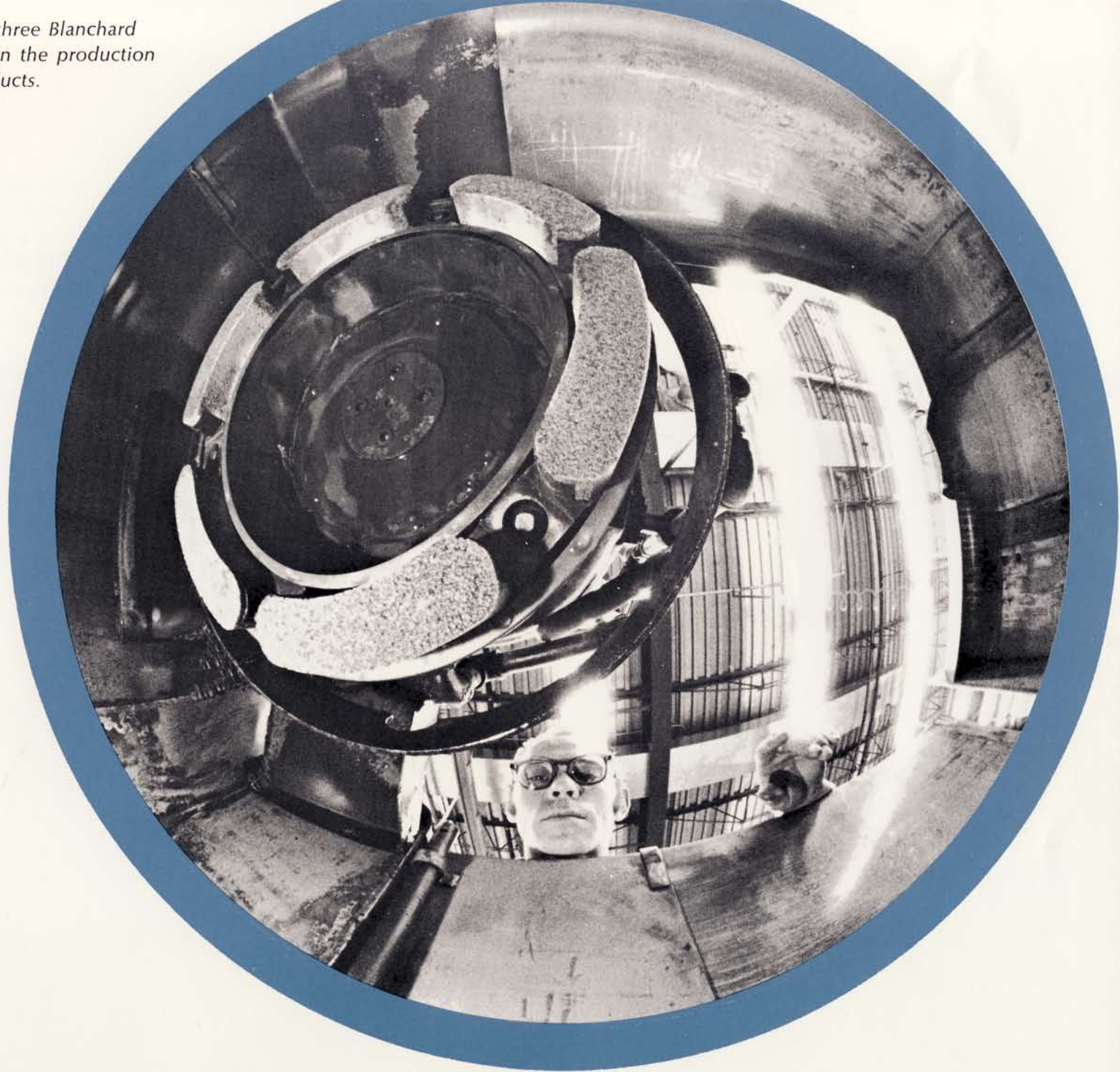


The Kinetic plant is bright, roomy and clinically clean. Even its waxed and polished tile floor reflects the Company's dedication to excellence in every detail.

■ In addition to conforming to all safety regulations, the entire Kinetic plant is protected by an automatic fire sprinkler system and security system.



*This is one of three Blanchard
grinders used in the production
of Kinetic products.*



Production Facilities / modern and meticulous

Quality controlled by capable people who care



Jim Olson, Plant Superintendent, keeps a constant check on hardness of perforation blades with a Rockwell Hardness Tester. As a master tool and die maker, attention to minute detail is routine to Jim.

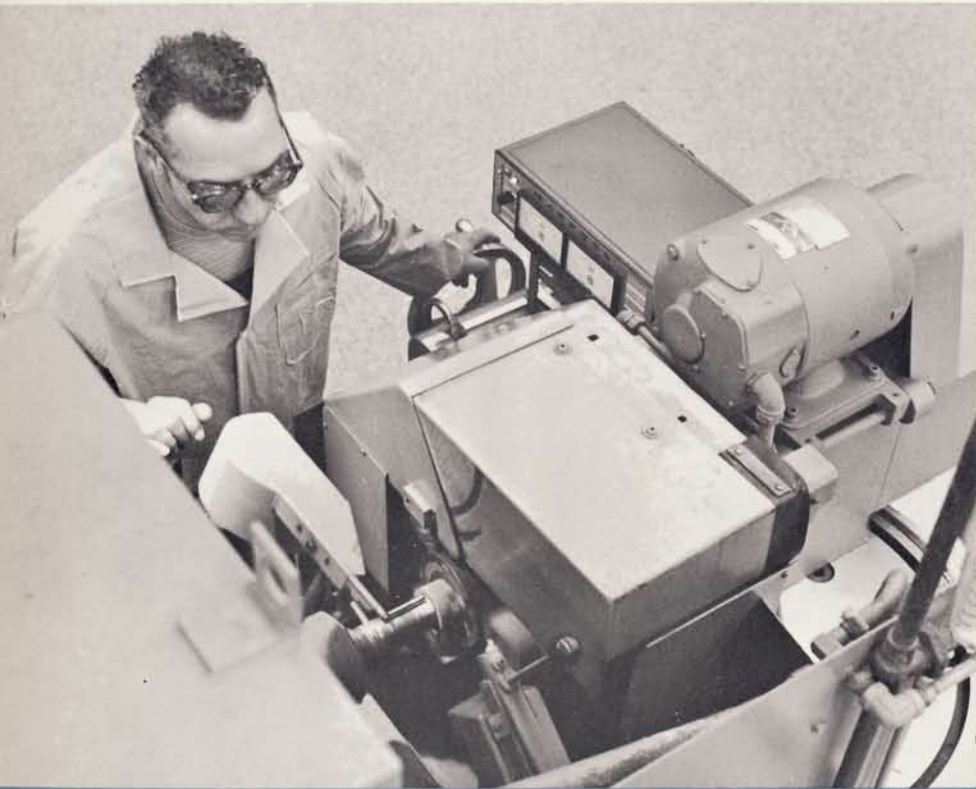


Our magnetic tape slitter Inspector tests a magnetic tape slitter for flatness. While most inspectors are required and equipped to work in thousandths, he works daily in millionths.



This is a close-up of the "Optical Flat" on which Kinetic tests magnetic tape slitters. When lines are uniform and parallel, the piece is flat within one light band. All Kinetic magnetic tape slitters must be accurate within .0001" thickness and .00005" flatness.

Quality is a personal thing among Kinetic employees, for the excellence or shortcoming of every piece can be traced to the work of an individual who takes pride in his skill. Since every craftsman passes or fails his own work, he feels his name is on every product he handles. This leads to a rare and highly developed sense of responsibility and the kind of loyalty that leads to extra hours and effort to give individual service.



Don Kosharek, master machinist and Foreman, keeps a trained and watchful eye on the grinding procedure of this Heald internal grinder.



Joe and Chris Masters are in constant, personal communication with production personnel. Here they review plans with Walter Lowinski, master tool and die maker. Walter worked for the Company as a foreman, retired, then returned as master tool and die maker. It was a happy decision for Walter, Kinetic and Kinetic's customers.

Kinetic cutters, perforating blades, slitters and carbide anvils are familiar and respected products in the paper industry.

These are cutting anvils used on machines which make spiral-wound composite cans. Kinetic also makes winding mandrels and a full line of slitters for the production of these cans. Most of these items are carried in stock in Milwaukee.

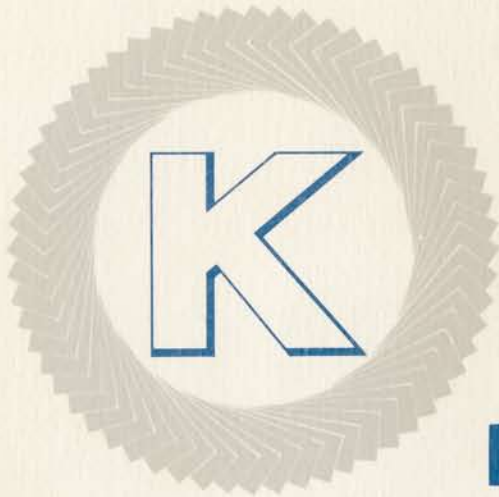
Kinetic eased a common replacement and service problem when it developed self-sharpening blades* for slitting abrasive material.

If you use magnetic tape, there is a very good chance it was cut by precisely accurate Kinetic magnetic tape slitters.



**Patent applied for*

Dedication to excellence / the proof is in the product



KINETIC

6775 WEST LOOMIS ROAD, MILWAUKEE, WISCONSIN U.S.A.

MAILING ADDRESS

P.O. BOX 248, GREENDALE, WISCONSIN 53129 U.S.A.

TELEPHONE

(414)-425-8221

CABLE

MASTERS . . . MILWAUKEE