



Colson Caster Corp Newsletter, Q2 2012

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Letter from Don Laux: Caring, Action & Customer Satisfaction

Greetings,

It's time for a heart-to-heart...

Ponder this: "Remember, people will judge you by your actions, not your intentions. You may have a heart of gold - but so does a hard-boiled egg." (Unknown Author)

Yes. It is corny but true. Like your mom always told you, actions speak louder than words. In the caster industry, I think actions sound through megaphones while words just whisper. Don't get me wrong. We all need to be people of our word, but that key word 'Action' has to lead.

When you call Colson for assistance to resolve a 'now problem' or even in a situation that could become a 'later problem', we take action. If there is an internal problem, emergency meetings, including employees from myself to the packing line, will be called if needed to put into action a fix for any issue. We go a step further in correcting our customer concerns by sending our folks to your site of business if needed to resolve the issue at hand.

Another key word is 'Caring'. If I didn't care about Colson and its customers, there would be no action. But, I do care. We live in one of the most wonderful countries in the world, and by each displaying the 'we care attitude', that is proven by our actions, gives me great satisfaction. When we solve problems or create a solution for you, our customer, Colson is showing we care by actions. We are not just saying, but we are doing.

Caring, action and customer satisfaction -- these are my intentions. And, I want our customers to hold Colson to this. Let me know if we are failing you (email: dlaux@colsoncaster.com). I assure you failing will never be our intention or our word.

Hope you love what you do, and make it a good day!

[Visit us at
www.colsoncaster.com](http://www.colsoncaster.com)

Product Spotlight



40 Series Pre-Order in Process!

What's 40 Series?:

- Extremely economical
- 2" wide swivel and rigid models
- 900 lbs capacity
- Available in box quantities

40 Series forks from Colson are currently available for pre-order only. Contact your Colson representative for more information.

[Click here to learn more!](#)

Did you Know?



PPBB and Prec. Ball Bearings have new part number extensions.

Colson 2012 catalog pages for 3 - 6 Series casters show Pedestal Precision Ball Bearings (PPBB) and Prec. Ball bearings where applicable in 1-1/2" and 2" tread width wheels.

What you need to know for ordering casters:

- Where available, change the 9th digit of model number to "5" when ordering PPBB

Sincerely,



Don Laux
President & General Manager
Colson Caster Corp.

Colson Rolls Out New Print and Online Catalogs

Colson is pleased to announce the 2012 Colson product catalog is printed, in stock, and ready to ship to you today. The catalog includes updates that not only reflect additions to Colson's growing product offering but also incorporate suggested changes from you, our customers, such as additional photography for brake models. But, what's most intriguing is that you can flip the catalog one way and see all Colson branded products. Then, flip the catalog over and view all of Colson's Encore branded products...it's two catalogs in one!

The popular three-hole punched catalog is still in its familiar print format with easy reference background materials and metric conversion charts. The new catalog includes the latest additions to our expanding product line, including Encore Dolly Casters and our full line of Trans-forma Wheels. Additional emphasis on Encore products, as well as engineering capabilities are all included in this new catalog.

For those times when an online search is needed, view our complete printed catalog online in a simple, page-turning format. Use this tool to download a pdf of any page or pages you choose, as well as email cropped portions of pages. Link to the new Interactive catalog from our website homepage (just look for the catalog cover). Or click on the cover image on the right to view it now!



The 2012 full line catalog is in stock and available for ordering. To place your order today, please contact your Colson Caster Customer Service Representative and reference part number 12340.18.

Sales Tip: Be Known for Something!

I don't think it's presumptuous to say that all salespeople want to be remembered by the customers and prospects they call on. It's important to be known for something good of course. For example, you don't want to be the one known for begging for business, brown-nosing or even bad breath.

How about being known for something simple, yet special? Chocolate bars are pretty simple...I recently read an article about a salesman who always left a chocolate bar with the accounts he called on, including the receptionist and other people he came into contact with on sales calls. He had cases of chocolate bars in the trunk of his car that he purchased himself. Believe it or not, his sales numbers were fantastic. The salesman was no more eloquent or organized than anyone else. But, he found something to be remembered by. He wasn't known as the guy that sells casters. He was known as the guy who brings the chocolate bars, which kept him top-of-mind for those times casters were needed.

- Order Prec. Ball Bearings by changing 8th and 9th digits of model number to "P5"

How Performa wheel models were changed:

- 1-1/2" and 2" tread width Performa & Performa Conductive wheels (excluding Hand Truck) with PPBB now have a wheel PN of 455, not 465
- 1-1/2" and 2" tread width Performa wheels (including Conductive & Hand Truck) now use PPBB in place of traditional ball bearing

Colson News

2012 Spring Product School



Training dates are Wednesday, May 16th and Thursday, May 17th. Only a few spots left!

Email lbean@colsoncaster.com for more information.

Seats are limited, so reserve your spot today.

What could you do to create a special memory for your customers and potential customers? Think about it, and see if the idea works for you. Good luck!

Deciding Between Hard & Soft Tread Wheels

*By Mike Titizian, President Colson Casters Limited, Canada
Published in March Edition of ALN Magazine*

If necessity is the mother of all inventions, then the wheel was invented so as to make work easier. But not all wheels are created equal. Hard wheels, soft wheels, wheels with crown or flat tread, wheels with bearings or not, and wheels made of man-made composite materials, all function differently. Aside from being round, wheel characteristics and performance features are endless. Did Ezekiel consider all of these options at the time of his invention, thousands of years ago?

One of the first questions for facility managers to address concerning caster selection is the choice between hard or soft wheels. Harder wheels tend to roll more easily, but may be much noisier in operation and can damage laboratory floors. Steel, cast iron, or hard nylon material may be too harsh for laboratory environments. These materials are also prone to rust or chipping, and can cause vibration of equipment or laboratory apparatus affixed to them. Such hard and heavy duty wheels tend to bear much more load or equipment weight and should only be considered if the equipment on these casters is not mobile in day-to-day operational needs.

Soft wheels, on the other hand, are much more amicable in day-to-day laboratory environments.

Natural rubber material, thermoplastic compounds that emulate natural rubber, or a softer range of polyurethane materials are just some of the variety of tread materials to be used on soft running wheels. Soft tread wheels tend to absorb vibrations and minimize noise. This is a benefit for protecting sensitive laboratory equipment and, even more importantly, for the transport of laboratory animals. In addition, soft tread wheels offer maximum floor protection, do not mark or mar floors, and prevent slippage or sliding when the wheels are engaged with a brake. [Read More](#)