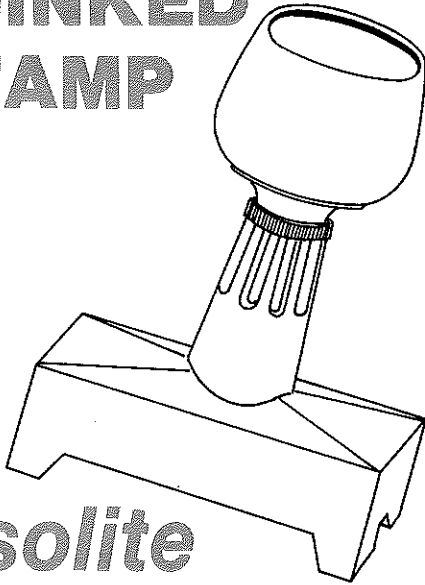


Elite I™

PRE-INKED STAMP



The Wilsolite Advantage . . .

LEAD TIME:

3 hour manufacturing time.

TERRITORY:

Sales not restricted geographically.

QUALITY:

The end product is one of quality.

TECHNICAL ASSISTANCE:

1. Elite I is backed by the substantial research and development facilities of Wilsolite Corp.
2. Assistance in system start-up.
3. Technical bulletins issued regarding new applications.

MARKETING ASSISTANCE:

Counter top displays, envelope stuffers, advertising, label printing for mount inserts supplied by Wilsolite Corp.

EQUIPMENT:

Inexpensive and easily installed. Wilsolite supplies everything required for manufacturing process.

PROFIT:

Yields a high gross profit compared to competition.

W WILSOLITE

GRAPHIC ARTS DISTRIBUTION SPECIALISTS
1827 Niagara St., Buffalo, NY 14207 (716) 876-3110

MARKING HISTORY

50 Years Ago

Modern Marking

by H. Q. Bates

Secretary, Numberall Stamp and Tool Co.

A few weeks ago, I was in a large factory where hundreds of the latest type milling machines, shapers, lathes and other machines were in use twenty-four hours a day.

In one small department a mechanical engineer was directing the marking of test pieces taken from each lot produced by this battery of machines. Several men in this small department were laboriously using single letter and figure stamps to place eight to twelve characters on each test piece and they were hopelessly behind, with the shop pushing them to the utmost and the man in charge pulling his hair.

I suggested a numbering machine having a combination of letter and figure wheels, which they ordered and we promptly delivered.

Two weeks later, this concern asked me to call on them again and when I did, they said that one man using the numbering machine had caught up with production, and in that two weeks, it had paid for itself ten times.

You may argue that some men were put out of work; but my argument is that additional men were put to work because of no delays being caused in shop production.

Most steel stamp makers are interested in selling all the single letter and figure sets they can (which are highly competitive). They overlook the fact that by a little study of customers' marking problems, better friends can be made and greater ultimate returns will result.

There are manufacturers specializing in numbering machines who offer liberal discounts to the trade. Had the stamp maker who sold this company letters and figures offered them a numbering machine, he would still have his customer; and his profit on the one sale would have been equal to the profit on several sets of letters and figures.

continued on page 30 . . .

MARKING INDUSTRY—JUNE, 1986