



SHOP TALK

Volume 1 - Issue 1
January 2011

Schrock! Happy New Year

Welcome to the premier edition of our ShopTalk newsletter!

As we begin 2011, we've updated our logo - and our look - to mirror the many advancements and investments we've made in Schrock over the past year. See for yourself! Stop by our corporate headquarters in Akron, NY and you'll not only see your products taking shape, but also our building!

We've been busy remodeling our offices, adding equipment and implementing a more efficient shop layout. All with an eye toward providing the absolute best customer service in the industry!

SO WHAT'S IN IT FOR YOU, OUR VALUED CUSTOMER?

- Enhanced capabilities
- Improved cost efficiencies
- Efficient economies of scale
- Rapid responsiveness and turn-around

With similar vigor, we've started the new year with plans for even more new technology and specialized equipment as we work toward our goal of servicing customers efficiently and remaining at the forefront of our industry.

If you're not familiar with Schrock, we're a high-end metal fabricating company, established in 1991. We specialize in:

- Laser Cutting
- Punching
- Shearing & Cutting
- Forming
- Rolling
- Welding
- Burning

We hope you enjoy this newsletter!


Partner

CUSTOMER SERVICE (cus·tom·er·ser·vice) noun

The provision of service to customers before, during and after a purchase....

TRANSLATION:
John Schrock



Strippit/LVD 150 Ton
8 Axis Press Brake

GET TO KNOW US - Employee Spotlight

John Schrock lives and breathes customer service. Not because he's a Partner at Schrock Metal, and not because he enjoys his job like a hobby, but because he knows that's how he would want to be treated!

In fact, it's quite common to see John personally delivering customers' orders, checking up on a job at all hours of the night or rolling up his sleeves to help solve complex problems.

With a unique combination of passion and leadership, John has been making significant contributions to the metal industry for 30 years. He has created or customized everything from a small sewing machine part to a new conference table for the United State's Secretary of State Colin Powell.

If you are tasked with an unusual requirement, either large or small, bring it to John. He'll solve your problem with the prompt and courteous service that defines him!

PRODUCT Spotlight

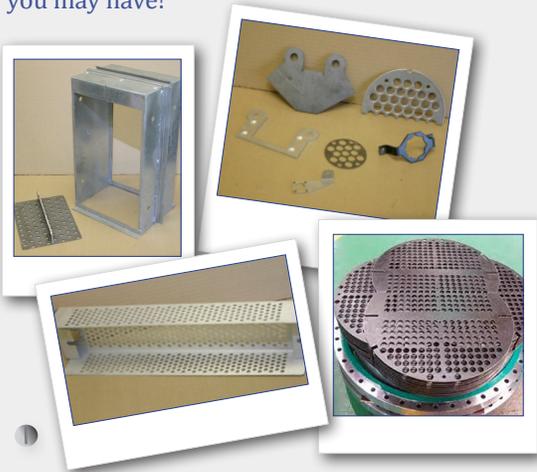
HEAT EXCHANGERS

Whether it is replacing existing components or fabrication of new parts from your drawings, Schrock has the experience in heat producing exchanger components.

Over the past 20 years, we have created hundreds of thousands of parts with order sizes ranging from 1 piece to 50,000 pieces.

And size is never an issue! We can produce components ranging from 2- 3 inches up to 20 - 30 feet.

It is our goal to meet whatever unique needs you may have!



With LASER Precision

Here at Schrock Metal, your wish is our command! Our high-end laser cutting machines possess the ability to cut **ANY GEOMETRIC SHAPE** to the most **DEMANDING SPECIFICATIONS** using a variety of material types.

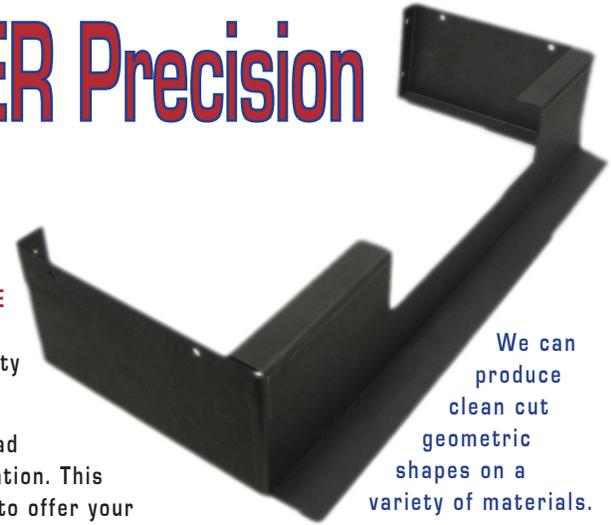
Our fully automated load-unload system offers lights-out operation. This feature affords us the ability to offer your parts to you with **LESS LEAD TIME AND LESS COST!**

QUALITY & QUANTITY - from one part to one thousand, we can nest your components with others to limit the requirements for changing sheets to run a particular job. This is especially cost effective for clients who are looking for smaller quantities or custom orders.

We offer cutting services of various materials in a variety of thicknesses including 1" Carbon Steel, 1/2" Stainless Steel, 1/2" Aluminum and sheet sizes of 60" x 120."

BENEFITS OF LASER CUTTING

- ♦ **Precision and Accuracy** ~ +/- .003
- ♦ **Cut Single, one-of-a-kinds, prototype or large production runs**
- ♦ **Versatility** - can cut any geometric shape on a variety of materials
- ♦ **Clean & Square** cut edges requiring little or no clean up
- ♦ **Efficiency** - nesting through CAD/CAM programming allows maximum material usage and minimum waste
- ♦ **Elimination of second operations** such as machining & drilling due to cut accuracy
- ♦ **Duplication Assurance** - with our precision CNC system, you can be confident that repeat orders will be duplicated precisely time after time
- ♦ **Responsiveness** - with time-to-market becoming shorter and lead times being driven down to support lower inventory levels, Schrock is committed to rapid response to customer inquiries



We can produce clean cut geometric shapes on a variety of materials.

Did YOU Know!

The next time you **swipe a credit card** at your favorite retail or grocery store, you could be coming in contact with a product manufactured by Schrock.

We produce the metal bases that hold **credit card machines** at many local stores.

So the next time you swipe, think of Schrock!



Our fully automated Orion 4KW laser can create custom items in any shape or quantity.

Email your comments to:
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