

Base Mounts - A Cutaway's Best Friend

Those of us in the Product Marketing field know how important it is to make a good first impression. For this reason, various methods of presentation that enhance perceived quality and value are many times as important as the product itself.

And when it comes to product presentation, cutaway or not, base mounts are one of the most important considerations.

Here's why:

- **Enhances Presentation** - The proper base mount sets the product apart from its surroundings, virtually framing it, and giving added dimension and contrast.

- **Protects Finish** - The best way to keep any finish looking new is to protect it. Bases not only keep your product from rolling around, they act as a type of "fence", keeping would-be hazards away.

- **Shipping Aid** - Whether in a permanent shipper, cardboard carton or crate, base mounts can be used to secure the display during transit, leaving the product untouched and well protected.

Types Of Bases

Aluminum - The vast majority of base mounts we do are made from 1/2" aluminum, which has been brushed and urethane clear-coated. Its strength, appearance and weight make it the best choice for most industrial applications.

Carpeted - On heavy and/or bulky displays that require fork lifting, a wooden base (on 4 x 4 skids) covered with solid color, plush carpeting, is a good choice. This option is generally the least expensive "big-base" and is both good looking and durable. The carpet can get damaged like most base materials, but can be easily replaced.

Wooden - Pre-finished, wooden plaques are the least expensive mounting material. Solid walnut, oak, etc. are more expensive, but still economical. Although appropriate for awards and small presentations, wood generally lacks both the strength and modern industrial appearance required in most displays.

Acrylic - Clear, white or colored, this material is widely used for small to medium bases or cradles. Although strong, it can crack or break under stress. These bases are versatile and relatively inexpensive, but some feel they don't have an industrial look or feel.

Laminate - Formica or other veneers offer the widest range of colors and textures.

Although they look great, with heavy equipment they can be damaged.

Corian - One of the latest trends in countertops has come to product displays. It is durable, repairable and comes in all colors and textures. It's also expensive.

Custom Steel - Large, complex applications often require the strength and flexibility of a fabricated, welded steel frame. This can be finished with paint or covered with other materials. Skids and/or wheels are often added to assist in handling.



Laminate
(Duff-Norton)



Steel with Laminate
(Navistar)



Steel with Carpet
(Waterous)



Aluminum
(Sealmaster)



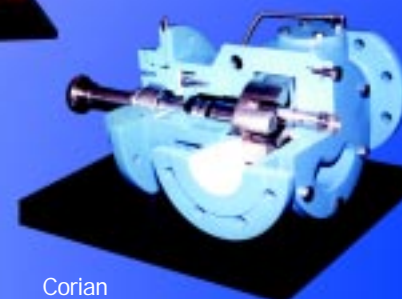
Acrylic
(Sealmaster)



Wood
(Vickers)



Steel with Carpet
(OMC)



Corian
(Viking Pump)



2.2 liter opposed piston engine block with "tumble port" valving.



Subaru differential with very clever limited slip clutch assembly (highlighted in yellow).

#2 Son Gets Married In L.A.

With the interest so many of you have expressed in the news about our grandchildren, your editor thought he'd push the "self-indulgence meter" with the announcement of our son's marriage to his soul mate in Redondo Beach, California.


Brian went to L.A. nearly six years ago to pursue a career in music. A few months after arriving, he met Erin Gore, then a student at U.S.C. They were married five years later on July 3rd and have now settled into their new home in Torrance.

Erin is currently pursuing her Ph.D. in Psychology while working part-time at a payroll processing company. Brian's music activities are continuing to develop with several night club gigs and increased studio work. He also has a "day job" doing marketing for an accounts receivable management company.

We couldn't be more proud of both of them.



Whoopie Do...


..for our Subaru (cutaways). To help introduce Subaru's newest drive train, we did cutaways of several components to show the unique features. We welcome Subaru as a customer, and we are excited about demonstrating just how they are "transferring power from the wheels that slip to the wheels that grip". 

The Chemical Plant Under Your Car

Johnson-Mathey Catalytic Converter

Speaking of L.A., anyone who is frequent and long-time visitor there, can't help noticing the improvement in their air quality. (Decrease in



smog.) One of the reasons for this is the introduction of the Catalytic Converter. They look a lot like mufflers on the outside but contain a honeycomb of clay-like material which helps convert harmful emissions into less harmful gases. Cutting away such dissimilar materials is tricky, but the end result is well worth it. 



Erin and Brian Calhoun (with your editor and his bride)

How to Contact Us

For more information regarding this newsletter or details on how to dramatize your product presentations, please call, write, fax, or e-mail Tom Calhoun at:



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