

Aurora Puts Its Best On Display


One of the long-espoused rules of trade show philosophy is to display items that are “big and beautiful”. Well, *Aurora Pumps*, part of the Pentair Pump Group, set out last Spring to do just that with one of their fire fighting pumping systems.

Aurora fabricated a complete system and then sent it out to us for deluxe finishing. All components were disassembled and individually ground to remove casting imperfections, weld beads, etc. Then each component received our 16-coat deluxe paint finish, which includes hand sanding between each coat, to assure a mirror finish.

Brass components were polished and given a urethane clear-coat. All fasteners, iron piping, brackets and other hardware were polish chrome-plated.

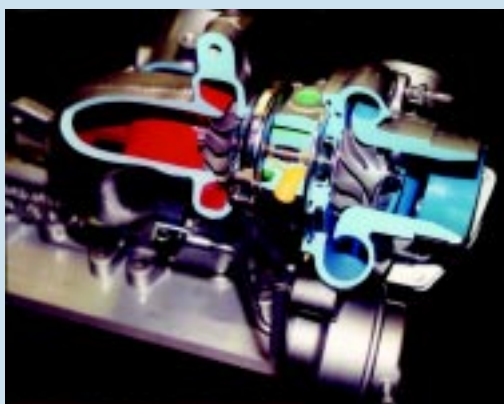
All components were then carefully assembled, and the display was then fitted into its welded steel reinforced shipping container.

The entire project used over 12 gallons of paint, primer and finish materials and took over 500 labor hours to complete.

If you’re looking for a way to increase booth traffic and displaying your products in a way that shouts “*quality*”, you may want to consider Calco’s deluxe finish option. 




(Above) Finished display and shipping crate.
(Left) Raw unit from Aurora before finishing.
(Below) The hard-working Calco crew.



The Inside Scoop on Mitsubishi’s Turbo

When it comes to getting more power from an engine, few things pound-for-pound are more effective than a turbocharger. It takes exhaust pressure (red port) to power a fan (blue port) that increases air pressure to the intake (“Boost”). The yellow and green ports indicate oil and coolant.

Mitsubishi has some unique features on their Turbo that they wanted to show in the best manner. What better way than a cutaway by Calco? 

Cases For All Places

Carrying cases provide an easy way to transport one or more product samples (cutaway or not) to sales calls. Professionally made cases also enhance product presentation while protecting samples from damage or wear.

Through our affiliation with several top-quality case manufacturers, we can provide you with cases, custom made to fit your needs.

Let us coordinate your case needs at the same time we produce your cutaways. Quantities 1 to 1000 or more.

Types of Cases:

- Attaché
- ATA Style
- Soft Sewn
- Tube Style
- Telescoping

Interior Options:

- Die Cut Foam
- Plush Lined
- Wheel and Handle Options
- Choice of Colors & Materials




Parker Hannifin Pneumatic and Hydraulic Components Sample Cases

Carlos - Our (Your) Master Carpenter

It takes ingenuity, good woodworking skills, and a lot of patience to produce our custom fitted, reusable shipping containers. Carlos Saldana puts all that and more into each and every felt-lined box he makes.

“Every project’s just a little different; and I really like that daily challenge. It’s important to get the perfect fit to keep our cutaways looking good.”

In his spare time, Carlos enjoys

drawing and making sketches, cruising in his self-modified Trans-Am convertible, and just hanging out with family and friends. 




Lisa Celebrates 10 Years

10 years ago our Postal Carrier asked your Editor if we needed any office help, that his daughter was looking for a place to better utilize her skills. Timing was perfect and so were Lisa Richter’s credentials. So in August, Lisa began her 2nd decade as Calco’s Office Manager, Book-keeper, Data Processing Expert and Inside Sales person.

Lisa lives in McHenry, Illinois with her husband Kevin, and children Cody (10), Kayla (6) and Nicole (2). She enjoys volleyball, softball and woodworking.

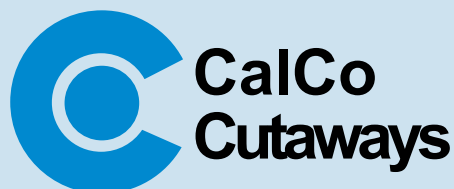
But you probably know her as the pleasant voice who answers the phone and makes all of our administrative matters run so smoothly.

Thank you, Lisa! 



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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