
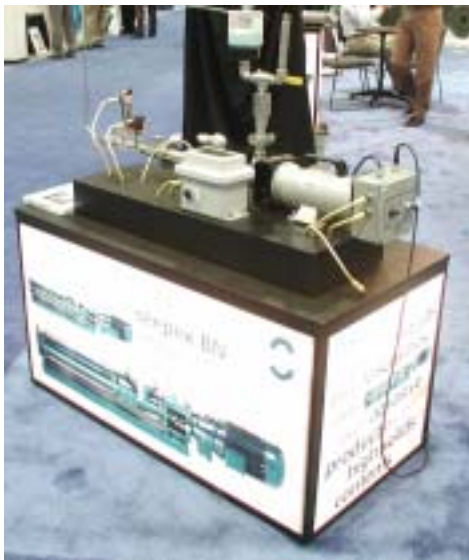


## WEFTEC 2003 Pours into Los Angeles

When the dust settled, it appeared that everyone had achieved some level of success from this yearly display of fluid handling diversity. As you looked around, you could see cutaways were a popular method of showing the internal features that distinguished one manufacturer's product from another. A great many of these manufacturers used CalCo to provide a superior show unit for them that is second to none. 



### Magic Metallic Finish

Give your units that "out of the box" look while still having a dazzling display for your showroom or trade show booth. CalCo's specialized "steel" paint can clear up any natural imperfections just like paint does, without misrepresenting your product to your audience. The only drawback is; having to wipe off all of the new fingerprints your units will surely be getting.





## Where's the Fire?

Due to the increased attention to CalCo's hydrant cutaways, spurred on by the Mueller fire hydrant cutaway photo on the Internet, CalCo will produce their own cutaways to be available for lease or sale. These

impressive displays accurately show the inner workings of this familiar roadside friend, and are useful training aids for fire and community servicemen across the country. ©



## Using New Technologies to Broadcast Product Knowledge

CalCo is proud to introduce the launch of its interactive products division. By using cutting edge technologies like Flash, Video and Quick Time Virtual Reality, these new offerings will enable you to quickly and cost effectively put product knowledge in the hands of those who need it. Delivered on CD or the web, CalCo's interactive product line will give you the power to make your cutaways available to the extended enterprise.



## Top-of-the-Line Engines

CalCo is notorious for consistently producing the highest quality products and services in the industry, and this I-6 engine from International is no exception. The slightly metallic paint job and polished everything really make this unit "pop". CalCo also fabricated the custom stand, (not

shown), and provided the professional high-end digital photography to be used in brochures and other marketing items. ©

## Painting your Special Customer Units

At Alpha Gear, Servo units were manufactured outside of the US for sale around the world. When these units were ready to ship, it was noticed that they needed to be a different color, as well as food grade safe. CalCo was phoned and less than one week later, these units shipped to the customer in proper condition. In other

cases, the processes that are normally utilized in bringing your current products to market may not be simply reproduced on a prototype unit. The talented painting staff at CalCo will provide you with the flexibility you need to create sample units that closely resemble your product line. ©



## 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:  
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