

## Lights, Camera, Action!

When Webb Wheel introduced their new line of revolutionary brake drums they wanted to “bang-the-drum” during their product launch at the Mid-American Truck Show. Calco custom engineered two beautiful motorized backlit product pedestals to feature this terrific new product line. Not only was Calco able to customize the pedestal for Webb’s corporate identity requirements, but designed it to accommodate future new product requirements and to withstand the demands of a hectic trade show schedule. The cylinder with the Webb logo revolves at 3 1/3 R.P.M. This was important for optimal product presentation, as our designer David Chandler took great lengths in working with the scale of the project. ©



(Above) Rotating displays can be engineered to support specific weight requirements. (Left) The bases of the pedestals offer “Hide-A-Way” storage for show materials.



Denison Hydraulics Motor

## *Its beauty radiates!*

Recently we had the opportunity to design and build a cutaway for Denison Hydraulics for one of their Hydraulic Radial Piston Motors. They’re called “radial” as the pistons radiate out of a central point. The featured cutaway, mounted on a brushed aluminum base was fitted with a hand wheel for rotating, which really allows people to interact with the product. Internal components were clearanced and chrome plated to protect and beautify, while accentuating the working parts. ©

## Your business is our business.

The Johnson Corporation needed to ship one of their units

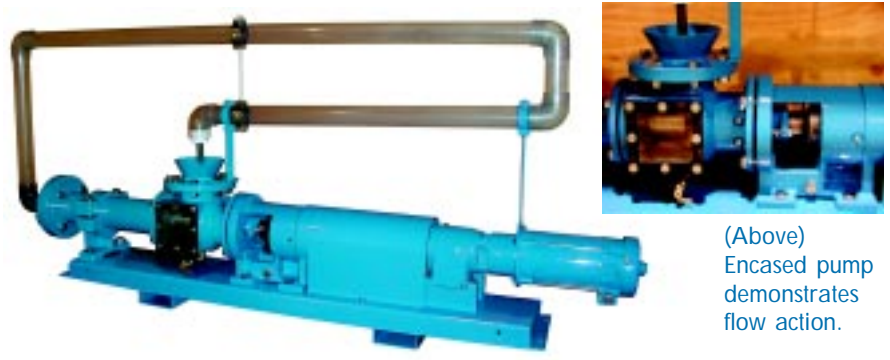
to a show in China. Calco secured the documents required guaranteeing the wood shippers were manufactured with wood products free of aphids and other pests. This allowing one show model to be exported to China, and Johnson to proceed with their show program. ©



Tom (right) gives Neil one last bit of advice before hitting the greens.

## Farewell, and Hail to the Chief

After twenty-one years of faithful service to Calco's clients and suppliers, Tom Calhoun, our fearless leader, has decided to hang up his saw and tackle new challenges (on the golf course). With Neil Sivertson taking over, we thank Tom for his countless hours of selfless problem-solving...and hope his putting abilities one day match his design and cutaway skills. (A tall order indeed!) ©



(Above) Encased pump demonstrates flow action.

## Nothing gets attention like a working model

Blackmer recently asked us to "Calco-ize" a working model which had been used in past shows. Our crack team rebuilt and refinished their Tarby unit to demonstrate the flow rates achievable with their product, and as Johnny Bench used to say with, "no runs, drips or errors". ©

## Brand new client, same old CALCO...a case study

When Bodine Electric decided to out source their cutaways, we knew we had one chance to put our best foot forward. According to Rod Maksimovic, Communications Manager at Bodine Electric, the cutaways and cases were far, far better then what he had expected. The only problem is that Rod thinks everyone at the head of fice will want to take one home! Sorry about that Rod. ©



ATA case accompanying cutaways comes complete with wheels and telescoping handle.



**CalCo  
Cutaways**

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## How to Contact Us

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