



Happy Anniversary!

This Kind of Quality has been 50 Years in the Making



Around the time New York City was introducing their new, three color traffic lights, and the first 3D movie was being produced, James Calhoun was founding a new business named CalCo, which would produce cutaways for product manufacturers in order to help them show off the many advantages to using their



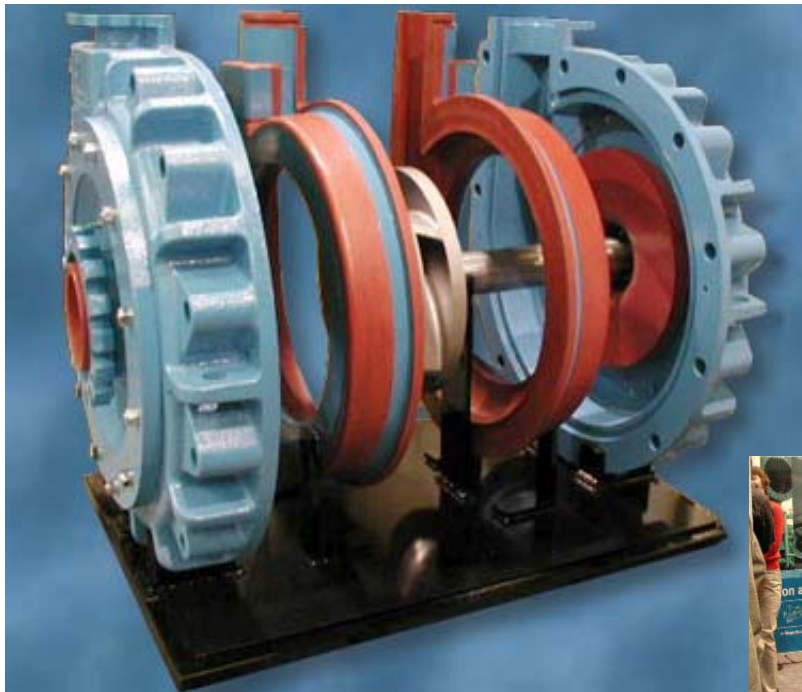
products. Little did he know that his small business would grow into the most accomplished and experienced cutaway company in America, possibly even the world. Even Jim himself couldn't have foreseen the wide variety of offerings his company would eventually have to present to its customers, such as motorized

display pedestals, working models, skills training programs, custom cases, containers and much, much more. In fact, CalCo's tremendous attention to detail and quality as well as their strict timetable is about all that hasn't changed since 1953. CalCo's excellent reputation



Since the early days, CalCo has always stood for excellence. Today they incorporate that distinction into many innovative areas.

and insight into the needs of their clients will go a long way towards making the next half century of business just as revolutionary as the first. ©



BIG News in Fluid Power

In order to successfully show an exploded view of the inner workings of one of their prominent pumps, GIW called upon CalCo to design a display solution for their new 4000 lb. heavy-duty rubber lined slurry pump. This definitely wasn't going to be a typical product presentation stand by any means. Many nights of engineering and

design were involved to properly suspend the massive pieces in midair, allowing viewers to practically crawl inside of the giant pump and take a look around.



An exploded view is another fascinating way to show the inner workings of a product, and that was exactly what GIW had in mind.





Passageway lighting is the next big facet to turn heads at trade shows and exhibits.

Shedding Some Light on a Favorite Subject

When S & S Truck Parts came to CalCo looking for a display that would set them apart from their competition, CalCo had just the solution: discreet LED lighting on the inside of the PTO display, which allowed clients and potential customers to see exactly what was different and unique about this product on the inside. LED lights by nature do not consume much energy and can usually be run from a single battery pack. Put the 'pop' back into an existing cutaway or design a new lighted demo to attract positive attention to a product. CalCo will make certain that your lighted display is easy to use and dazzling to the eye. ©

Take this Job and Give It to CalCo

CalCo has been working with training program designers for some time now, and when International Truck and Engine called upon CalCo to help coordinate the roll-out of their new DVD based training program, CalCo cheerfully obliged. This included the purchasing, photography, packaging, distribution and follow-up of the entire roll-out. CalCo is constantly proving their commitment to the client by stepping up when needed and providing the same level of quality found in every project they work on. ©



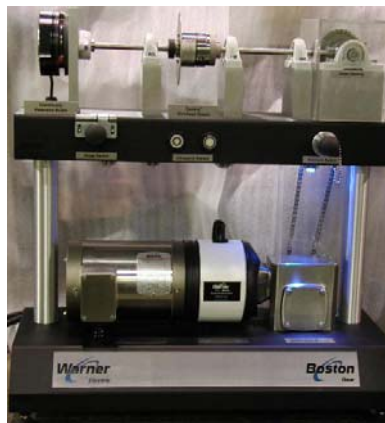
It makes sense to leave the details to CalCo, especially because the results will turn out as well as every other project they accept.

Working Hard on Working Models

Warner Electric and Boston Gear wanted to combine their related products into one comprehensive working display, and sought out CalCo to design and construct their demonstration model. Complete with motion sensors that changed the LED lighting of five working products; this project was a huge success! Mueller Steam Engine had a similar idea in concept, and wanted to show various products of theirs in one inclusive floor display. CalCo once again planned and created a dramatic working model that featured an assortment of Mueller's products in their natural environment, directing fluid movement along paths and through filters. CalCo has proven time and again that their expertise with the widest variety of industrial products and components is beneficial to the success of any working model. ©

Every time the motion sensor is triggered, a different one of Borg/Warner's products is illuminated with their corporate colors.

The valves work, the water flows and just add colored particles to see how well Mueller Steam Engine's strainer works.



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