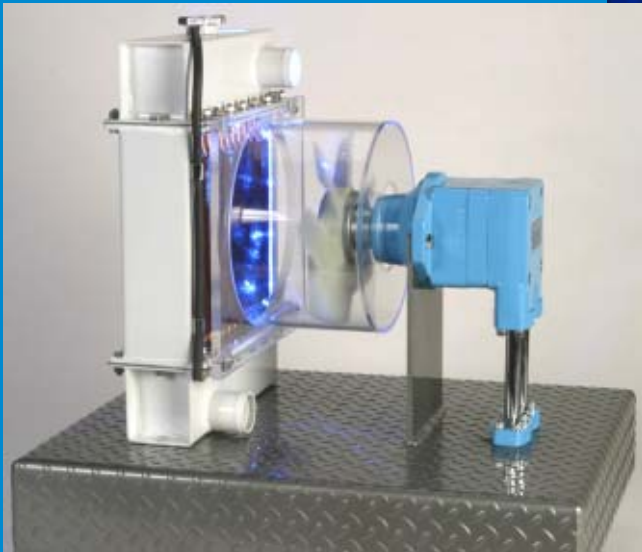


## *Let's Grab Their Attention!!*



When Denison Hydraulics came up with a fabulous idea to show their hydraulic fan drive in action, CalCo simply nodded their collective heads and got started. The final display was a dazzling unit that was sure to turn heads and generate many product related questions. Strategically placed LED lights mixed with a clear fan shield also produced some spectacular lighting effects as well. Wow! ©

## *A Doggie's Day Dream*

This stunning display of a Waterous hydrant will be in service standing guard outside of one of their distributors locations. The unit was polished in strategic locations to highlight areas of the product while giving it an original look. By using a plating technique suitable for outdoor use, CalCo was able to protect this polished beauty so as to impress viewers for many years to come. Very nice!





## Lighting up the Endless Possibilities

How many differentials does it take to power a light bulb? (Trick question, however they do make the lightbulbs look much better). CalCo, being especially adept at turning ideas into reality, created this display designed by the Eaton Corporation to be given to a special representative of their company. The possibilities are endless when it comes to generating product interest. ©

## Why a Woodless Shipping Container?

When shipping to countries such as China and some European countries, you must provide certification for any wooden components entering the country. These documents must be supplied by the original milling company at the time it ships from the mill. This is typically a difficult paper trail to follow, and CalCo has come up with the perfect solution: Woodless shipping containers. Fabricated using a metal framework and man-made materials inside and out, these containers meet these overseas requirements the first time. This helps expedite shipping times without adding additional weight to the shipment. What will they think of next? ©



## Our Tools cut Tools

Upon further inspection of this Hitachi cordless driver cutaway, it is easy to see that there is a lot of quality that goes into the manufacturing of this line of power tools. In every cutaway, CalCo attempts to retain the natural movement of the internal components wherever possible. In this particular project, some components revealed their natural movement, while others were required to remain static. ©



## 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: Neil Sivertson at: [nsivertson@calcocutaways.com](mailto:nsivertson@calcocutaways.com) David Kasper at: [dkasper@calcocutaways.com](mailto:dkasper@calcocutaways.com)

Phone: (847) 639-3858

Fax: (847) 639-3860

Internet: <http://www.calcocutaways.com>