



2006 Technology Guide & Business Improvement Planner Submission Samples

Company Description

Less than 4,000 characters total

What you write here will form the text of your full-page "Company Resource Profile." A list of questions follows. By answering these questions, you will follow a recommended format that provides detail in categories of most interest to your prospects. You may write as much or as little about each section as is appropriate for your company, keeping the total length of the text within 4,000 characters. You are not required to follow this format. If we have questions about your submission, we will contact you.

Recommended questions:

1. What products, product lines or brands do you want to feature, and what makes them innovative, helpful or important?
2. What proprietary technologies, or approaches to technology, separate your company and products from others?
3. Describe unique approaches to customer field service, training or technical support.
4. What recent investments can you cite that make an improvement in your ability to help your customers?

Example: Company Description

Featured Products

ABC Corp.'s *Mighty Mack* is a highly reliable horizontal machining center built for the toughest production requirements. Its basic design and high-end components make the Mighty Mack extremely rigid, delivering high precision under the toughest conditions. The innovative design of Mighty Mack's roller ball screw enhances accuracy and stability. The newest member of the Mighty Mack lineup, the HLC, has an impressive load capacity of more than 1,700lbs. This top performer features a 3 axes rapid traverse rate of 32m/min with an option to increase to 64m/minute.

ABC Corp.'s *Klass King* is our largest and hardest working vertical machining center. It can handle the biggest parts and toughest cuts. The Klass King is a super rigid, large capacity, heavy-duty vertical machining center that delivers best-in-class performance. With a modest shop-floor footprint of only 232" X 135", it features a standard 36-station, side mounted, bi-lateral automated tool changer. Klass King comes equipped with either a geared head at 4,000 rpm or a belt drive spindle at 6,000 rpm as standard equipment. The Klass King comes standard with a 3 axes design, with an option to add a 4th axis and upgrade to your choice of controller.

Customer-driven technology

ABC Corp. is committed bringing our technology as close to you as possible, with research-and-development engineers housed at every technical center. By working directly with customers, we have developed such timely technology innovations as our exclusive built-in *Gyro-Strate* spindle design – virtually eliminating spindle vibration at high speeds to improve part finish and measurably extends tool life. Our exclusive lubrication system – also a result of working directly with customers – allows the bearing to move smoothly, effectively controlling the spindle temperature for improved accuracy. We’re at our best in heavy cutting applications. Our innovative *Spindle Gard*® air curtain system protects the spindle and bearing from damage by chips and moisture. That prolongs the useful operating life and reduces your costs.

Support and service close to you

Technical support and customer service sets us apart. We’re committed to providing unparalleled customer service. Our highly skilled and trained support personnel are available whenever you need them through a new technical support system that guarantees you’ll be talking to the right person within minutes – no matter what kind of problem you have, or where our best people to handle it might be located. Our experts are available to discuss your individual problems 24/7 through our advanced Technical Support Center that streamlines your direct access to our most experienced resources. Just give us a call at 1-800-xxx-xxxx to speak with our expert service team.

ABC Corp. doesn’t want to wait until you have a problem to offer help. That’s why we offer the broadest range of training opportunities in the industry – face-to-face at your facility, in our training center or online. We can deliver content that transfers a working knowledge and understanding of the machine tool system at our main training center in Springfield, Ill. or several of our other Administrative Centers across North America.

New technical center

With headquarters in Springfield, Ill., ABC Corp. has just opened its 9th technical center in Springfield, Ark., and a new 40,000 square-foot research-and-development complex on our headquarters campus. These investments demonstrate ABC’s commitment to technology innovation for the customer and with the customer.

Company Summary

Less than 400 characters total

This brief description will appear in the Product Resource Guide section of the issue. The Product Resource Guide is a detailed table of contents – listing every company in the issue. This description will be followed by page numbers wherever your information appears, as well as first-level contact information (e-mail address, etc.) as already provided in your form.

Example: Company Summary

ABC Corporation is a leading international manufacturer of vertical and horizontal machining centers. With category-leading machines like Mighty Mack® or Klass King® machining centers you get the uncompromised combination of enhanced service life, horsepower, precision and high speed operating advantages that empower you to compete more effectively in a growing global market.