

## 2008 a year for change ?

For many people the hardest thing to do is make a major change in their lives. This goes some way to explaining why there is always a resistance to switching to a new supplier. Can they deliver on time ? Are their products up to the job ? Will the salesman look after me as well as I am currently looked after ? Isn't it easier to stay with a company that I know and have dealt with for many years ?

Metal Work, like most customer service organisations constantly looks to improve customer service, is there a better more efficient freight company, are we advertising with the right magazines what changes do we need to make to grow market share ? Sometimes this means changing to another supplier, considering other options and how we currently do things.

So far this year we have made many changes that have helped grow our business and we have also helped many companies make the decision to change to using Metal Work products.

The market we operate in is competitive and to grow we need to constantly change and evolve to meet those changing demands. As a global organisation we design new products to meet new demands or to fill in gaps in our existing product range. Feedback from our customers helps direct the development of new products so that we make or offer match the mar-

ket demands.

This newsletter covers several product ranges that are being expanded, an overview of 'standard' cylinders and a brief overview of another product that we offer in the Australian market.

Later in the year we will be re-locating our Sydney office and will take the opportunity to decide whether changes need to be made to improve how we serve the local market.

What changes are you implementing to improve your business offer in 2008 ?

**The Metal Work Marketing Team**

## New product

### Compact Cylinder Range Expands

Our CMPC compact cylinder range has been expanded with the addition of a new non-rotating design.

We already offer a non-rotating design that uses a guide plate mounted to the piston rod and guide rods running in bushes in the cylinder body.

The new design uses a 'two-flat' piston rod which has two opposing flats that locate in a mating sintered bronze bush to provide torque resistance. The two-flat non-rotating design uses less components, reduces the overall height of the cylinder and can be supplied with either male or female rod threads.

Mounting hole dimensions are available to either ISO or CE-TOP format and a through rod design is available which uses a two-flat rod one end and a conventional rod for the other end.

The body extrusion is common to the CMPC range and incorporates slots for sensors or a valve can be mounted on the side using T-nuts.

Mounting options for the body include foot mounts, rear clevis (both male & female) and front & rear flange. For the rod there are clevis mounts, rod eyes and self aligning couplers.

The 'two-flat' design increases the versatility of our CMPC



compact cylinder range. For further information on the 'two-flat' or the whole compact cylinder range please contact your local office or visit [www.metalwork.com.au](http://www.metalwork.com.au)