

Purpose

As you review this newsletter, I hope you can appreciate the time and effort it took to put this together.

Having been in this business for over 30 years, I find that over the last several there has been a huge increase in bad, incorrect information and half-truths provided to EDM users.

My salespeople and I experience this every day with clients that have been completely misinformed. My family has and is in manufacturing here in the USA. I believe you become competitive by having solid, documented information to make solid business and manufacturing decisions.

Whether you buy from my company or not, I hope you can use this information to grow your business and bring some manufacturing back to the USA.

Fred A. Wisen

President

North American EDM
Supplies Inc.



Wire Facts

It happened again today....

First, I get a call from someone who wants to know if we sell "X" named wire because their supplier is out. I tell them we do not carry that brand of wire. They tell me they will keep checking. Well, you can check until the end of time, but you will not find it. Why??? Because it is a name put on the spool from that EDM consumable supplier. It is their private brand name. If they don't have it; no one will.

Later in the day, another call "Do you carry wire from a "Machine Tool Builder"?" No, we don't. I can only use wire made by them. What?!! They don't make wire, they just put their name on the spool.

Both situations are based on a misunderstanding by the person calling. Just Like automobile manufactures don't make nuts & bolts, carburetors, or seats. And as you are well aware, when you buy a product be it at the grocery or liquor store, it is marketed under several names.

Same product, Different labels. The same is true of EDM wire. Wire from China is sold under over 100 different name brands. This true for wires from Europe, South Korea, Malaysia, Taiwan, India and Vietnam.

With the callers I had today, the wire they ask for is sold under at least 4 different names in the US. Same manufacture, same product, different label.

The questions should be: 1) What is the quality of the raw material? 2) What is the surface finish of the wire, does it have scratches or imperfections? 3) In what country is the wire made? Yes, this makes a difference. 4) How long have you been providing wire from this manufacture?

If they don't have the answer to these questions, you are dealing with a sub supplier and not the importer. They will not be able to help you if there is a problem. The problem will not be the wire but who you bought it from.

Sent to you by:

North American EDM Supplies Inc. www.edmsupplies.com (440) 918-3770