

# Tilt, Turn & Burn

**KOIKE ARONSON, INC.**  
**RANSOME**



Summer 2011

Volume #21, Number 1

## President's Message

The catastrophes in Japan have impacted many across the globe, necessitating a reevaluation of nuclear power. We are no exception to this impact. We enjoyed substantial business from this sector and a part of our business will suffer for at least the next couple of years. Power shortages and damaged sea ports have had an effect on the [portables, parts and apparatus](#) that we import from Japan.

On a positive note, our associates in Japan came through the problems without major injuries, and the [KSK](#) plants did not incur any damages. Aside from the situation in Japan, our business continues to improve. We have been able to rehire people who were previously laid-off and have hired new personnel in the plant and the office. Quote activity is the highest we have had since 2008. Our order backlog is solid and many high potential projects are scheduled for the second half of this year.

Additionally, we have hired a [manager in Brazil](#) and are in the process of incorporating a Koike company there. Plans are to start with a sales office and eventually establish an assembly operation in Brazil.

*“Our order backlog is solid and many high potential projects are scheduled for the second half of this year.”*

Overall our export sales have and will continue to represent a growing portion of our business. Presently, the major growth markets are mining, truck trailers, rail cars, shipyards, oil and gas exploration/refining, pipeline construction, and heavy equipment manufacturers. There is also a rebound in the Ethanol and Solar markets which may continue for the next couple of years.

By the second half of 2011, we hope to introduce the [E line of our Koikejet](#) product, beveling for the Koikejet, light weight beveling for our Mastergraph line, the anti drift device for the smaller capacity turning rolls, and an oxy-fuel bevel head. We are also working with major robot manufacturers to combine the Ransome and Aronson positioners with their robots to serve as a package system for the steel processing industry/manufacturers.



*KAR Headquarters in Arcade, New York USA*

As previously stated we were able to improve our processes and efficiencies during the recession. This has allowed us to compete more effectively on a worldwide basis, from both a price and a delivery standpoint.

We remain financially sound and plan to continue capital improvements (equipment and facilities) over the next two to three years.

## INSIDE:

<a href="#">Koike Looks to Capitalize with New Waterjet Design</a>	2
<a href="#">New Products: Wel-Twin</a>	2
<a href="#">New Products: PNC-10 Elite</a>	2
<a href="#">Largest Welding Positioner Order Ever!</a>	3
<a href="#">Brooks Welding Installs Fifth Koike Machine</a>	3
<a href="#">Coming Soon: Fabtech/AWS Show</a>	3
<a href="#">New Employees: Eric Daehn</a>	4
<a href="#">New Employees: Gina Lennon</a>	4
<a href="#">New Employees: Charles Laraby</a>	4
<a href="#">New Employees: Curt Golabek</a>	4
<a href="#">New Employees: Terri Myers</a>	4
<a href="#">New Employees: Mike Walden</a>	5
<a href="#">Koike Expands into Brazil</a>	5
<a href="#">Top Selling Machines</a>	5
<a href="#">Japan Earthquake/Tsunami</a>	6

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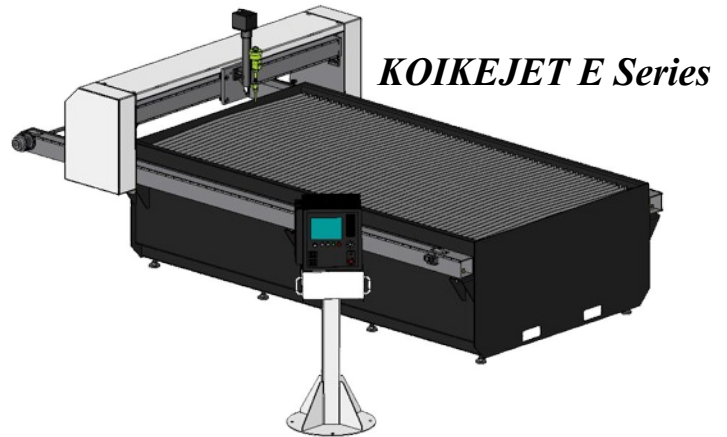
## Koike Looks to Capitalize with New Waterjet Design

**K**oike Aronson is excited to announce the expansion of the KOIKEJET waterjet cutting machine line. With the development of a value waterjet machine, Koike will now offer price-conscious users a reliable alternative to equipment built overseas. The KOIKEJET E Series will be the lowest cost waterjet table equipped with an intensifier style pump system, built in the USA.

Koike Aronson's first waterjet was designed to match the Koike image of quality and durability. Over the past two years the waterjet market has changed as a result of the economic recession and market maturation. Today, there are more customers looking for entry level waterjet machines and/or waterjet machines that are used in a more limited capacity. The development team, consisting of engineering, sales, marketing, and production, has worked diligently to create the new E Series waterjet for this expanding customer base. The existing design is now called the KOIKEJET PRO Series and will continue to be marketed to customers who run production volumes, require the highest accuracy, and/or cut heavy materials such as steel or stone up to 6" thick. The E Series will be marketed to customers who desire the quality and flexibility of waterjet cutting but only cut heavy material up to 3" thick, are in a job shop setting, or cut soft materials such as rubber, plastics or fabrics.

The E Series is being developed in conjunction with waterjet pump manufacturer KMT. KMT is a manufacturer of intensifier pump systems and has the highest pressure available in the industry. In May 2011, KMT introduced a low cost system specifically for machines such as the KOIKEJET E Series. Built in KMT's facility in Baxter Springs, Kansas, this new pump system signifies the first time an American made pump is available at the price of a direct drive pump without sacrificing performance, increasing maintenance, or decreasing reliability.

The E Series is scheduled for release to sell midsummer, 2011. For more information please contact Matthew Beardsley, Waterjet Product Specialist, at 800-252-5232 x383, [beardslm@koike.com](mailto:beardslm@koike.com), or meet us at the 2011 FabTech show in Chicago to see the new machine in action!




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## New Products

### Wel-Twin



**T**he Koike Wel-Twin is the newest introduction to our portable welding carriage line. This heavy-duty machine is designed to weld on both sides of a stiffener rib or I-beam up to 24 inches tall. Common uses are for shipbuilding, trailer building and custom I-beam construction. The unit is magnetically attached from both sides of the plate by a main carriage and a sub-carriage. An interface is included that signals both wire feeders when the welding is to begin. Semi automation improves quality and production times, and reduces welder fatigue. The Wel-Twin machine is driven and held on a vertical plate that is gripped by the main carriage and sub-carriage to maintain consistent welds. Koike Aronson can provide information on how to run multiple carriages at once to provide a flexible and efficient panel line.

### PNC-10 Elite



**K**oike Aronson has taken numerous preorders for the PNC-10 Elite Portable Cutting machine with the first shipment to arrive in June. This compact, simple to operate machine is economically priced and able to provide both oxy-fuel and plasma cutting capabilities. The PNC-10 Elite Portable Cutting Machine is a product that will be used to update previous Koike portable customers desiring plasma capabilities, as well as service new customers looking for drawing-to-part ability at a low cost and easy transportability. Features include a 45 shape library, kerf compensation, and timed piercing sequences. The PNC-10 Elite can be used as a stand-alone machine or one can purchase the complete package, which includes the machine and a table; the table is built in our Arcade facility.

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# Largest Welding Positioner Order Ever!



Angela Wiseman, Administrative Assistant ringing in the “40-bell-ringer” a.k.a \$3.1 million order for customer is Saudi Arabia.

Both Koike Aronson and Ransome established a working relationship with Yanbu Steel prior to joining forces in 2011. After working with Yanbu Steel for several months, working many late nights, and corresponding through e-mails, [Don Burgart, KAR’s Positioner Sales Manager](#), was officially awarded a \$3.1 million contract.

Bidding for this job came from direct contact with a Yanbu Steel Welding Engineer who was the Project Manager. The Project Manager contacted us with the inquiry for this job and asked us to provide different types of solutions. We were also contacted by two United States consultants who for many years had used Ransome tank construction equipment; these consultants are now Yanbu’s direct hires. At the time, they informed us that we had many competitors from all over the world (China, Europe, and other locally owned and operated companies) competing for this project. The two consultants who had previously used our equipment were pushing to get KAR’s equipment to perform the upcoming project. Therefore, between KAR and the cooperation of Yanbu’s two consultants, KAR was able to match and/or exceed all of the competitors’ specifications. Our designs also exceeded our competitors in procedures and benefits.

The main scope of this project is to build large oil storage tanks for Sandi Aramco Yanbu Refinery in Saudi Arabia by using specialized Welding Systems which Koike has now been hired to design. Saudi Aramco will be building another refinery in Jubail in partnership with Total. The Yanbu and Jubail refineries are expected to be completed in time to process crude oil from the Manifa offshore field which has a capacity of 500,000bpd; this field will be completely operational by 2013.

The total order for this project included [20 Vertical Up Welders, 18 Automatic Girth Welder-I Systems, and 12 Automatic Girth Welder-II Systems](#). The delivery schedule is quite aggressive; all 50 units are scheduled to be completed and shipped by mid-October of 2011.



From left, Tony Smith, President, Advance Machinery, Inc.  
Jerry Brooks, Owner, Brooks Welding  
Mike Busby, Fabrication Manager, Brooks Welding

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## Brooks Welding Installs Fifth Koike Machine

Fabrication Manager, Mike Busby, of Brooks Welding, said: “You can’t compete with me unless you have a Koike machine.”

Brad Williams, National Sales Manager, and Tony Smith of Advance Machinery, Inc. personally visited Brooks Welding, Inc. on May 17, 2011 to present the plaque that was specially made for Brooks Welding for the purchase of their fifth Koike Aronson cutting system and great product reviews. Brooks Welding’s newest cutting systems are the Versagraph model 3700 with a 3D Link bevel unit, the ProLine 2260 plasma, and the Plate Pro 3100 with a ProLine 2260 plasma.

Advance Machinery is a Koike Aronson dealer located in Pelham, Alabama. Brooks Welding is a general fabricator located in [Valdosta, Georgia](#) specializing in general and structural steel fabrication.

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**Coming Soon!**

**Fabtech/AWS Show @ McCormick Place, Chicago, IL**

**November 14th - 17th 2011**

**Visit Us @ Booth#5909**

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## New Employees



*Eric Daehn*

**E**ric Daehn, who works in the Field Service Department, recently started here in March of this year. Eric graduated from ITT Technical Institute with an Associate's Degree in Computer Electronics Technology which he has found has significantly prepared him for his current position as a Service Technician.

He really likes it here because the atmosphere is nice and everyone seemingly works well together.

Eric grew up in Elma, New York and has lived there his whole life. He resides with his parents, Chuck and Peggy, and his younger brother, Brandon.

In his spare time, Eric plays in two bands; one band's genre is alternative pop and the other is strictly instrumental. Eric also enjoys snowboarding and painting.

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*Gina Lennon*

**G**ina Lennon started in February, 2011 and is an Accounting Clerk in our Accounting Department. Gina likes working at Koike Aronson because "everybody is really nice and patient; there is always something to do." She likes the "variety of duties that need to get done."

Gina was born and raised in Eden, NY. After she reached an age where she could move out on her own, she moved away from the area for several years. She started out in Georgia, moved to Colorado, and then Texas. Just recently Gina and her husband, Tom Meyer, of 10 years, moved back to the area to spend time with her family. Between the two of them they have a total of six children and five grandchildren. Gina's biological children and grandchildren are: Ian (30), Shayla (27), and Kaden (4). Her step children are: Stacey, Cody, Dusty, Joe; her step grandchildren are Jordan, Jacob, Christopher, and Mya. In her spare time, Gina enjoys riding her motorcycle, listening to music, spending time with family, gardening, Bar-B-Qing, and traveling.

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*Terri Myers*

**T**erri Myers was hired in March of 2011 as a Purchasing Assistant to assist with purchasing supplies and electrical components. Terri has worked as a purchaser for the past 6 years for a local company near KAR Headquarters.

Terri was born and raised in Arcade, NY and has lived there her whole life. She has 3 children: Justin (21), Jarett (12), and Grant (9). Aside from being a Mom of three busy boys, Terri enjoys going to Sabres' hockey games, spending time with her children, and volunteering on the committee for the local Canter for Cancer organization. Terri has been on the Canter for Cancer committee for Business & Industry for the past 3 years; this year the cancer organization will be celebrating its 39<sup>th</sup> year since its inception.

Although, thus far, Terri has been a part of the Koike family for a short time, she has truly appreciated the warm welcome she has received.

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**C**harles Laraby, "Chuck," recently started as a Machinist at Koike

Aronson in March of 2011. Chuck has been a Machinist since 1986 and enjoys this type of work; he especially likes working at KAR because of the work atmosphere, the people, and the learning - he's most interested in learning about the function of the part he is machining. Previously, he machined parts for a vendor rather than a manufacturer; therefore, the majority of the time, he had no idea for which the parts he was machining were even used.

Chuck is originally from Bridgewater, NY where he has lived most of his life. Just recently, within the last few years, he moved to Angelica, NY where he resides with his fiancé Marya. Between the two of them they have a total of eight children: Brandin (25), Jennifer (24), Jaime (21), William (21), Jonathan (18), Elizabeth (16), Ashley (7) and Leah (4 months). They also have five grandchildren: Zoey (4), Ayden (4), Sierra (4), Jaimeson (2 ½), and Madison (7 months). In Chuck's spare time, he likes to fish and hunt with a muzzleloader for both big and small game.

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*Charles Laraby*

**C**urt Golabek recently joined the Koike Aronson team as a Machinist in April of this year, and even though he hasn't been here for long, he has found that he really likes his job.

Whenever an order of \$10,000 or more is received, Sales will literally ring in the order (with a large bell) so the entire plant can hear. Curt thinks this is really neat because "it's a good indicator that we will have work tomorrow." Another reason he enjoys working here is he has found that there is more emphasis placed on safety compared to any other company for which he has worked and feels that most of the people are open, honest and communicative. Curt is from Springville, NY where he resides with this wife, Hollie, of 5 years. Curt has lived in Springville his entire life. For leisure, Curt enjoys hunting and fishing.



*Curt Golabek*

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**M**ike Walden is an Electrical Technician. Mike started here in December of 2010 and finds his job to be rewarding and challenging. He truly enjoys the learning that is involved and feels that the training is great. For the past 30 years, Mike drove nearly an hour to get to Motorola where he held a position as a Senior Equipment Technician; now his drive time to Koike Aronson is a short 15 minutes.

In 2009 Mike was sadly notified that he was losing his job at Motorola, for they decided to move their product lines overseas. After he was honorably dismissed, he spent the next 18 months unemployed; however, while his search for a new job was a top priority, he also decided it was time to obtain additional education and enrolled at Erie One BOCES where he earned his Electrical Certification.

Mike was born and raised in Rushford, NY and now currently resides in Freedom. He has been married for 23 years to his beautiful wife, Annie, and has two daughters - Rachael (22) and Valerie (19). Both of his daughters attend Fredonia State College. Rachael will soon be graduating with her Bachelor's Degree and aspires to be a Graphic Designer; Valerie will continue with her education and is majoring in American Studies. In his leisure time, Mike enjoys playing golf, camping with his lovely family, riding motorcycle, watching football and hockey, and hunting.



*Mike Walden*



*Fernando Bertola*  
*Koike Brazilian Manager*

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### ***Koike Expands into Brazil***

**B**razil is one of the BRIC countries (Brazil, Russia, India, and China) and is considered one of the "Big Four" (fastest developing countries worldwide). Brazil continues to have exponential growth due to the following factors: abundance of raw materials, government encouraged growth in the petrochemical industry, continued exploration and development of deep sea oil, strong manufacturing industry (including automotive and shipbuilding), 2014 World Cup, and 2016 Summer Olympics.

We, Koike Aronson, Inc., have been selling in Brazil for well over two decades with good results. In order to continue to expand sales in the Brazil market, Mr. Fernando Bertola has been selected as the KAR Brazil Manager.

Fernando brings with him a solid background of engineering, managing, and selling experience. Fernando will help us better position our products in the Brazilian market with our distributors and sales representatives.

Contact Information • Phone: +55 11 8153-7770 • Email: [bertolaf@koike.com](mailto:bertolaf@koike.com) • Skype: fernando\_bertola.

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### **Plate Pro Extreme and Mastergraph II Millennium equal Top Selling Machines!**



Dot-Peen Marking with True Hole™ Plasma Cutting leaving an indent on the plate.

Note: Dot-Peen Marking produces very small, legible lettering and line marking for fabrication layout.

[Click here](#) to view new Plate Pro Extreme Video

**I**n 2010 Hypertherm's True Hole™ technology was first introduced. True Hole™ technology was designed to be used for mild steel; it can produce a one-to-one hole ratio from 1/8" to 1" mild-steel plate, virtually eliminating hole taper which is typical with plasma cut holes. Due to Hypertherm's strong marketing abilities, there has been a significant demand for the True Hole™ technology; we were driven to configure both our Plate Pro Extreme and Mastergraph II Millennium machines so they could produce better hole quality.

Since we added these two cutting machines for True Hole™ Technology, both the Plate Pro Extreme and Mastergraph II Millennium have been our best-selling machines ever! These machines are able to improve production and save time and money at an affordable price.

*For more information, please contact our knowledgeable Cutting Machine Sales Staff at 585-492-2400, ext. 430.*

[www.KOIKE.com](http://www.KOIKE.com)

**Phone: 1-800-252-5232**



Photo taken at one of KSK's customers' sites that was hit by tsunami.

## KSK Provides Relief To Those Effected By Giant Earthquake/Tsunami

On Friday, March 11<sup>th</sup> at 2:46pm the Tohoku Earthquake occurred. There were several members of the Tohoku Branch Office scattered at different office locations in Japan when the earthquake struck; luckily everyone was "okay" and office locations weren't damaged too badly. By Monday, all of Tohoku Branch Office members started to clean up their offices by picking up gas cylinders that tipped over during the quake.

After the cleanup was complete, they checked on their end-users and distributors to make sure they were okay; everyone had to use their cell phones because all essential utilities including landlines were out of service. By the end of March, a Koike Technician was able to visit all of the end-users who had been struck by

the Tsunami to evaluate whether or not their Koike equipment needed to be repaired. Shipyards located near the coast, however, were not as fortunate, as all of their cutting machines were deemed unusable.

All shops were closed, including gas stations and convenience and grocery stores. As a result members of the Tohoku Branch experienced a lack of food and water. However, they were able to receive help from KSK's office in Tokyo who had arranged a truck of relief goods to be delivered to their location.

KSK's Tohoku Branch Office was able to aid many earthquake/tsunami victims by providing oxygen tanks to the Kurikoma hospital, as well as food and other gases to their distributors and end-users who were located within the worst stricken areas of Ishinomaki-City and Miyagi Prefecture.

Due to the major disasters, many customers needed to place emergency orders; the Tohoku branch received 150% to 200% more orders compared to its average monthly orders on CNC plasma and oxy-fuel demo cutting machines, hand-held torches, regulators, and hoses.

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