

WINTER 2020


# ISWM<sup>NEWS</sup>

International Society of **Weigh & Measure**



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**SAYS**



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**International Society of Weighing & Measurement**

P.O. Box 507, Fairmont, MN 56031

John Hughes

*Executive Director*

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These meetings will be announced in January for when and how to sign in. Our last two Board of Director's meetings have been on Zoom and worked okay. We are looking forward to hearing from you on the division level!

**Q1, 2021 Division Meeting via Zoom**

Early planning for a Super Regional Meeting is beginning. Super Regional Plan will be set by the end of March. Watch for more news about this!

**Late Q3, 2021**

The ISWM Has  
Moved!  
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*Executive Director*

**International Society of  
Weighing & Measurement**

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## 2020 Board of Directors

### Executive Committee

#### President 2020-2022

George Williamson  
*Greenville Scale Company, Inc.*

#### Vice President 2020-2022

Chuck Sandak  
*Security Scale Service, Inc.*

#### Past President 2020-2022

Cathy Erickson  
*Brecknell*

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Ryan Fox  
*Central Illinois Scale Company*

#### Executive Committee Member 2020-2022

Randall Hardin  
*East Tennessee Scale Works, Inc.*

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Bert Baxter  
Tim Campbell  
Steve Dishon  
Jef Frost  
Jim O'Brien  
Bob Perron  
Carlos Lares Ponce  
Dag Rasen  
Lucian Stacy  
Rob Woodward

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November 30, 2020

Dear ISWM Members,

What a year, and it is not over yet. COVID-19, lockdowns, masks, social distancing, all the new movies I wanted to see put off until next year, and a national election make this one year to try to forget. Although this year was rough socially and economically, I hope everyone got to get out and enjoy themselves doing whatever you love doing. In fact, I enjoyed the social distancing part of this year as it gave me a good excuse to be the recluse that I am by nature. However, a highlight of the year has been watching the one-upmanship on past President Jerry Finnegan's Facebook group "Back Deck Grilling with Finn," where I have seen some really good food being prepared on some really fancy equipment.



A COVID-19 vaccine should be available to the general public sometime in the second quarter of 2021. Hopefully, with the availability of multiple vaccines, things could potentially return to normal by the second half of 2021. Do you plan on getting the vaccine? I think the option of having the vaccine is a great prospect if the vaccine is not forcibly mandated on the public.

Thanksgiving, Chanukah, and Christmas have come or are coming quickly but will be lower key than past years. With this year's priority on "social distancing," this year's holidays will perhaps have more meaning this year than other years. One will hopefully think about the good aspects of their lives, family, and fortune as it could always be worse, so be thankful for what you have and aspire to be more than you currently are.

John Hughes has put in a lot of hard work creating a new website for the ISWM, so please take time to look at the new website at [www.iswm.org](http://www.iswm.org). The ISWM is now able to receive credit card payments for membership dues along with having the ability to host events, and many other features members have been asking about for quite some time. A new feature that has been currently implemented is the new job board. If you're looking to hire someone new or looking for a new opportunity, please visit the website at [www.iswm.org](http://www.iswm.org) and have a look. Posting a resume is always free.

Surveys for the ISWM are breathing some new life into our membership. The ISWM has recently performed a member's survey. We have our dealer business survey underway. And we'll be conducting a manufacturer survey. Our quest is to keep in touch with all aspects of the industry. Please visit the website @ [www.iswm.org](http://www.iswm.org) and have a look.

Our industry seems to be surviving the virus without a significant impact on revenues. I personally have never thought of myself as essential, but to my surprise, I am essential, or at least I'm being labeled as such. Being essential has allowed me to go about my life pretty much as usual but with a lot less traffic on the road and fewer people to deal with. All events can be looked at for the opportunity of a better possibility to the "status quo."

Stay safe, work hard, have fun, and we'll look forward to meeting again in person soon! Happy holidays with a definite desire for a new and better coming year.

George Williamson



**James Ceely**

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## ISWM Benefits Survey Drawing Winners

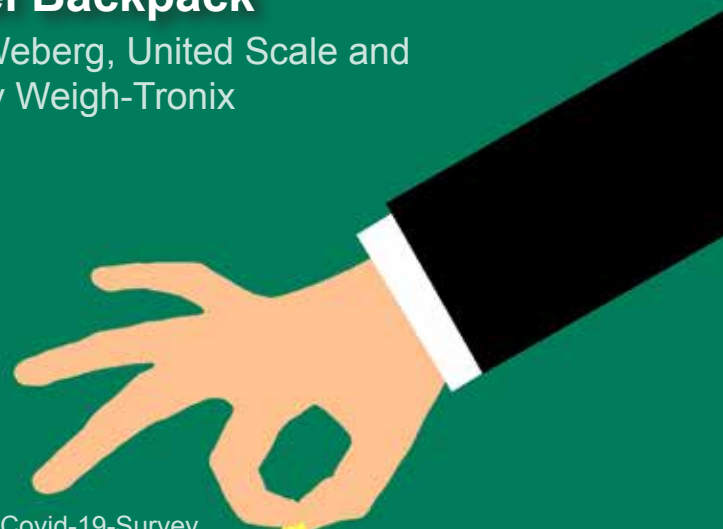
### \$100 Amazon Gift Card

David Arnold, Advance Weighing Systems, Inc.

### An ISWM Travel Backpack

Gary Greben, Ohaus, Denis Weberg, United Scale and  
Marty Wilcox, Avery Weigh-Tronix

**Thank you all for your participation  
in this, see the detailed survey results  
on the iswm.org home page  
(lower right-hand corner).**



Member Benefits Survey Results: [www.bit.ly/ISWM-Benefits](http://www.bit.ly/ISWM-Benefits)

COVID-19 Impact on Weighing Industry Survey: [www.bit.ly/Covid-19-Survey](http://www.bit.ly/Covid-19-Survey)



# Coti Global Sensors

Weighing Products Worldwide



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[sales@cotiglobal.com](mailto:sales@cotiglobal.com)



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(866) 762-2684



### **Nexent Innovations Inc.** Oakville, ON

#### **Miracle Service Announces Version 10.1.2.0 of its Service Management Software**

Nexent Innovations Inc., a globally recognized leader for service management software in the field service industry, has announced a significant upgrade to its leading software, Miracle Service. Its highlights include:

#### **QuickBooks Online Integration**



Miracle Service integrates with twenty standard accounting software packages, including QuickBooks (Desktop), Sage50, and now by popular request, QuickBooks Online. Miracle Service users can improve efficiency by eliminating double entries when they export invoices, purchase orders, and inventory directly into their QuickBooks Online accounting software.

#### **QR-Coded Equipment Label Printing and Scanning**

Field technicians can now print QR-Coded equipment and asset labels from their mobile device to a compatible label printer. At future visits, they'll save time by scanning the QR code from their mobile to immediately bring up the equipment information within their Miracle Service Mobile Field Technician App. This newest feature will make it even easier to reduce service times

and increase productivity.

Miracle Service software supports the complete service life cycle for scale dealers: fully integrating CRM, sales, dispatching, technician scheduling, certificate management, inventory, billing, and mobile field service. Miracle Service streamlines operations into a single system. The software architecture is modular, and customers can add functionality as they require it, ensuring their investment in the system is maximized.

Nexent is committed to providing products with the best value to streamline scale sales and service operations. Scale dealers looking for professional service management solutions are invited to visit [www.MiracleService.com](http://www.MiracleService.com) or call 1-877-263-9368 to discover the benefits of proactive service management systems.

#### **About Nexent Innovations**

*Since 1994, Nexent Innovations Inc. has provided business solutions for thousands of field service clients in over 45 countries around the world.*

### **Rice Lake Weighing Systems** Rice Lake, WI

#### **New Mobile Dimensioning System from Rice Lake: iDimension® Plus Mobile**

Rice Lake Weighing Systems has released a portable dimensioning system to provide the reliable measurements of Rice Lake dimensioners in a mobile package. The iDimension® Plus Mobile utilizes the iDimension Plus static dimensioner and rechargeable batteries attached to carts.

The iDimension Plus Mobile is available as either 30-inch or 48-inch long workstations with two fixed and two locking swivel rubber wheels. The onboard batteries power not only the iDimension Plus but additional equipment such as bench scales and laptops



as well.

This system allows operators to take the dimensioning system directly to packaging workstations, optimizing warehouse space, and allowing users to handle increased volumes due to seasonal peaks and business growth.

To learn more about the iDimension PWD and all of Rice Lake's dimensioning systems, visit [www.ricelake.com/idimension](http://www.ricelake.com/idimension).

#### **Rice Lake's New iDimension® PWD for Palletized Shipment**



Rice Lake Weighing Systems is excited to introduce the latest in our line of dimensioning systems, the iDimension® PWD.

*Continued on page 10*



# WEIGHT WITHOUT THE WAIT

## *Weigh-In-Motion: The Evolution of Truck Scale Technology*

### LS-WIM® AXLE SCALES

Precision Weighing at Low Speeds



### LS630-WIM™ PORTABLE SYSTEM

Adaptable WIM Solution

### STRAIN GAUGE STRIP SENSORS

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The Axle Weighing Specialist

The iDimension PWD dimensioner and scale system provide shippers with the dimensions and weight of palletized shipments in less than two seconds, allowing users to identify the correct freight class, reducing the risk of non-compliance fees from carriers.

Pallets or parcels as large as 6-feet cubed and as small as 6-inches can all be accurately measured with the iDimension PWD. Network integration is easy with the iDimension PWD, allowing users to transfer images, dimensions, and weight information to a computer on the same network, simplifying any potential claims processes.

The iDimension PWD features a 5,000-pound capacity floor scale with a 5-foot by 5-foot platform to accurately weigh pallets. Built-in bumper guards protect the scale from forklift traffic during dimensioning processes.

To learn more about the iDimension PWD and all of Rice Lake's dimensioning systems, visit [www.ricelake.com/idimension](http://www.ricelake.com/idimension).

### New MSI Dyna-Clamp Tension Meter from Rice Lake

The latest in the Rice Lake Weighing Systems' MSI brand of weighing and tension measuring products is a durable, easy-to-use wire rope tension meter: The MSI Dyna-Clamp.

The MSI Dyna-Clamp is a wire rope tension meter featuring an easy-turn power screw to simplify engaging and taking measurements on a variety of wire rope diameters. Operators will be able to measure the tension of wire ropes up to 1-inch in diameter without changing or adjusting equipment. No extra bobbins or sheaves are required for the Dyna-Clamp to measure multiple rope sizes.

A large LCD display makes tension readings easy to see, even in bright, sunny conditions. The MSI Dyna-Clamp's rugged display also has two lines for monitoring tension readings. The primary line features the live wire rope tension, while the secondary line can be set to display rope diameter, average tension, or peak tension. The Dyna-Clamp can also be factory calibrated for up



to eight different wire rope sizes with no additional fees.

The MSI Dyna-Clamp was designed for wire rope tension monitoring in various industries, including tower and stack guy wires, bridges, elevators, fall arrest systems, zip lines, and many more.

Learn more about Rice Lake's tension meter at [www.ricelake.com/msi](http://www.ricelake.com/msi).

### About Rice Lake Weighing Systems

*Rice Lake Weighing Systems is a family-owned, ISO 9001 certified corporation and has been manufacturing and distributing weight-related products and supplies since 1946. Today, Rice Lake Weighing Systems is a global leader in measurement and automated process control.*

### Pennsylvania Scale Lancaster, PA

### Text for the Simulator News



No technician should be without a super convenient precision Load Cell Simulator, and two new models being introduced by Pennsylvania Scale are game-changers. With convenient screw-terminal connectors that are plug-and-play, it is a simple task to set up a range of pigtailed to interface

with any indicator or bench scale, making it easy to isolate load cell issues when troubleshooting scale systems efficiently. These elegant, high precision, and quality millivolt simulators can be used to simulate pressure, torque, or force load cells.

At the \$45 list price, the compact 61400 model uses a slide switch for mV ranges 0.00, 0.5, or 1 mV selections and is perfectly sized for toolboxes.

The 61401 model adds selectable modes Vernier, Fixed, and Zero, as well as switchable polarity (normal or inverted) and a high precision adjustable output by way of a convenient knob. With its list price at \$130, it would be hard to find a better value. Pigtailed, again, are plug-and-play and can be easy to set up for a wide range of scales and meters. The screw-terminals are inexpensive and reliable, with connections for + Excitation, + Signal, - Signal, -Excitation, and shield.

During the COVID period, Pennsylvania Scale has revamped documentation for product support, added new products, and has YouTube coaching videos and user/technical manuals easy to download from its website. Years in the business have taught us that scale technicians have a significant influence in equipment selection by our resale customers, and we are responding accordingly.

For more information, contact Peter Siegrist, Sales Manager at [pas@pascale.com](mailto:pas@pascale.com) or visit the web site [www.pascale.com](http://www.pascale.com) or call 800-233-0473 XT 108.

### A750 and 7600 Grain Dockage Scales for Quality Testing

It's harvest season, and Pennsylvania Scale is offering its A750 and 7600G Grain Dockage (percent-gain or -loss) test scale for the agricultural market. The NTEP-approved design features dual-range resolution of 0 – 500 x 0.2 grams/500 – 2000 x 0.5 grams as well as lbs. A button press displays KG/Hectoliter or LB/Bushel, which are based on a pre-set multiplier.

To determine %-gain or %-loss, weigh a measured sample, and press 'MEMORY'. Clean or process the sample, and reweigh the sample, pressing '%' to display %-loss or %-gain. Grain dockage scales are used to determine the quality and grading of purchased or sold grain such as soybeans, corn,

*Continued on page 12*



# AUROMA

## REMOTE DISPLAYS



**8 models to suit any weighing application.**

\*Aurora MINI not pictured



Aurora 45



Aurora 10



Aurora 20



Aurora ALPHA 12



Aurora ALPHA 8



Aurora 45 SL



Aurora 65

**Industry-best compatibility**  
**Technician-friendly installation**  
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**Stainless steel options and more!**

**Excellent brightness & clarity over long distances**  
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**www.westernweighing.com**



**WEIGHING TECHNOLOGIES**

FERNDAL, WA. 98248 - 5007



wheat, canola, and other grains.

In addition to the grain grading industry, the scale has applications for determining the quality and consistency of die-cut or other premeasured samples before and after manufacturing processes. Examples would be roll roofing, coated fabrics, or other materials after further processing where quality control is important.

Full support is always available for units in the field – either calibration and testing or ‘Flat Rate Repair’ with a one business day turnaround.



For more information about customized quality determination scales and specialty measurements such as Basis Weight or Coin Counting, contact Peter Siegrist, Sales Manager at Pennsylvania Scale Company, 800-233-0473 or [pas@pascale.com](mailto:pas@pascale.com).

### Intelligent Weighing Technology Camarillo, CA

#### Intuitive, Integrated, Intelligent Semi-Micro and Analytical Weighing

The Intell-Lab™ LF series of semi-micro and analytical balances offer superb weighing results, along with many important lab-friendly features. Made in Japan, they have been designed with exceptional attention to detail – from ergonomics to laboratory connectivity.

From “crossover” door systems that allow you to open the right-side door by using the left-hand slide, or vice-versa, to split and nested doors that don’t protrude outside the balance housing, to true auto-calibration that will automatically calibrate even when you are not there, the LF semi-micro and



analytical balances offer simple solutions with accurate results.

The LF Easy RES™ allows you to change from three response times to suit your application. Statistical monitoring and recording of results are also possible with the versatile LF series. You may automatically calculate the various statistical data and easily record it to a printer or PC via USB. RS 232 is standard. The free downloadable data collection software, RTS, enables direct data entry to Windows®.

The LF Series, made in Japan, is available through Intelligent Weighing Technology.

To learn more information, you can visit us at [www.intelligentwt.com](http://www.intelligentwt.com) or call us at 1-805-642-3034.

#### New Sophisticated Display HT Analytical Balance from Japan Stable, Repeatable, Low Cost



The popular HT balance series brings you world-class weighing results for one of the lowest costs around. This sophisticated series is made in Japan and has superb repeatability, temperature compensation, and ease of cleaning. This versatile unit can also be battery powered with the dry cell battery option.

From analytical to rugged toploading balances, utilizing tuning fork technol-

ogy, the Vibra® range meets most application needs. This technology has many advantages over others in use today. Inherently temperature stable, tuning fork sensor balances do not need a long warm up time. You simply turn on the balance, and within ten minutes, you can start weighing. No fuss, no bother. The tuning fork sensor also gives high repeatability, higher stability, and low power consumption. As there is no magnet and coil, it is also stable when weighing magnetic objects.

Because the HT does not have a force restoration or hybrid mechanism, the unit can be transported or shipped with much less protection than conventional analytical balances. Intelligent Weighing Technology can provide specially built carrying cases to allow easy and safe transportation, even flying as airline baggage. Because it’s allied with the almost instant start-up, the HT series is the ideal unit for traveling between calibrations and is easy to set up in a new location.

This range enables you to calibrate the balance easily and diagnose the health of the equipment. Many laboratories have changing environmental conditions that can affect the performance of balances. The a-Check system will give a diagnostic menu of the conditions the balance is experiencing at any particular time.

Another feature is the antistatic draft shield, which can be completely removed for easy cleaning and disassembly.

With GLP capabilities and connectivity to the rest of your laboratory peripherals and the Internet, the Vibra® range offers simple solutions with accurate results. The HT can talk directly to Windows with its free downloadable communications program. Other options include density kits, battery operation, remote display, Intelligent Ionizer, anti-vibration plate, underweighing hook, and carrying case.

In capacities of 80 g, 120 g, and 220 g, the HT is the best deal in analytical balances around. The HT 224 can also come with internal calibration.

To learn more information, you can visit us at [www.intelligentwt.com](http://www.intelligentwt.com) or call us at 1-805-642-3034.

## EP Balances from Precisa Swiss Technology, Superb Quality and Reliability



The Precisa EP series, sold by Intelligent Weighing Technology, is one of Precisa's flagship instruments. For more than 70 years, Precisa's Swiss engineers have designed solutions to make weighing simple and efficient. And now, the EP series is available at even more affordable prices.

From Semi-micro through analytical to decigram, the EP series offers uncompromising, sophisticated, and elegant solutions to a variety of laboratory applications. The EP offers capacities up to 125 g x 0.00001, 520 g x 0.0001 g, 2,220 g x 0.001, 8,200 g x 0.01 and 12,200 g x 0.1.

The robust die-cast aluminum housing's premium workmanship, coupled with the finest engineering materials and design, provides excellent protection against mechanical and electrical interference. This allows the balance to operate at the highest levels of precision, from the initial weigh-in period through to the final result. The EP balances perform to specification, all day, every day.

The IR Sensor Automatic Draft Shield on the semi-micro and analytical models, operated with a wave of your hand...either hand, allows you to enter the chamber easily from either side.

The backlit graphic LCD display with structured access to the menu offers simplicity of operation. The SCS self-calibrating system enables automated balance calibration for consistent results. This feature includes a programmable temperature and/or time function to assure that the balance is always calibrated and ready to use.

Statistical monitoring and recording of results are simple via the RS232 and USB interfaces. GLP printing is also supported as well as many options and applications, including printers and ionizers.

The EP series provides you with a comprehensive solution to demanding laboratory tasks and allows you to provide and capture critical results.

To learn more information, you can visit us at [www.intelligentwt.com](http://www.intelligentwt.com) or call us at 1-805-642-3034.

### NTEP Approved ALE Balance Series

With a host of functions, the ALE NTEP approved series offers you a solid, adaptable instrument for applications as diverse as pharmacy filling, counting, below balance weighing, and laboratory networking.

Made in Japan, using the Vibra® Tuning Fork sensor, the ALE series offers you quick stabilization time and safe shipping, free from breakage.

Capacities range from 220 g to 15,000 g with readability from 0.001 g to 0.1 g. The milligram models include an analytical type antistatic glass draft shield for easy access to the weighing chamber. Time-saving "free keys" allow you to assign shortcuts to often used functions.



Peripheral communication is available through RS 232 or USB ports. Both are available as standard equipment. An extension RS 232, ethernet, and relay are available as options.

The ALE series includes an AC/DC adapter but can also be operated with dry cell batteries for portability. The ALE series is supplied by Intelligent Weighing Technology.

To learn more information, you can visit us at [www.intelligentwt.com](http://www.intelligentwt.com) or call us at 1-805-642-3034.

### About Intelligent Weighing Technology

*Intelligent Weighing Technology, Inc. is an international provider of weighing products and components. With its 10,000-square foot facility located in Camarillo, CA, Intelligent Weighing Technology offers a high level of product inventory for faster shipping. But we don't just ship out the product. Every balance that leaves this building has been checked out and calibrated by our expert staff to ensure you get the best product available.*

*Built on a cornerstone of quality, precision, and service, Intelligent Weighing Technology provides its customers with the equipment they need, right on time.*

*To learn more information, you can visit us at [www.intelligentwt.com](http://www.intelligentwt.com) or call us at 1-805-642-3034.*

### ISWM News – This is Your Benefit, so Feel Free to use it!

Each issue of the ISWM News features product announcement, changes in business ownership, new employee introductions, interesting insights on business trends, retirements and more. We haven't had any Division news to report here lately, but perhaps by Q3 2021, we'll be back to some semblance of "normal."

So, if you are a dealer with a special application, well-proven and available for sale – why not let us know about it! You might find that a dealer in 4 states over needs just what you have designed and proven. If you are a manufacturer with something new to offer, don't be shy, we would love to hear about it!

We will always have some space for this in the magazine, but it is possible that we get too much information – in that case, we can certainly do some posts on the Division website pages or create a new webpage just for ISWM News overflow.

If you have any questions, please contact John Hughes, executive director for ISWM, at [John@iswm.org](mailto:John@iswm.org), or call 507-848-7103. The New ISWM address is P.O. Box 507, Fairmont, MN 56031.



# The Survey

## 1996 ISWM COMPENSATION AND BENEFITS STUDY

**ISWM**  
SOCIETY OF WEIGHING & MEASURING

2 Survey of ISWM  
Dealer Distributor  
Operations  
Survey Results

February 6, 2013

1989 ISWM

COMPENSATION  
BENEFITS STUDY



INTERNATIONAL S  
OF WEIGHING AND MEA



# vey Says

**S**urveys have been a significant part of the ISWM's past and for good reason. Through a survey, we can find out about our members and what is important to them, their businesses, where they would like to take a vacation, what challenges they face, and many more topics pertinent to the functions of the ISWM.

Our current plan is to run a few surveys, or perhaps, polls (easier, take less time but do a quick summary of some situation or idea). For this year, we have done a COVID-19 poll on the effects it has had on your businesses and the Member Benefits survey. The results of both are on the website for your review. The Dealer/Distributor business survey is currently underway with a deadline (extended) of December 18th. And last for this year, the Manufacturer's Business Survey is planned for release in early December with a deadline of mid-January.

Part of the recent change in ISWM management was getting all the archived documents transferred to our new location. Over 1400 lbs. of paper was included in this with (surprise) multiple survey results from years back. Most of these were compensation and benefits surveys of the member dealer busi-

nesses, but others included surveys of manufacturers related to conference content, venue, and time intervals for the ISWM conferences and looks at the manufacturing business results as well. (Note: Some of this archived material will begin making its way onto our website based on relevance and interest.)

Today we have a committee of ISWM members who are bringing you these results. Randall Hardin, Chuck Sandak, Ryan Fox, and Ashley Thomas (survey designer) make up the group with participation from George Williamson and John Hughes as needed.

Looking forward, we would like to do the Member Benefits Survey about every two years, the Dealer/Distributor and Manufacturing Surveys in 2021, and then perhaps move these to once every two years as well. Adding timely topics as either polls or short surveys should become more common, maybe once a quarter or longer, based on events and other news that may affect us.

If you have an interesting topic you would like to see polled or have any questions or comments related to our survey plan, feel free to email or call the ISWM staff at 507-848-7103 or [staff@iswm.org](mailto:staff@iswm.org).



# Creating a Customer Service Culture And Brand

*“Getting an audience is hard. Sustaining an audience is harder. It demands a consistency of thought, of purpose, and of action over a long period of time.”*

Bruce Springsteen

*by Rob Woodward*

**R**ay Kroc opened the first McDonald's restaurant in Chicago back in 1955. To me, one of the marvels of the modern world is that – pretty much without exception – you can order a hamburger at any one of 40,000+ company-owned and franchised locations, and you'll find the size and placement of the pickle, condiments, patty, roll, and packaging to be the same. The company has developed systems and supply chain resources so that a hungry traveler anywhere in the world can anticipate a predictable, consistent standard of presentation, cleanliness, and personal treatment. Back in my fast-food days, the sign of those ubiquitous golden arches was a beacon of expectation of a very specific gastric experience. Don't even get me started on the fries...

It's been said that the key to customer

retention can be expressed in three easy words: consistency, consistency, consistency that translates into TRUST, TRUST, TRUST. For busy people, the ultimate safe, efficient experience boils down to BRAND, BRAND, BRAND.

Market research has confirmed again and again that a customer will gladly pay a higher price (think Chick-Fil-A, McMaster-Carr, Apple, Sony, Dell, Snap-On, Chivas) for a consistent and predictable experience. In almost every case, barring some unforeseen disappointment, failure to adapt to market changes, or an unexpected problem causing a change in buying habits, these translate into customers for life who use the branding as shorthand for purchase decisions.

This (real or perceived) differentiation between supply chain resources is the

ONLY hope of repeat business... when a specific level of trust is established, busy customers, overwhelmed with choices and too much conflicting information, will migrate back to the trusted supplier again and again.

Sustaining that customer relationship (and high expectation of consistency) is the only hope of a dynamic future. This is a mixture of both perception and reality in terms of customer experience.

While growing up in our household, there was always a Chevrolet in the garage. My dad was a 'GM-man,' and although he might have aspired to a Buick or Oldsmobile, every year or two, he would come home with a new Chevy. Until 1970. The 1970 Townsman wagon, trapped in production hell due to a UAW strike, was a

*Continued on page 18*

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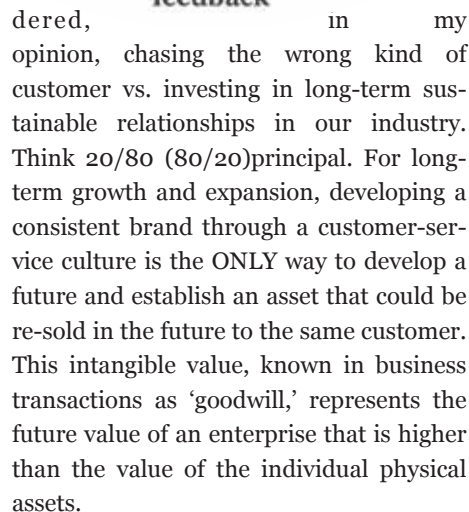
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While the most difficult aspect is acquiring new customers, SUSTAINING and maintaining these customers is the most important aspect of future revenue, and it involves consistency, trust, and brand development (shorthand for an expectation of experience). Put simply, every aspect of branding, service, treatment, point-of-contact, documentation, and all customer interfacing must be consistent, coordinated, customer-centric, intentional, and most especially, organic to the culture of all employees in the organization. Despite that, there may be customers lost due to inadvertent or unintentional problems, so customer feedback and ongoing marketing efforts (retention and follow-up) are critical to keeping lines of communication open.

Continued on page 20

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## Creating a Customer Service Culture...

Continued from page page 25

All of the aspects of customer treatment form an orchestra or ensemble that works together for a consistent and excel-

- A long-term customer is offended by an overzealous A/R person when an invoice was misplaced or caught in an approval queue that could easily have been resolved.
- A technician shows up for a service

• A billing dispute or return credit festers over multiple billing periods due to an inconsistent chain of authority to correct the problem.

• Transactional documents are hand-edited or are not up to date with current logo; contact information is not consistent.

• Customer receives different treatment for a low-ticket-price item vs. high ticket price item justified by margin contribution.

• Unfilled promises of any kind; failure to return phone calls or the need for multiple inquiries for service or support.

• Dog-eared or yellowed brochures or documents; low-resolution scans.

• Substandard capacity labels or nomenclature edits to indicators and scales.

• Answering service does not reflect the enthusiasm of the brand.

• Customer complains, and no attempt is made to address or discuss the issue.

• Customer overwhelmed with attention during the sales phase of the project but neglected after the sale (inconsistent treatment)

• Customer does a site inspection, and

## Emotional branding

"Emotional branding is a term used within marketing communication that refers to the practice of building brands that appeal directly to a consumer's emotional state, needs, and aspirations. Emotional branding is successful when it triggers an emotional response in the consumer; that is, a desire for the advertised brand that cannot fully be rationalized. Emotional brands have a significant impact when the consumer experiences a strong and lasting attachment to the brand comparable to a feeling of bonding, companionship, or love. "Customers define themselves through the brands they use. The branded clothes they wear, the cars they drive, the drinks they consume, university they attended, favorite spots to hang out, and so on." - Nyimpini Mabunda, Smirnoff Vodka Marketing Manager. Examples of emotional branding include the nostalgic attachment to the Kodak brand of film, bonding with the Jim Beam bourbon brand, and love for the McDonald's brand." – source: Wikipedia

lent customer experience. Branding is the shorthand emotional identity that ties it all together.

Here are some easy ways to fail:

call unprepared or creates a poor personal impression by speaking negatively about a competitor. Dirty and unkempt (unprofessional) company vehicle.

The advertisement features a dark blue background. On the left, the ISWM logo (a globe icon) is positioned above the text "ISWM" in large white letters, with "International Society of Weighing & Measurement" in smaller white text below it. To the right of the logo, the text "Online payments" is displayed in large white letters. Below this, a paragraph states: "ISWM is now a secure website with online payment for memberships. It's never been so easy!". A white button with the text "READ MORE" is located below the paragraph. At the bottom left, there are four small white circles, followed by the website address "www.iswm.org" and three social media icons (LinkedIn, Facebook, and a scale of justice). On the right side of the advertisement, there is a stylized illustration of a laptop and a tablet. The laptop screen shows a credit card with the number "1234 5678 9090 1011" and the text "Credit Card". The tablet screen shows a website with various icons and text. The top right corner of the advertisement has navigation links: "HOME", "ABOUT", "SERVICES", and "CONTACT" (partially visible).



when he adds creamer to his coffee, it immediately curdles (past its expiration date- this really happened!).

To quote Scripture: "We've all fallen short..." but the difference is addressing and correcting the issue promptly with a positive attitude that matches the brand equity.

Branding is the emotional identity of the organization and must reach every corner of every potential customer experience. Consistent branding is more than marketing jargon; it is the heart and soul of the supplier and no stone left unturned. It starts with marketing and imaging, but the full experience reaches throughout the organization with perfect execution. The steak has to measure up to the sizzle, as they say! Good branding will provide an emotional connection ('bond') that reinforces the customer's decision to do business. Establishing and developing this loyalty is an ongoing process.

Another important aspect of branding is RETENTION. It's not enough to acquire a customer and serve his/her needs; it is critical to maintain ongoing communication through helpful and useful information and product information related to the brand. It is critical to develop and maintain a database of past/present customers and stay in touch through broadcast marketing. The point is not to overwhelm or pester them but to provide constructive knowledge that reminds them of the value of dealing with your organization. Truth is: There is no such thing as an 'ex' customer; rather, an 'inactive' customer is a better definition.

Customer Relationship Management (CRM) software and customer databases are efficient ways to stay in touch. Many are free or very inexpensive. The value of maintaining awareness to customers cannot be understated.

A good place to start is to develop a 'Mission Statement' that reflects as a whole what you want your organization to represent. What are we offering the customer? For example, an organization that 'calibrates scales and provides traceability' actually works with the customer to establish and maintain the highest standards of quality and production perfection. Is your organization tech-oriented or

service-oriented? Are your standards of operation rigid, or are they flexible to meet the needs of the customer? Is your pricing policy aggressive to meet competition, or are you establishing intangible value in the installed price of the equipment with high standards of product support?

One good way to develop a brand is to consider your target customer. Who are you trying to reach with your goods and services?

Your organization's unique attributes specific to your target customers are referred to as 'differentiators.' What is unique or specific about your brand that makes your organization more valuable to your service base?

New employees must be selected to synergize with the brand and have technical skills and abilities. For most customers, they are the face of the brand.

Done well, your brand reflects a continuous and ongoing process of consistently making sure the customer's reality (or perception) matches his or her expectations. While it represents measurable and quantifiable performance, it is the emotional connection that keeps customers coming back again and again with consistency and trust.

Consider this: The ultimate marketing tool is word-of-mouth referral. You achieve the highest honor is when your supplier or a customer recommends your company without reservation in the form of leads or referrals, knowing that their reputation is staked on your performance. This level of confidence will help you know that you have succeeded!

Personal Note: You will notice some changes in the heart and soul of the branding of ISWM. The Board of Directors has long ago determined that if our members are our 'customers' that all aspects of ISWM must meet/exceed the branding expectations in providing value to our members as well as attract more. Our new Executive Director, John Hughes, has weighing industry blood circulating in his veins—and is totally in touch with the issues and challenges of all of our members. Both reseller AND manufacturer members stand to benefit from changes and feedback provided through surveys and member interviews. And after all, this should be fun!

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# My Well Stocked Truck

## Medium Capacity Scales

*By John Hughes*

**T**echnicians do make the weighing world work, representing their companies well, training customers on equipment operation, giving process tips on how to do things better, identifying potential risk situations from a support viewpoint, and letting the sales team know when they should make a customer visit. To help them make all this happen seamlessly, I recommend a “Well Stocked Truck”!

For me, the right concept for service is to make the call, fix the problem, and leave a happy customer. With that in mind, my target has always been a “One Call” concept. This concept avoids return service calls, saves the customer time, money, and improves their view of their service provider.

### What's in My Truck?

**My schedule for today** including any special customer requirements or instructions;

**Call checklist** (Not everyone uses checklists, but I have found them extremely helpful);

**Complete change of clothes** (A dirty work environment can pretty much ruin the rest of the day without this.) Your image is important to your customer and your company.

### Complete Toolkit and Specialized Tools as Needed

- An important part of the tool kit is your company label: “**For Service Call: Our Company Name, phone number, website address.**” This should have your logo and be placed in an obvious but not obnoxious location on the equipment.

- A full set of mechanical tools
- Electrical tools including meters, wiring kit, grounding straps, and other items based on experience
- Network tools including test cables, laptop, and some special apps that assist in finding network issues

- Service Manuals as required. Electronic copies are best downloaded to a PC, so the internet is not required

**Safety Equipment**, including all required and some optional items. I like to always have a set of safety cones and a first aid kit as part of the optional items.

**Equipment cleaning supplies** – always leave the equipment fully functional and looking the part.



**Calibration weights.** Note that for medium capacity scales, they require certified weights to a portion of full capacity if you need to certify the scale. (Not wanting to ever fuss with HB44 in front of a customer, I would suggest having each equipment test detailed fully prior to making the call. This would include the amount of certified and build up weight required.)

**Common Repair Parts and wear items** – with parts that were recently used fully restocked. This is a critical inventory that enables “one

call” success. Inventory on your truck costs money – so it is important to always be refining this stock. Do not carry too much, but don’t skimp on part selection. Note that for medium and higher capacity scales, these parts are significantly different from light capacity products.

### Unit Replacement Inventory

**Mid-Range indicators (2), surge protector, UPS (power supply), ticket printer, tape printer, and other items that may be sold directly on this call.** I also like to recommend the devices that will enable adding DATA for medium capacity scales – simple devices that either capture the data for later use or software programs that provide capture and analysis of the data. So many scale installations ignore the use of data in any other mode than just weight verification. Let your imagination add some good sales



to your service calls by identifying customers who could use their data better and carry those devices with you.

### Basic Selection of Sales Literature for Your Customer Base

Instrumentation, Controllers, Load cells and mounts, bench scales, floor scales, printers and a full line of scale system's accessories. Perhaps a service brochure detailing any contracts or special service coverage your company offers.

One of the duties of a good service person is identifying potential issues. Older equipment that is no longer supported should be identified as a "risk." Along with the risk identification should come an introduction to potential replacement equipment. Therefore, having the sales literature in your truck makes sense. I believe that every major manufacturer of weighing equipment has a series of products that have gone fully obsolete – with no repair parts available. This is RISK for your customer. If that equipment is used in a mission-critical application, you owe it to them to identify this as risk and help them address the issue. This ID of problems lets them get replacement equipment in the budget. As you both plan for replacements, perhaps you can schedule the equipment as something on your Well-Stocked-Truck for your next visit!

### My Company Reference Material

**Line card of what you sell and service.** Highlight your major suppliers' products in some detail, so you do not run into someone else's new scale on your next visit! Carry enough of these line cards to make sure that the local decision makers have a copy.

This card should also show your extended service hours, company specialties, and staff experience levels. Include an after-hours phone number, key contacts by name (perhaps with a photo), and, if appropriate, an equipment list.

Part of any well-stocked truck is a skilled, courteous, well-presented service person who inspires the customer with confidence that the job will be professional in all respects. That service person, of course, is you. You will likely surprise yourself with improved productivity and happier customers if you follow that old adage, "be prepared"!

John

*A minor disclaimer: I didn't dive into the detail in any category here. If I did, the article would be too long, and I am sure I would miss some of your favorite items. In the next issue, I'll be writing about stocking your truck for the heavy capacity scales. And soon you'll find detailed lists that we'll make available on our website for your comments and improvements. If you have any specific items that you feel are indispensable, drop me an email, and I'll include them in this on-going conversation.*

John

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# Man reinvents life in one semester with Scale Technician program at Barton Community College

**K**evin Wilson wanted to make a change, for himself and for his family, and he wanted it quickly.

“I didn’t want to live paycheck to paycheck anymore,” he said. “I wanted something a little more steady.”

Spending years in school was out of the question. Wilson sought out programs that would be efficient and effective. When he discovered Barton Community College’s Scale Technician program, he said it was the perfect fit.

The program takes only one semester to complete, thanks to condensed coursework.

Graduates enter the workforce with a Commercial Driver’s License and are qualified to test and certify commercial and noncommercial scales in Kansas and several surrounding states, which is something that must be performed on a recurring basis.

“For someone of my age, (the fast turnaround) was very much key,” he said. “It enabled us to interrupt our lives for a very short length of time and to interrupt income for a short length of time. Then I got out on the job and started bringing in income right away.”

He said the cost is also reasonable at

approximately \$3,700 for the entire 25-credit-hour program.

The condensed coursework was intimidating at first, but Wilson said he stayed focused and worked hard, and surprised himself with what he was able to accomplish.

“You think it’s impossible at first, but I made straight A’s all the way through; every course,” he said. “It’s not impossible, and the instruction was wonderful. It’s a little intense at times, but overall it was wonderful. The instructors Vic Martin and Vince Orth never stopped until I fully

understood what I needed to make me better prepared for the job.”

Life improved significantly for him and his family in June of 2019 when all his hard work paid off, and he landed a job with Travis Scale Co., and the paycheck-to-paycheck lifestyle became a thing of the past.

“The income is definitely good, but the part I love most is getting to meet so many people from so many different walks of life,” he said, adding that every day brings a new challenge with his employer providing services in seven states. “You’re guaranteed to see the countryside. It’s not just one thing all the time; every day is different.”

Scale Technician Ty McGuire has a long history with Travis Scale Co. and worked with Wilson during his first weeks.

“It was great,” he said. “Normally, if we have to train someone ourselves, it could take up to a year before they’re ready to go out on their own, and then if they don’t like it and they leave, we have to start over. Having Kevin come in from the Barton program was great because coming in the

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**“With a lot of industries, technology is taking jobs away. As a Scale Technician, you’ll always have job security. We’ll always need people checking scales.”**

---

first day, he knew a lot of what was going on. All he had to do was learn our expectations.”

McGuire said the company is working closely with Barton to keep the program relevant, and the administrators are always checking in on the next class of students for potential employees.

“If they’re looking for help, they’ll do interviews while the students are still in the

program,” he said. “We want to get them as quickly as we can.”

McGuire said the life of a Scale Technician has many benefits, including job security, novelty, and a living wage.

“With a lot of industries, technology is taking jobs away,” he said. “As a Scale Technician, you’ll always have job security. We’ll always need people checking scales.”

Wilson said he’s proud of the pivot he made with his career and looks forward to many years working in the weights and measures industry.

“It was a very good move on my part,” Wilson said. “I really enjoy what I do.”

Those interested in more information about the program can visit [scales.bartonccc.edu](https://bartonccc.edu) or email Instructor Vic Martin at [martinv@bartonccc.edu](mailto:martinv@bartonccc.edu).

Keep up with the latest Barton news here:  
[news.bartonccc.edu](https://news.bartonccc.edu)



Life improved significantly for Wilson and his family in June of 2019 when all his hard work at Barton Community College paid off, and he landed a job with Travis Scale Company. His new job pays a good income, and every day brings a new challenge.





***For ISWM members that are looking to***

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- diversify their client base
- achieve conformance or accreditation
- increase revenue

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# The ISWM News News

**W**e have a new feature now available on our website. On the home page ([www.iswm.org](http://www.iswm.org)) Bottom right hand, you'll see the Job Board. Click on that, and it will take you to a separate site that handles all of the Job Board functions. Here you can enter a Job Posting, submit your resume, and review jobs that are available specifically aimed at our industry, Weighing & Measurement!

There is some cost to using this job board, but members get a significant discount from non-member pricing. Between now and the end of January, enter the code "Members 2020" at checkout for a further 50% discount on the Member pricing. Go for the 90-day listing or listing bundle, and this will carry your job listing into March 2021 at this extra discounted rate!

You will also see in the pricing what we call A "Featured Listing." The fee for this is \$45, but the listing goes to the top of our listings and is also picked up by the Google Job platform for listing with them. We cannot further discount this feature of the site as it bears the cost of the Google Listing.

Post your jobs, check for resumes, get an email when a new job is posted. Your ISWM Job Board is ready for business! International Society of Weighing & Measurement ([mcjob-board.net](http://mcjob-board.net))

If you have any questions, please contact John Hughes, executive director for ISWM, at [John@iswm.org](mailto:John@iswm.org), or call 507-848-7103. If you prefer to mail ISWM, our New address is: P.O. Box 507, Fairmont, MN 56031.



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