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*Distributor News is a publication for distributors of WIKAI Instrument Corporation. If you would like to contribute to future issues, please contact the WIKAI Marketing Department at WIKAI Instrument Corporation, 1000 Wiegand Blvd. Lawrenceville, GA 30043 or [marketing@wika.com](mailto:marketing@wika.com). All information is given "as is, to the best of our knowledge, without any guarantee." WIKAI Instrument Corporation does not assume any liability for any material received. Opinions in this newsletter are not always the opinion of WIKAI Instrument Corporation or its Management.*

## Information Exchange: WIKAI Embraces Permission-Based Marketing



The pressure and temperature market is full of companies promoting products. Their efforts are not one-sided. Sales forces must interact with customers, observe their manufacturing environments and gauge their needs. They ultimately make recommendations to improve their customers' processes, becoming a true partner. Timely information, be it product or market-related, is vital to this partnership.

### Tools of Information

What sets WIKAI apart is the expertise of our distributors. Consequently, you are the preferred resource of companies needing technically sound and trustworthy consultation. There is no doubt that the more comfortable you feel with our products' features and benefits, the more effective you will be in providing solutions to customers. WIKAI Marketing produces helpful tools such as product literature and data sheets, Distributor News, and [wika.com](http://wika.com). WIKAXchange, our e-newsletter, is the newest of these tools. These communication vehicles enable you and your customers to reach the best business decision for their organization.

***What sets WIKAI apart is the expertise of our distributors.***

### Updated Through Technology

New products and product improvements are frequently developed at WIKAI. We initially responded with periodic 3-day training courses to ensure that everyone kept up with WIKAI's huge product offering. Unfortunately, training courses alone are not time-effective enough to reach the field with information critical for your continued success. Our multiple communications outlets, however, allow us a direct connection for timely updates on products and WIKAI initiatives. The new WIKAXchange is well suited to provide timely information about product developments.

### News You Can Use

In your quest to sell, you encounter many opportunities and challenges. Shuffling through junk mail in your e-mail inbox or post office box shouldn't be one of them. WIKAI only includes essential information in our communication and provides them to you with your permission. In fact, distributors often contribute by sharing their content suggestions.

### Staying In Contact

WIKAI Marketing continuously updates our distribution list. We may have contacted you, or people in your office recently for this purpose. Our goal is to maintain a master distribution list that allows us to offer information suited for each subscriber's individual needs. However, we need your help. To update your contact information and delivery status, contact Marketing at [marketing@wika.com](mailto:marketing@wika.com). You will soon be able to update your information and delivery status online at [wika.com](http://wika.com)!

WIKAI wants to arm you with the knowledge necessary for your success, not flood you with communication that you do not need or want. We invite you to take an active role in our efforts. Let us know what is important to you so we may address it with compelling content. Exchanging pertinent and valuable information is the crux of partnership. WIKAI looks forward to continuing this fruitful partnership with you.

**Sign up for up to the minute product information and industry news through WIKAXchange, our new e-newsletter. Simply visit click on "News" at [wika.com](http://wika.com) and press "Go" under WIKAI Events.**



# Update On Products

## New Panel Builder Gauge



WIKAI introduces the newly designed Type 233.55 Lower Back Mount (LBM) Panel Builder Gauge. This 2½" stainless steel gauge is specifically manufactured to exact panel builder gauge requirements. It adapts to industry standard panel hole cutout and retrofits most applications and comes glycerin filled.

Other standard features include: ¼" NPT process connection; crimped-on, tamper-proof bezel; off-set easy-fill vent plug; laminated safety glass window; socket restrictor for pulsation control; available in ranges up to 20,000 PSI; accuracy of ± 2/1/2% ASME B40.1 Grade A.

The Type 233.55 is an ideal gauge for panel mounting in the off-shore, refinery, chemical, and food & beverage industries. This gauge is made to order in a lean manufacturing facility and all ranges and combinations are readily available for delivery.



For more information about the 233.55 Lower Back Mount (LBM) Panel Builder Gauge, visit [www.wika.com](http://www.wika.com), or contact WIKAI Customer Care at 1-888-WIKA-USA.

# How Resourceful!

WIKAI Marketing has been working in concert with Business Development to transform [www.wika.com](http://www.wika.com) into a resource for you. The animated News Page is just a foretaste of a site with an Online Literature Order Form, enhanced Distributor Lookup Function and expanded Contacts page.

As the source for all things WIKAI, the News Page was first in line for a revamp. The page is categorized into New WIKAI Products, Featured WIKAI Literature and WIKAI Events. "WIKAI continuously develops and improves our product and service offerings. We are more committed than ever to keeping audiences informed," asserts Barry Figa, Marketing & Communications Manager. Featured WIKAI Literature is constantly updated due to the continual creation of product literature. Visitors may browse WIKAI Events for a complete event calendar as well as the opportunity to register for complimentary passes for featured tradeshow. Finally, there is a form that will add you to WIKAI's mailing list. Recipients receive communications such as Distributor News, new product announcements, or our new e-newsletter, WIKAXchange.

WIKAI's Support Page was simplified into Customer Care & Support and Customer Resources. Both sections feature all of the functionality of the previous Support page. One distinct addition is the link to WIKAI's Online Customer Center. "Providing web-based customer care has not been without hiccups. All in all, we have made customers' workload easier by allowing them to access vital information at any time from any place," states Matt Dickson of Business Development. Web browsers also benefit from an expanded Contacts page. Whether it is a number for Customer Care, or a Regional Sales Manager's fax number, you have a direct connection.

The News, Support and Contacts pages are just the beginning. On the horizon are the About WIKAI, Partners and Product pages. In the coming weeks, visitors can also expect miscellaneous additions to the website including a new WIKAI Literature page complete with an Online Literature Order Form. Also slated is an enhanced Distributor Lookup Function that will allow you search for WIKAI distributors by state or zip code! The same convenience will be duplicated for the Regional Sales Manager Lookup Function. "WIKAI always had a content-rich site. I am elated about the upgrades that new technologies allow us to provide," exclaims Dawn S. Smith who spearheads the site's transformation. Combine the evolving website with Distributor News and WIKAXchange and it is clear that WIKAI is giving you something to talk about.

Don't stop at Distributor News! Sign up for WIKAXchange, our new e-newsletter for new product information, candid articles from our executives and the opportunity to win outstanding prizes. Simply visit the News Page at [www.wika.com](http://www.wika.com) and sign up today!

### The New News Page



### The New Contacts Page



### The New Support Page



# WIKA NOTES...



October's survey gave **WIKAXchange** readers an awesome opportunity. Anyone who completed that month's survey was automatically entered into a drawing for a deluxe gift set. Hundreds replied, but **Richard Pinney** of **George S. Thomson Company, Inc.** was the lucky winner.

Richard wins a durable laptop bag, LEEDS leather padfolio and insulated tumbler. Stay tuned for the announcement of our November survey raffle. You never know, you could be our next winner!

**Steve Gramling** of **Gramling Incorporated** has been doing a lot of shopping lately and his stellar performance in the **WIKA Rewards** program gives him a way to pay for it.

Thanks to the 2-for-1 points promotion in October, attaining choice merchandise is twice as easy. So far, Steve is thrilled with the Nikon Digital Camera his points have earned him. He is not alone. Hundreds of distributors participate in WIKA Rewards, a program that rewards top sellers of **TRONIC 36** with premium merchandise and travel incentives.



Don't miss out on the fun! To register for WIKA Rewards, simply visit us at [www.wikarewards.com](http://www.wikarewards.com). More information on WIKA Rewards and TRONIC 36 can be found at [www.wika.com](http://www.wika.com).



Employees from around the world arrived at WIKA for the second installment of the **Diaphragm Seals Center of Excellence (CoE) Seminar**. The meeting was mandated to assure standardization of

service, price, work instructions, operating manuals and equipment. Now it is easier to do business with WIKA world-wide. Countries represented included **Germany, USA, Canada, South Africa, Brazil and Argentina**.


While the day provided instruction, participants also learned about Atlanta's nightlife. **Raimund Weissner**, Manager of WIC's Diaphragm Seals group, was the quintessential host. The education and fun had by all leaves everyone anticipating the next seminar in the **United Kingdom**. Achim Gareus thinks aloud before returning to Germany. "It was a fruitful meeting," he says grinning. Eleven other attendees agree with him and look forward to the next CoE meeting in 2005.

## M A T R I X

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## Tradeshhow Schedule



### 2005

#### January 19-21

Measurement Science Conference  
Disneyland Hotel Convention Center  
Anaheim, CA  
Booth #127

#### May 2-5

OTC  
Reliant Center  
Houston, TX  
Booth #4105

#### February 7-9

AHR 2005  
Orange County Convention Center  
Orlando, FL  
Booth # 1831

#### July 12-14

SEMICON West 2005  
Moscone Center  
San Francisco, CA  
Booth # 5414

#### March 7-10

National Design Engineering Show  
McCormick Place Complex  
Chicago, IL  
Booth #3743

#### October 25-27

LAGCOE 2005  
Canjundome & Convention Center  
LaFayette, LA  
Booth # TBD

#### March 15-19

IFPE  
Las Vegas Convention Center  
Las Vegas, NV  
Booth # S-14142

#### October 30 - November 2

WEFTEC 2005  
Washington Convention Center  
Washington, DC  
Booth #4217

#### April 11-14

SAE  
Cobo Center  
Detroit, MI  
Booth #1713

#### November 1-3

ChemShow  
Javits Center  
New York, NY  
Booth # TBD

#### April 26-28

Interphex  
Jacob K. Javits Convention Center  
New York, NY  
Booth #2068

For the latest WIKAI Tradeshhow Schedule, visit us online at [www.wika.com](http://www.wika.com)

## Let WIKAI Be Your Guide: WIKAI Marketing's Development of the WIKAI Ordering Guidebook

The 2005 WIKAI Price List and the WIKAI Product Catalog are becoming one comprehensive book, the **WIKAI Ordering Guidebook**. This new book will combine the best features of each, eliminating the need to have both the Price List and the Product Catalog when ordering or referencing WIKAI products. Distributors, customers, and WIKAI's own Regional Sales Managers and Customer Care have provided feedback for this new, all-in-one book.

The WIKAI Ordering Guidebook should prove to make ordering WIKAI products simple and easy. Each page will follow a standardized layout and design and will be color-coded for quick product and part number identification. For example, all standard products in red, based on sales history, are considered high volume and are ordered with a part number; products in white can be modified with minor changes without having to completely configure the product from scratch; products in blue are custom configured with all available options. The color-code also correlates the standard lead times for each product. For instance, red products ship in one to three business days; white products ship in five to 12 business days; blue-coded products are based on delivery date provided by the factory. The standard features and photo of the product are also included on each main product page.

The target date for the release of the new WIKAI Ordering Guidebook will be mid-year 2005. At this time, a price change for 2005 has not yet been determined. An ordering packet will be sent out when the Guidebook is ready for release. The packet will contain ordering instructions and a "how-to" manual on using the new Guidebook. As always, WIKAI is dedicated to providing our customers with the highest quality products at a competitive price with an "ease of doing business" philosophy. We appreciate your business and look forward to a prosperous New Year together.



*Joe Hughes and Linda Barton review WIKAI's current product catalog. Joe is charged with the design of the new WIKAI Ordering Guidebook. Linda will coordinate its distribution to customers.*

July 2006

Brittingham  
Construction  
inc.



Exclusively For South Fulton Residents

# summer lawn care 101

A green lawn is on everyone's wish list. The hard work it takes to achieve one is not. At week's end, it is tempting to place yard care on the backburner in favor of a good football game or shopping. This inevitably results in dead, unsightly grass and a costly expense to replace it. Give your wallet and body a break. With a little sweat equity and a lawn care schedule, your yard can be the envy of the neighborhood.

## The Well Fed Lawn

Lawns, like all living things, tell us when they need feeding. We rarely notice their cries for help until it is too late. Instead of playing a guessing game with random fertilizers, invest in a slow-release fertilizer. It stretches out the feeding and promotes weed control by encouraging the grass' root system to fill in bare patches. For lawns with weed issues, there are fertilizers that specifically promote weed control. The key to success with either of these products is sticking to a schedule.

Using a spreader to apply fertilizer to your lawn is a smart idea. Spreaders have a tendency to discharge fertilizer during loading. Avoid an accidental release and grass-burn by loading your spreader on a concrete surface before taking it onto your lawn. While these fertilizing tips are basic knowledge for grass in warmer climates, they are just the beginning of any lawn care regimen. Don't be afraid to read the instructions or ask someone at your lawn care store for specific tips for your yard. You will have a well-fed lawn before you know it.



## Tune-Up Your Lawn Mower

You yank the starter once, twice, three times and the mower refuses to start. Is it time to buy a new mower? The problem might not be as serious as you think. Most mowers require an annual tune-up. Thankfully, you do not any experience in repair to get yours in tip-top condition. Tuning it up is as simple as changing the oil, spark plug and air filter.

A warm engine is best for an effective tune-up. If you can manage to get your mower started, place a small amount of gas in the tank. Start the mower and let it run until it is out of gas. For safety's sake, disconnect the spark plug wire before working on your mower so it will not accidentally start.

*Continued on page 3*

Brittingham  
Construction  
inc. 1

# beat the summer heat

Resort-style pools are within reach thanks to advances in pool technology.

The lazy days of summer can be unbearable with Georgia's skyrocketing temperatures. One surefire way to beat the summer heat is with a pool. Thanks to advances in installation, your pool does not have to be the picture of oblong or rectangular boredom. Homeowners are now turning their backyards into virtual rainforests or mountain retreats.



This pool, currently under construction for Brittingham Construction's Showcase Center, is a perfect example of form meeting function. Project Manager, Richard Cardoza, evaluated the property's space and grade and determined that it needed a retaining wall on the backside of the pool. The team will mask this retaining wall with a dramatic rock waterfall. Its placement will allow visitors to view it from inside the Showcase Center's large bay windows. The group is also removing the existing wood deck and replacing it with concrete. This will open up the backyard and offer more usable space.

Brittingham Construction utilizes this same level of creativity for all of its clients. After carefully considering your space, we will develop drawings and a proposal for your approval. There is so much to consider in building a pool. You can surround it with a deck or concrete. Like homes, pools have flooring. Stone and tile are typical choices. Saltwater chlorinators are a popular request by homeowners. This product produces chlorine when mildly salted water passes through a salt cell. The chlorine dissolves instantly and safely sanitizes the pool. "It is one hundred percent natural. That means no green hair and no irritated eyes. It is wonderful," states Cardoza.

After the plans have been fine tuned and approved, Brittingham Construction begins the process of obtaining permits. The time it takes to acquire the necessary permits varies by city and county. Sandy Springs and the City of Atlanta permits take up to five weeks to get. Fulton County permits can be obtained in a few weeks. Layout and excavating begins afterwards. This project is still underway, but it is going to be a breathtaking pool once it completed.

***Would you like to see how it turns out? Contact Brittingham Construction to schedule a tour of our Showcase Center. Our team will show you how easy it is to get a beautiful pool in your own backyard.***

# summer lawn care 101 *(cont.)*

## How To Change Your Lawnmower's Oil

1. Clean the upper part of the oil tank. Then remove the dipstick.
2. Place an oil pan or a similar container under the mower.
3. Prop the mower up with a slight tilt that allows you access to the plug on its underside.
4. Carefully remove the plug allowing the old, dirty oil to pour out.
5. Reattach the plug.
6. Remove the dirty oil pan from under the mower and return it to a level position.
7. Fill the oil tank with new oil.
8. Fill the mower with gas and reconnect the spark plug wire.
9. Start the mower and let the engine idle to make sure that there are no leaks.

## How To Replace A Spark Plug

1. Consult your user manual to ensure that your new spark plug's gapping matches your mower's specification. If it doesn't, you will need to create a gap.
2. Clean the spark plug's casing.
3. Remove the spark plug with socket wrench.
4. Screw on the new spark plug.

## How To Change A Paper Air Filter

1. Unscrew the cover and remove the air filter.
2. Insert the new air filter with the pleat facing towards you.
3. Reattach the cover.

## How To Clean a Foam Air Filter & Unit

1. Unscrew the cover, remove the air filter unit and discard the old foam.
2. Clean the air filter unit with kerosene.
3. Saturate the new foam in clean engine oil. Squeeze out excess oil.
4. Insert the new foam into air filter. Make sure that the lip protrudes over edge of the unit.
5. Reattach the cover.



## When & How To Mow

With a well-tuned lawn mower, you are ready to go. Should you mow once a week, or just wait until the neighbors start to complain? The general rule of thumb is to mow when the grass is 3 to 3-1/2 inches tall. In addition, cut grass only when it is dry. Sunlight puts stress on your yard, so avoid placing additional trauma on the grass by mowing in the evening. Never cut it shorter than 2 to 2-1/2 inches when you do. By not cutting too much, you can actually leave the grass clippings on the lawn.

Feeding and mowing your lawn correctly are the cornerstones of every great lawn. Get the basics down and you will see how addictive transforming your lawn into a showplace can be. Landscaping, gardening and water features are within your reach. Take lawn care step by step. A beautiful lawn is just around the corner.

## Dear Mr. Brittingham...

My house has a basement that is wall-to-wall concrete. I want to do something with the space, but I do not want know where to begin. Can you help me? It feels like a prison down here!

*Trapped In South Fulton*

Dear Trapped:

Basements can be overwhelming, but they have so much potential. Imagine what you could do with two or three extra rooms. Would you create a home office, a game room or a home theater?

Every good contractor begins each project by asking the clients what they dream of in a basement. Brittingham Construction develops a comprehensive plan to bring our clients' dreams to reality while staying within budget. Separate rooms are created in the basement using frames. These rooms can vary from small to large depending on a person's tastes. You might prefer big, open spaces for entertaining. You may choose smaller rooms that allow more rooms to fit into your basement.

Next, a heating and air team runs the ducts and pipes for the HVAC system. A master plumber

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*inc.* 3

follows. Our clients have requested steam rooms, showers, waterfalls, wet bars – anything you can imagine. A theater technician can provide the innovative technology necessary for a home theater. Throughout the project, an interior designer periodically monitors its progress.

After rigorous inspections, the walls are enclosed. Professionals apply sheet rock, spackle and paint. Elements such as crown molding, custom built columns, bars and wine cellars go in. From plush carpet and rich ceramic tiles to sleek hardwood, clients use them all for their flooring. The interior designer then installs custom drapery, artwork, furniture and décor.

You can save yourself plenty of headaches by hiring a professional. We are experts at codes, HVAC, plumbing, flooring – even interior design. It is your basement. You should not have to feel trapped in it. A call to the right contractor will turn your basement prison into a private retreat in no time.

Sincerely,

*Curtis* *Brittingham*  
Brittingham Construction



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## turn your house into a dream home

Your home is your biggest investment. It is also a reflection of your personality. Transform it into a showroom with Brittingham Construction. We are South Fulton's leading provider of custom design and construction services. Our partnerships with the industry's most respected architectural firms enable us to provide superior service at an unbeatable value.

How would you like a media room in time for football season, or a playroom for the kids? The possibilities are endless with Brittingham Construction. Our team specializes in converting unfinished basements and garages into rooms that exceed our customers' expectations. We also excel in room additions. Bring us your dreams for your home and watch Brittingham Construction turn them into reality.

Home improvement comes in many shapes and sizes. Brittingham Construction is here to help you every step of the way no matter your project's scope. We can transform your master bathroom into an oasis, or simply replace the cabinetry in your kitchen. Our team is just a phone call away for troublesome wallpaper jobs - even plumbing problems. At Brittingham Construction, no job is a "small job" because we know it is big deal to you.

