



# The American Weigh

American Scale Corporation

First Quarter 2014

Volume 2, Issue 1

## In this issue:

About ASC	1
Get to Know Us	1
Ohaus Food Scales	2
Cert-Stor	2
Fairbanks Intrinsically Safe Equipment	3
Fork Lift Scales	3
Rentals	4

## American Scale in a Nutshell



American Scale Corporate Offices, Louisville, KY

Founded in 1985, American Scale Corporation provides industrial scale products, service and calibrations. We are a full service regional distributor for many major manufacturers, including; Avery Weigh-Tronix, B-tek, Rice Lake, Ohaus, Sartorius, Fairbanks and several others. ASC provides outstanding service and quality products to a long list of satisfied customers in the Kentucky and Southern Indiana areas.

We are ISO/IEC 17025 Accredited and are a registered service agency in Kentucky, Indiana, Illinois, Ohio and Tennessee. We have offices in Louisville, KY and Evansville, IN.

### Professionalism by the Pound

American Scale is proud of our long commitment to quality. We meet or exceed all federal, state, local and applicable standards that pertain to our industry and customer needs. ASC is a proud member of the American Society for Quality, National Association for Proficiency Testing, National Industrial Scale Association, and the Scale Dealers Association. Our goal is to be the quality choice and to supply simply the best in sales and service in the scale industry.

## GET TO KNOW US...

It's always nice to know a little about the people with whom you do business. To help everyone know just who we are, we will introduce and profile a staff member in each newsletter.

### Daniel "Danny" Coyle

President/Owner

#### Birthplace:

Lebanon, KY

#### Currently:

Louisville, KY



#### Education:

Ahrens Trade School. Associate Electronics Degree

#### Family:

Danny and his wife, Debbie have three children; Natalee and husband Trey have one child named Conner (first grandchild), Taylor and Carlos.

#### Interests:

Golf and Fishing when time permits for mental and physical therapy.

Southeast Christian Church, Louisville, KY

Working with Children from Afar and Mission trips to Guatemala

#### How were you introduced to the scale industry?

My brother-in-law talked me into an interview with a local scale company. I liked it and stayed long enough to learn the business from the ground up.

#### Where else have you worked?

I worked in a TV repair shop while in Electronics School. The rest of my career has been in the scale industry.

#### Why did you start American Scale?

Several business acquaintances encouraged me to start my own business. My understanding of how to operate a service group was no longer important to my employer at the time.

#### What is your work philosophy?

We are always looking to improve both products and services. I listen to the customer to assess what their needs may be for their particular applications. Then together we work out the best plan to meet their requirements and budget restrictions. I truly believe "The customer is always right."

### American Scale Corp

3540 Bashford Ave  
Louisville KY 40218  
Ph: 502.451.5040  
Fax: 502.451.5535

Toll Free: 800.928.5005

2102-A Kotter Ave  
Evansville IN 47715  
Ph: 812.471.9037  
Fax: 812.471.9361

[www.american-scale.com](http://www.american-scale.com)



These stainless steel washdown products are specifically designed to provide high-performance in wet or harsh environments. They combine rugged construction with a food-safe design allowing them to be easily cleaned as well as to be used in wet areas. The scales are fit for handling meat, poultry, fish, cheese and other items in food processing and foodservice locations. Any place thoroughly washing food handling equipment is required. To allow for easy cleaning, these scales feature removable stainless steel weighing pans.

## Valor 2000 Series

Constructed with a durable ABS plastic housing protected to NEMA4/IP65, removable stainless steel pan, dual LED displays, and less than two second stabilization time, the OHAUS Valor 2000 is portable, sanitary, NSF Certified, USDA-AMS Accepted and will support HACCP systems.



## Valor 3000 Series

Full stainless steel housing, removable weighing pan, and high resolution gives Valor 3000 the durability you require. Valor 3000 is NSF Certified, USDA-AMS Accepted and supports HACCP systems and is also available in NTEP Class III certified models as well as NEMA4X/IP65 washdown versions.



## CKW Washdown Checkweighing Scales

This series of bench scales is built for applications requiring fast and accurate operation. They combine a food-safety design, durable stainless steel construction, and industry-leading software. NEMA4X/IP66 all stainless steel construction is NSF certified, USDA-AMS accepted and supports HACCP compliance.

## Online Calibration Certificates

This program enables American Scale customers to securely access their scale calibration certificates online 24/7/365.



The past 5+ years are available on a secure server and filed by company, location (if more than one), year, month, and inspection or repair date.

### **Benefits to You**

- Secure
- Fast Delivery
- Easy Viewing
- Cost Savings

### **How it Works:**

- Go to [www.american-scale.com](http://www.american-scale.com)
- Click on the CERT-STOR logo
- Logon using ID and password
- **OR**
- Click on the [registration form](#) link. Complete registration form, print, fax to 888-515-6201 or email [janet@american-scale.com](mailto:janet@american-scale.com)
- You will receive an email confirmation with viewing and download instructions, along with your personal ID and password.
- When your certificates are ready for viewing, you will be notified by email.

## **GET TO KNOW US... (Continued)**

### **Can you provide some history of American Scale?**

American Scale was started in 1985 with one employee. We shared space with an electric company and soon grew large enough to purchase a building. As years passed, the company grew and moved to a farm with two large buildings to house the test trucks and service vehicles.

We then built our own facility in West Buechel with an office building and lab, work shop and garages for the service vehicles. In 1999 a fire completely destroyed the office building. I am very proud of the fact that we never missed a single service call or inspection the day of the fire or during the recovery period.

Over the past 29 years, we have grown significantly. We now have 17 employees, with offices in Louisville, KY and Evansville, IN.

### **What could you point to as giving your company an edge over your competition?**

Quality, without a doubt. American Scale was the first ISO 9000-certified scale company in the area. We are still among the elite few in our region that have become ISO/IEC 17025 certified, which is a special accreditation for the scale industry and calibrations.

### **Looking back over the years, what has been the most significant change in the industry?**

Unquestionably, moving from mechanical devices to computerized automated process systems. 99% of the scales we currently service and sell are digital. Programming the indicators to speak to customer computer systems is our most challenging and rewarding service specialty.

### **What are your future plans for American Scale?**

I hope to continue our growth rate of 10-15% every year and hire great people. I look forward to American Scale assisting our customers with new cutting edge technologies and products that will benefit their business.

### **Where do you get your inspiration?**

My inspiration has always come from deep within. I have always tried to make Him first in my life, especially my work life.

### **In summary, what makes you feel best about your future?**

Pride. After 29 years, we could not be where we are today without our people. As far as I'm concerned, we've got the cream of the crop in the scale industry.

*"Customers don't expect you to be perfect.  
They DO expect you to fix things when they go wrong."*

Donald Porter, VP, British Airways



## Intrinsically Safe Equipment



### 2800 Series Intrinsically Safe Instrument Remote Display for Hazardous Areas

These rugged, economical indicators are designed to handle a variety of hazardous applications and feature the world's best digital load cell communication technology. Designed to perform with virtually any scale system. Perfect for chemical and food processing applications such as manual batching, auto batching, setpoint and PLC interfacing.

### 5816 Direct Power Supply

Provides intrinsically safe AC power in hazardous environments. Designed to be used in conjunction with Fairbanks' ultra low power digital indicators simultaneously. Pre-wired accessory cables can be directly connected within the hazardous environment — up to 50' away from each instrument. The potted design encapsulates its internal components to prevent any potential problems.



For more information on intrinsically safe weighing solutions contact  
**American Scale Corporation**  
800.928.5005 OR [sales@american-scale.com](mailto:sales@american-scale.com)

## Frequently Asked Questions

### Q. Why should I purchase from you instead of online?

A. You may save money up front, but in the long run someone needs to service and calibrate the scale. Our certified technicians come on-site and setup the scale, as well as go over the functionality with you. When we sell you a scale, we stand by what we sell and have certified technicians available to service and maintain your investment.

### Q. Why should I contact you before I purchase?

A. We have been in business for 29 years. Our sales and service staff know our products and can often help you make the right decision. There may be alternative solutions or a scale available that would be a better fit for your application. We offer a free consultation. Why not give us a try?

### Q. Do you offer 24/7 service?

A. Certified technicians are available 24/7/365. Contact your local branch for more details.

### Q. What are your testing capabilities?

A. American Scale is accredited to test lab balances, bench and floor scales, counting scales, tank/hopper scales, rail and truck scales and everything in between. Visit our website to see our accreditations.

## Customized Industrial Lift Truck Scales



Heavy Duty Bar Mount Applications



Convert Pallet Truck to a Mobile Scale

## Meet Your Individual Application Requirements

A forklift scale allows the integration of weighing and data management into your operation – without adding any extra steps or route changes. This means you protect your revenue while maximizing efficiency. Forklift scales are mounted directly on the front of the forklift truck carriage, with a weight indicator in the cab of the truck. This arrangement allows the driver to clearly, easily and safely operate the scale system without interrupting their normal routine.

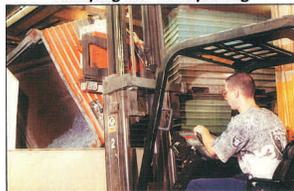
Our fork lift scales are built with the tough warehouse and material handling environment in mind. Furthermore, the system monitors the orientation of the scale and maintains accurate weight readings even if the forklift truck is not on level ground, the mast is tilted, or the pallet load is off center.

Available in both legal and non-legal-for trade, these time and space saving scales can be customized to meet your specific requirements. Some of the benefits include: increased production control, improved quality control, increased inventory control, shortage reduction, and increased warehouse floor space. The most important features are safety, accuracy, durability and ease of use.

Batching on the Move



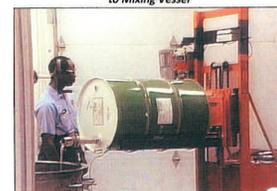
Rotator Combines Weighing, Dumping and Transporting



Extra Long Boom or Rug Pole



Barrel Scale Eliminates Pumping Mixture from Container to Mixing Vessel



American Scale Corporation  
3540 Bashford Ave  
Louisville KY 40218

**The American Weigh**



Visit us on the web  
[american-scale.com](http://american-scale.com)

**We Rent Scales !**

For special projects or unscheduled physical inventories, many companies have recognized the importance of keeping an accurate inventory count and the impact a poorly-performed inventory can have on profitability and future planning.

Take the anxiety out of the picture by contacting **American Scale** for your temporary counting scale system. We have a complete line of counting scales and platform scales that is sure to fit your application requirements. We provide a full service program from equipment selection and testing to delivery and training.



**Call TODAY to schedule—800.928.5005**