



The American Weigh

American Scale Corporation

Second Quarter 2014

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American Scale—Evansville

American Scale Corporation, founded in Louisville, KY in 1985, opened its Evansville, IN branch in May 2008. The Evansville office offers the same extraordinary sales and service options as the corporate office in Louisville. ASC Evansville provides outstanding service and quality products to a long list of satisfied customers in the tri-state area, which includes Owensboro, Henderson and Madisonville in KY, Evansville IN, the rest of southwest Indiana and southeast Illinois.



We opened for service in 2008 with one salesperson and one service technician. We have since added a service manager/technician and another technician in 2013. Our customer base continues to grow in this region every day as a testament to the dedication and hard work of our Indiana staff. The philosophy of American Scale has been and continues to be that the customer deserves the very best service, whether it is in repairing and/or selling scales, or providing customer support after the sale.

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 learn just who we are, we will introduce and profile a team member in each newsletter.

Joseph "Joe" Spanner

**General / Sales Manager—
Evansville, IN**

Birthplace:
Bellaire, OH
Currently:
New Harmony, IN



Education:
North High School, Evansville, IN
Served three years in the US Army as an Infantry Main MOS and Mechanic Secondary MOS. He was stationed at Fort Leonard Wood, MO; Fort Dix, NJ; Fort Lewis, WA

Family:
Joe and his wife, Doris, have three children; Mike, and twin daughters Shelly and Stephanie. All children are married and among them have blessed Joe and Doris with seven grandchildren, ranging in age from one to seven years.

How were you introduced to the scale industry?

A friend offered me a job and I thought I'd give it a try.

What other jobs have you had throughout your career?

I worked for Pepsi for 10 years as a Route Supervisor. Then I went to work for Southern Indiana Scale as the Service and Sales Manager, and stayed there for 26 years before joining American Scale.

Why did you start American Scale?

In 2008 I was looking for something new and American Scale approached me with the opportunity to head up their new Evansville office. This location has a very competitive market and I've always loved a challenge.

What do you find most challenging about your position/ the industry?

The most challenging aspect of the scale industry now is competing with internet sales. It's difficult to compete with the pricing. Selling myself to our customers, convincing them that even though the internet has less expensive equipment, in the long run they would be better off going with my knowledge, and the expertise and services offered by American Scale.

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Valor Series Food Scales



Valor 4000 Series

Water resistant food scale sets a new industry standard with the winning combination of touchless operations, speed, and durability. Available in stainless steel and plastic housing designs, it offers large LED front and rear displays, food safety and legal for trade approvals and puncture resistant keypads, which make this the premier scale for all environments.



Versatile & Portable

Say goodbye to being restricted to working only near power outlets! With their convenient carrying handle and rechargeable battery these scales can provide many hours of uninterrupted operation in the area of your workspace that most conveniently fits your needs.



Valor 7000 Series

This compact food scale is the newest in the line of products that will increase your food weighing and proportioning productivity. Dual displays and touchless sensors, user-friendly menu and setup, along with the speed and accuracy of the results provide a seamless and hassle-free user experience that is second to none.

American Scale represents a broad range of products for weighing and measuring *“anything from a fly’s wing to a moving freight train.”*

- Lab balances
- Bench / Floor scales
- Counting systems
- Crane scales
- Forklift truck scales
- Truck / Rail scales
- Tank / Hopper scales
- Indicators
- In-motion systems
- Inventory control
- Printers
- Special software

Manufacturers Represented Include:

Avery Weigh-Tronix

RICE LAKE WEIGHING SYSTEMS



GET TO KNOW US... (Continued)

What do you consider the most significant changes in the industry in the past several years?

No question, the change from mechanical scales to the high tech digital equipment of today. Again with the introduction of internet sales, SUPER SERVICE has become the most important element.

What do you think will change over the next 5 years?

All business types will have significant changes in the next 5 years. The internet will be a huge part of these changes. Consumers will be more informed before they call to order something, if they don't order it online. Companies will need to dedicate more time and effort to changing with the times and technology. We will really need to know our products and how they can help our customers save time and money. Knowing our competition will also factor in greatly in the future.

If you weren't selling scales, what would you be doing instead?

I would be retired, sitting on the edge of a lake or river with a fishing pole in one hand and a beer in the other. I enjoy the solitude and quiet. I will fish for any kind, any size, anywhere. I don't keep any of the fish I catch, so I can make up my own stories of the trip.

What do you do for fun?

Fishing and spending time with my family. I have also been Drag Racing for 25 years. The whole family is involved, including my wife, son AND daughters. Now, even the grandchildren come to watch.



If you could live in any other time, when might that be and why?

The 1960s or “The Sixties”, as it is referred, was a time of discovery and rebellion.. Peace, Love & War. Elvis was King. The Beatles were the rage. We were all wearing bell bottoms and love beads. Civil Rights and the Viet Nam War were front and center in the news, along with the Space Program landing us on the Moon. The summer of love in San Francisco and Woodstock changed the way we think and act forever. “It was the best of times, it was the worst of times.” It was the best time with my friends!

If you could have dinner with three famous people from history, who would they be and why?

Elvis Presley—I love his music. It makes you feel good and want to get up and dance. (Not that I would.)
Ronald Reagan—I like his sincerity, honesty and the common sense approach he applied to government problems during his service as President of the United States.
Bill Gates—I'd like to find out what made him so successful and how he makes things happen as he does.

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

My children and grandchildren. They are the future and they make me very proud..

“Never be afraid to try something new, because life gets boring when you stay within the limits of what you already know.” Unknown



Aegis Drum Scale



Aegis Drum Scale is not just for weighing drums, its live side rails make it ideal for weighing a number of other industrial containers such as pallets, totes and bulk products. It will change your expectation of how a drum scale should perform.

Features:

- Built-in lifting eyes for easy portability
- Bubble level for instant visual accuracy confirmation
- Smooth deck plate for easy clean-up
- Unique load introduction offers highest degree of accuracy and repeatability
- Adjustable leveling feet accommodate uneven floors

Relocate the Aegis Transport Scale in three easy steps.

- 1.** Take hold of easy grip handle.
- 2.** Use foot to leverage scale backward.



3.

Scale easily rolls to desired location. Built-in break point prevents scale from rolling when lowering platform back to level.



Spring cleaning — the practice of thoroughly cleaning, especially after a cold and messy winter. The term has also come to be synonymous with any kind of heavy duty cleaning, such as under your **TRUCK SCALES**.

An accurate scale is necessary to maintain profitability and to comply with weights and measures laws. Despite its robust exterior, your weighbridge is a precision measuring instrument. Therefore, in order to ensure optimum performance and accuracy, it should be serviced and calibrated regularly.

Perhaps the most simple and most overlooked practice is cleaning the scale. By this we mean cleaning not only the scale platform, but underneath as well. Dirt, sand, snow or debris can accumulate beneath the scale weighbridge and, if not removed on a regular basis, can cause errors and even contribute to corrosion. This is the perfect time to have your scale inspected for foreign materials and the start of any corrosion.

The benefits of cleaning include:

- Fewer costly breakdowns or site disruptions
- Ongoing confidence in weighing performance
- Virtual elimination of product giveaway or under / over charges
- Continued site quality audit compliance

OPERATION SPRING CLEANING

by

American Scale includes:

- **Foundation**—Check for cracks
- **Weighbridge**—spot possible rust on steel decks, cracks on concrete decks
- **Load Cells**—examine cells for damage and surrounding area
- **J-box**—assure there is no internal condensation
- **Grounding**—verify the ground system of the AC power supply and power supplied to peripherals

No matter what type vehicle scale you own; pit-type, above ground, side rail or portable, if left untreated the understructures are vulnerable to corrosion. Depending upon your scale's location, special features, and the material being weighed, your inspection may or may not require all of the steps mentioned. Your truck scale is a substantial investment. Keep your 15-ton "cash register" ringing as long as you can.

Call **800.928.5005 NOW** to request a quote or schedule your **SPRING CLEAN, BEFORE** the rush of the summer months.

Frequently Asked Questions

Q. Do you offer paperless calibration certificates?

A. The **Cert-Stor** was introduced in 2010 to allow customers secure online access to their calibration certificates. See details on page 4.

Q. Why should I buy from you instead of online?

A. When you buy your equipment from **American Scale**, a certified technician will come to set up the scale, make sure it is working properly, and go through the functionality with you. In addition, scales need to be serviced. By purchasing from us, you can be sure that you are getting a quality product and knowledgeable staff that can help you if your sale ever needs repair.

Q. Why should I contact American Scale BEFORE I buy?

A. We have a combined experience of over 150 years in the scale industry. Our sales personnel can often give you multiple alternatives, as well as advice on what scale would work best for your application. In a lot of cases, we can save you money up-front and/or in the long run, by providing a quality product that will last a long time.

Q. Do you sell used scales?

A. Normally we do not. However, upon occasion we have customers that have one available for which we can intercede with for you.

Q. Who do I contact for service?

A. Call 800.928.5005 and we will connect you to the service department for your area.

Q. What manufacturers do you service?

A. Our certified technicians are available to service most makes and models of industrial scales.

Q. Who should I contact for a quote on a scale?

A. Call 800.928.5005 and we will connect you to the sales person for your area.

Q. Where can I get a user manual for my scale?

A. Customers can call the toll-free number 800.928.5005 and we will be happy to provide a user manual, provided one is available.

American Scale Corporation
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Visit us on the web

american-scale.com



Online Calibration Certificates



The **Cert-stor**, an exclusive program for American Scale customers, provides immediate access to your scale calibrations through our website. The past 5+ years are available on our secure server and filed by company, location (if more than one), year, month, and inspection or repair date.

Features / Benefits

- Secure—access to calibration certificates online via password-protected and secure website.
- Cost Savings—eliminates the need to manually create, file, store, retrieve and print scale calibration certificates. Overall efficiency and productivity of your entire business operation is improved.
- ISO audit friendly— ISO-Certified companies have better control of your own calibration data ensuring your ISO audits proceed smoothly, giving you a greater return on your ISO investment.

How it Works:

- Go to www.american-scale.com
- Click on the **Cert-stor** logo (shown above)
- 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
- 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.