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What's in a name?

What's in the name Kerr Lakeside Inc.?

GET TO KNOW THE COMPANY AND YOU'LL RESPECT THE BRAND.

For sixty years the family-owned and operated fastener manufacturer has been busy filling orders, growing product lines, adding manufacturing capability, and keeping their loyal customers happy. Get to know the company and you'll respect the brand.



Kerr Lakeside Inc. has kept their focus through three generations of the Kerr family: manufacturing competitively priced premium quality fasteners, and providing excellent customer service. Hex Socket Screws and Precision-Machined Components are the products the company makes and sells. A look at the company's first 60 years shows that they've kept moving forward with a focus on product quality, making sound and well-timed business judgments.

In 1945 Charles L. Kerr organized Kraftline Industries, Inc. for the manufacture of a special military fastener. The company discontinued operation after World War II. Mr. Kerr revived Kraftline in January 1947, renaming the company C.L. Kerr Industries, Inc.

Lakeside Machine Products Company operated an automatic screw machine products plant in Cleveland at the same time. The two companies, whose products differed from each other, regularly bought and sold product to and

from one another. This relationship led to a merger on July 1, 1948 and the new company became Kerr Lakeside Industries, Inc.

Expansion continued for Kerr Lakeside in the 1950s and 1960s as the company increased its land and facilities several times. Operations began at its present location in Euclid, Ohio in 1965. In 1970 Kerr Lakeside added cold heading to its production capabilities. This was the first of two growth spurts in the seventies, both of which were marked by new machines and larger facilities. Kerr Lakeside moved through the end of the last century and into the new one, increasing the number of standard socket product sizes they make. The customer base for special products also grew—automotive, aerospace, engine, machinery builders, mining equipment manufacturers, and a host of other industries as well.

Dick Kerr and his son, Charlie, have run Kerr Lakeside for the last 30 years. Dick, the current chairman of the ASME/ANSI B18.3 Committee

and Fastener Hall of Fame Member continues to guide the company as Board Chairman. Charlie serves as Company President. They each bring their own viewpoint into the strategic planning and operational decision making processes. The biggest connection between them is their focus on quality and service. Kerr Lakeside has made a substantial investment in production equipment enabling the company to manufacture many items that were being purchased for resale. Included in this group of items were Hex Socket Cap, Flat Head and Button Head Socket Screws and Alloy Steel Dowel Pins. Manufacturing parts versus purchasing them for resale

number sizes to cap screws two inches in diameter. 85% of the sales in socket products come from the 900 items that regularly run on the equipment in the Ohio plant. In 2006 Kerr Lakeside added 126 sizes of metric Property Class 12.9 socket head cap screws to the offering. Distributors can choose between packaged and bulk quantities when purchasing most standard items. Additionally, Kerr Lakeside offers an extensive selection of semi-standard sizes in a variety of configurations.

Special cold-headed products and screw machine products are made up to three inches in diameter from a variety of materials including brass, aluminum,

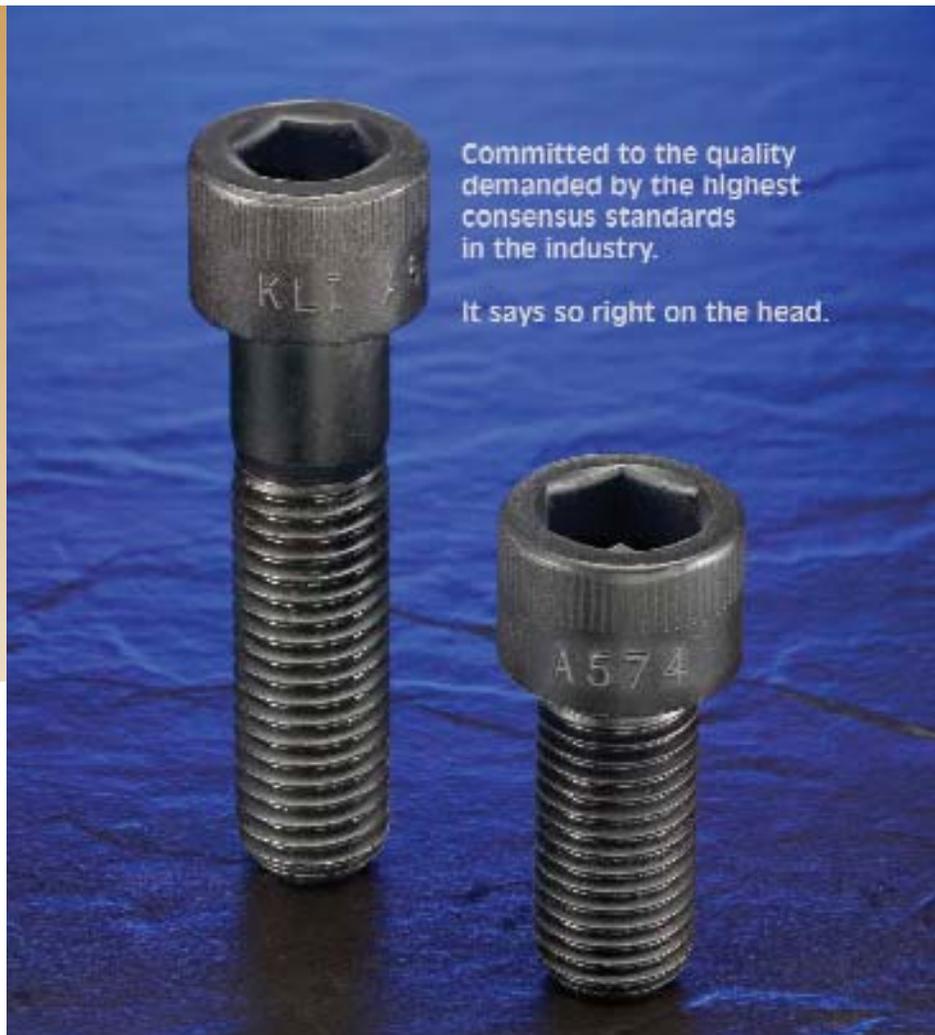
a lot of inventory, but also the right inventory—the bread and butter items.” He knows that customers like that. “They want it to show up instantaneously.” So, Sales Manager Mike Lantz and his team take charge, entering orders and getting them shipped the same day they’re received—hitting a fill rate of 97+% year after year.

Making sure all parts show up on time while meeting specifications 100% of the time is an absolute. Kerr Lakeside maintains dual third party recognition of their Quality Management System by being certified to ISO 9001:2000 by Smithers Quality Assessments and the in-house mechanical testing lab is accredited to ISO 17025 by the American Association for Laboratory Accreditation (A2LA). Vendors of critical materials and services like steel and heat-treating are held to extremely high standards for quality and service. Kerr Lakeside is consistent and fair in all dealings with their suppliers, but demanding as well. Charlie Kerr said, “We can’t supply what we don’t receive. We require perfect steel and heat-treating services to be able to maintain the level of confidence we have in the consistent quality of our products. A metal supplier told me once that if he knew I was happy with his quality and service, he could satisfy anyone.” Dick and Charlie demand the same from themselves and employees.

Kerr Lakeside Inc. has five management team members actively participating with industry organizations. Among the organizations benefiting from Kerr Lakeside expertise are American Society of Mechanical Engineers (ASME), American Society for Testing & Materials (ASTM), Precision Machine Products Association (PMPA), National Fastener Distributors Association (NFDA), North Coast Fastener Association (NCFA), North American Automotive Metric Standards (NAAMS) and the Industrial Fasteners Institute (IFI).

Average length of service of Kerr Lakeside employees is over 20 years. The experience, expertise and knowledge concentrated at the company are one of the reasons Kerr Lakeside has been able to grow while many domestic fastener producers have faltered or left the market. Experience, expertise and knowledge are the reasons Charlie Kerr will frequently say, “I’m very comfortable seeing our parts used in critical applications, things that if the fasteners break, can be dangerous.” The company does not believe that Hex Socket Screws are a commodity, but engineered components, expected to perform in demanding applications.

Mike Lantz, with the company for over 28 years, explains why the company’s 70 employees have over 1,400 years industry



gives Kerr Lakeside a much greater level of control over product quality and availability, translating into customer satisfaction. The strategy of making as much of their product line as possible has enabled Kerr Lakeside to sustain growth of their market share even during difficult periods for the fastener industry as a whole.

The standard socket screw product line includes more than 1,400 items—from

carbon steel and alloy steel. Hex Flange, 12-point flange and 6-lobe internal and external drives are some of the common head styles of cold-headed parts. Screw machine parts can be made in almost any shape that can be imagined.

Getting good parts out the door quickly to customers requires that Kerr Lakeside maintain a large inventory. Charlie Kerr reminds that, “We need to have not just



Focused for three generations on making industrial fasteners and precision machined parts.

experience, many of those with Kerr Lakeside. "It's the environment in the workplace. Dick remains consistent in the way he guides the company. That has led to long-term employment opportunities. Dick and Charlie are both careful in expansionary periods and minimize the contractions in the operations when times get slow." Mike believes he is not alone in liking an atmosphere in which there is teamwork, rather than "in a big corporation in which people have to climb over one another to get ahead." He is also happy that the word about Kerr Lakeside is finally getting out beyond its previously somewhat 'regional' scope of business.

Two years ago Kerr Lakeside began a program to expand its name recognition beyond the hundreds of loyal distributors it has served for many years. Both Dick and Charlie recognize that while many distributors have remained steadfastly loyal, end-users who specify to consensus standards or prefer domestic made goods were not familiar with their company. Being identified by end-users as a quality "made in the USA" brand is an important part of the company's plans to continue growing. "Building brand recognition is an exciting and rewarding experience," says John Hollowell, Marketing and Technical Services Manager. "I knew when I came over to the company how good the product was. After joining Kerr Lakeside I learned why. From Dick on down, there is a commitment to quality, inventory and customer support. The phrases we use in our marketing campaigns don't just sound good. They are a reflection of the way things are at the company."

Not all manufacturers support their products as Kerr Lakeside does. Responding to what they see as a "vacuum" in technical support, Kerr Lakeside fills it through staff augmentation. The hiring of John Hollowell, and then Rick Finau, in 2006 is indicative of Kerr Lakeside's commitment. John and Rick have spent nearly 60 combined years in the fastener industry. They

both know distribution, manufacturing and applications, inside and out. Technical training, via on-site seminars which John and Rick provide, are available to all Kerr Lakeside customers, distributors and end-users. This November, Kerr Lakeside will be conducting a seminar on the installation of Hex Socket Screws in cutting tool holders for PMPA members in Cleveland.

Kerr Lakeside has strengthened their presence at industry events, doubling exhibition space at NIFS/West around a new trade show display that allows show attendees to walk up and be "welcomed in" just as they are when calling the company on the phone.

The presentation at the PMPA meeting is only a part of Kerr Lakeside's commitment to the fastener industry as a whole. Charlie Kerr, who is a past Secretary of ASTM Sub-Committee F16.02, and currently sits on the finance committees of for the PMPA and IFI, puts it simply and on target, "Get Involved and stay Involved. Membership and participation in business and professional associations not only builds credibility for the participant, it provides networking opportunities that strengthen the entire industry through the sharing of ideas and experience."

Kerr Lakeside is not just involved in industry specific activities. Recently, Charlie hosted Ohio Lieutenant Governor Lee Fisher at the Tungsten Road manufacturing facilities in Euclid. Charlie believes that

manufacturing is critical to the economic success of the state and entire Great Lakes Region. He engaged the official in a wide-ranging dialog on several topics. They exchanged views on proposed changes in employee benefits legislation, tax policies on small and medium size businesses, and assistance in developing business relationships in Europe to take advantage of the current exchange rate.

Other efforts to make Kerr Lakeside a familiar name to the user community include a website completely revamped in 2007 with updates already made this year, and a consistent marketing campaign. Kerr Lakeside has also strengthened their presence at industry events, doubling exhibition space at NIFS West around a new trade show display that allows show attendees to walk up and be "welcomed in" just as they are when calling the company on the phone.

All of the moves to increase the company's visibility reflect Dick's commitment to keep going forward and Charlie's optimism about the future. About that he says, "Despite what is currently going on with steel prices and the uncertainty over the economy, I am cautiously optimistic about the future. We will grow by focusing on opportunities to provide products in critical applications as fastener end users define them. We will expand sensibly, as we always have."

Now you know Kerr Lakeside Inc. 60 years of premium products with a record of serving its customers so well that it has become their premium source. You are invited to better acquaint yourself with them by sending inquiries or arranging training sessions.

Visit www.kerrlakeside.com or call 800.487.5377. They look forward to hearing from you! Please stop and visit Kerr Lakeside representatives at NIFS/West in Las Vegas on November 3rd and 4th. ■