



Brand Products or Generic Products – A Choice for Safety

By Peter Kammüller

When my daughter was born, I traded in my sports car for a more spacious automobile. Although I did have some regrets, I was convinced that comfort and, especially, safety should come first for my new family. It was better to have a little less horsepower under the hood and a 5-star rating in the crash test instead! When it comes to the life and limb of one's own family, one shouldn't make any compromises on safety.

That's true, you may say, but how does this all tie-in with brand and generic products? Unlike generic or "no-name" products, the majority of brand products are associated with a higher quality standard. Leaving aside the automotive industry, let's take the examples of sports brands such as Adidas, Puma, Nike, Rossignol, Rollerblade and Scott. All of these brands have built up their "confidence capital" over the years, based on excellent product quality and service performance. When you set off to buy a new pair of skis or a cool mountain bike – Do you drive to the supermarket or to a specialty retail store?

Now for the bridge to your family's safety on the roads! What goes through your mind when you think about passive safety systems in a car?

Seat Belts? Airbags? ABS Brakes? Electronic Stability? Maybe even in that order?

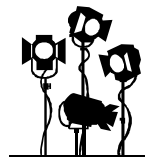
If you're an engineer you may think about body deformation behavior, passenger compartment rigidity, the hood and door locks, etc. Let's get to the point – TAPTITE® brand products have been in production since the very early 1960s. Today, after on-going modifications and improvements, TAPTITE 2000® products are also used to install seat belts in many of today's automobiles. Seat belt bolt systems utilizing TAPTITE® technology were implemented for the very first time in the legendary 1964 Ford Mustang. It was the first automobile in the industry to be fitted with TAPTITE® seat belt bolts and Ford Motor Company continues to utilize TAPTITE® products today for this safety-critical application. *(cont. on Page 2)*

REMINC STAFF

- Laurie Mandly - Chairman & CEO
- Ralph Barton - President
- Ken Gomes - Vice President - Marketing & Eng.
- Tim Egan - Vice President - Operations
- John Reynolds - Manager - Fastener Eng.
- Don Fosmoen - Manager - Manufacturing Eng.
- Suzanne Lilly - Administrator - Intellectual Prop.
- Beth Rondeau - Director of Financial Admin.
- Nick Pellon - Laboratory Engineer
- Marena Boyadjian - Administrative Assistant

*"Leaders in Lowering the
Cost of Assembly"*

**SPOTLIGHT ON
MARENA BOYADJIAN**



Marena joins REMINC as an Administrative Assistant and is responsible for the daily needs of the office. Marena holds a Bachelor's Degree from Providence College and has attended the University of Fribourg, Switzerland. Her experience in teaching and public relations was well as her varied interest in travel, fluency in languages and the details of life as a mother of four is welcome in the office.



PRESIDENT'S PERSPECTIVE

by Ralph Barton

Webster's Dictionary defines **communication** as: (1) an act of transmitting, making known or conveying knowledge (2) an exchange of information. This is precisely what our business is all about, seemingly a simple activity, but in reality one that is complex and difficult. As a licensor of fastener technology, our success requires that we continually communicate with our licensees and end-users in a variety of ways.

First, we must transmit our marketing and confidential technical information to our fastener, tooling and processing licensees, utilizing a variety of media and requiring a capability in several languages. Second, we need to address questions and comments from licensees in order to ensure the information transmitted is understood. Communication at this level is two-way, by email, fax, phone, face-to-face meetings and website visits. Third, potential end-users need to comprehend and appreciate the cost-savings benefits of our technology and test its application potential. This step always requires person-to-person meetings in addition to the above mentioned electronic and telegraphic media. Application proposals, accompanied by supporting test data, samples and cost-savings documentation need to be sent to the end-user by email or courier service.

Fourth, should the end-user be convinced by the data and agree to utilize our technology, we need to be in constant communication with our licensees to insure that their recommended fastener is tooled, manufactured and processed to meet our technical standards. Fifth, once the fasteners are received by the end-user, the supplier must transmit proper installation, monitoring and testing techniques, to guarantee a successful application. And in turn we must respond to any questions, comments or even problems should they occur.

As indicated above, promoting fastener technology and ensuring its acceptance and success necessitates a great deal of clear, accurate communication among intelligent people. That is why working with computers, PDA's, scanners, fax machines, land phones, cell phones, copiers, writing emails and attending meetings consumes so much of our time. Communication is critical to the success of your business and ours too. Webster's Dictionary simply defines the word **communication**; but we have to execute it and do it well.

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By Peter Kammüller (cont. from Page 1)

In 2005, over 18 billion joints were fitted with TAPTITE® brand products. The automotive sector accounted for over 80% of these TAPTITE® products with a high percentage of these being used in safety-critical assemblies. Imagine how many regulated safety tests our TAPTITE® products had to pass in the automotive industry before our products were approved for these safety-critical applications!

Have you ever considered the typical industry "piece price" debate from the perspective of safety? I'm deliberately mentioning price arithmetic and not cost arithmetic. The 85/15 overall cost of assembly principle is undisputed. According to this principle, only 15% of total assembly costs are accounted for by the price of the screw, while 85% are accounted for by process costs such as tapping, cleaning, storage, inspection, etc. One can easily calculate from this principle that the overall cost of the fasteners in an automobile is relatively small when compared to the overall joint cost and the overall assembly cost of the entire vehicle.

Thus, safety of life and limb should always take precedence in any decision relating to safety-critical screw assemblies and not be overridden by a minor potential cost savings per vehicle through the purchasing of generic products. Instead, the use of high quality and time-tested products like TAPTITE 2000® bolts should be the main focus of quality and safety!

Finally, TAPTITE® products are manufactured to a global quality and performance standard by the authorized manufacturers of REMINC and CONTI. REMINC and CONTI set and control these standards to insure the specific TAPTITE® product purchased is compatible throughout the world for all application needs.

Peter Kammüller is the Director of Market Development at REMINC's sister company CONTI in Switzerland.

REMINC On The Move

REMINC has a new address! On April 24th, 2006 and after more than 20 years at our old location, REMINC moved into a new facility in Middletown, Rhode Island. Our new location has been designed to increase our support capabilities to our authorized manufacturers and product end-users. We will have an updated and larger product testing laboratory, a dedicated training room and an updated communications system – all to allow us to reach our improved TRILOBULAR™ and REMFORM® Program support goal.

REMINC's new address effective immediately is:

**Research Engineering & Manufacturing Inc.
55 Hammarlund Way, Tech II
Middletown, Rhode Island 02842**



Our telephone (401-841-8880) and fax numbers (401-841-5008) will remain the same.



REMINC Responds! Fielding the Questions

Q: What are the factors which qualify TAPTITE 2000® bolts as the "ergonomically friendly" fasteners?

A: TAPTITE 2000® bolts aid assembly in three ways when compared to ordinary thread rolling bolts, which makes the TAPTITE 2000® product "ergonomically friendly":

1. The stabilizing threads fill the pilot hole so that only a minimum amount of end load is required to initiate thread forming. In most cases, the end load required is less than the weight of the hand held power tool.
2. The thread forming torque required for TAPTITE 2000® bolts is lower than the torque required for other thread rolling bolts on the market. This lower torque reduces the tiresome effects felt by the operator – increasing operator productivity.
3. The stabilizing threads help operators to find the pilot hole when the nut is in a "difficult to reach" or "difficult to see" location.

For more information, contact the REMINC engineering departments to ask about your specific application. Also, ask for a copy of our most recent end load test reports.

Q: What wax lubricant does REMINC recommend for use on TAPTITE 2000® fasteners?

A: When zinc plating is requested for TAPTITE 2000® product, it is suggested that a batch applied wax be used. Since there are literally hundreds of choices of batch applied waxes, it is not practical to qualify them or to recommend any particular individual waxes. Thus, one should utilize a batch applied wax compatible to the individual application, which REMINC engineering would be happy to discuss with you.

Q: What strength level does REMINC recommend for TAPTITE 2000® bolts?

A: TAPTITE 2000® bolts can be manufactured to any strength level required for a customer's application. Typically, metric TAPTITE 2000® bolts are supplied to strength levels similar to grades 8.8, 9.8 and 10.9. TAPTITE 2000® bolts can also be manufactured equivalent to 12.9 grade, but this is not generally recommended.

Suggested head markings for metric CORFLEX®-'I' TAPTITE 2000® screws are as follows:

<u>Equivalent Grade</u>	<u>TAPTITE 2000® CORFLEX®-'I' Head Marking</u>
8.8	08
9.8	09
10.9	010

REMINC Training / Brochure Request Form

Please Check:

Name: _____

Company: _____

Address: _____

Telephone: _____

Fax: _____

E-mail: _____

- Contact me regarding a training visit
- REMINC General Products Catalog
- TAPTITE 2000® Products Application Guide
- TAPTITE 2000® Product Brochure
- REMFORM® Product Brochure
- TRU-START® Product Brochure
- FASTITE® 2000™ Product Brochure
- "54 Ways TAPTITE 2000® Fasteners Lower the Cost of Assembly" Request Form

Mail this form to REMINC at 55 Hammarlund Way, Tech II, Middletown, RI 02842 USA or fax it to (401) 841-5008

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KLEERLOK®, TAPTITE 2000®, FASTITE® 2000™, TAPTITE 2K®, TYPE TT 2000®,
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products, visit us at taptite.com*

1958 - 2006
Celebrating 48 Years Lowering
the Cost of Assembly

