



UK
Distributor
Launch

RAPIDE

Coated Carbide Burrs

In July 2004, we will be introducing **RAPIDE COATED** carbide burrs to our catalogue range. The rationale behind the launch of the coated burrs is below;

LEADING the market is important to Garryson's position and brand strength on burrs worldwide. There are a small number of manufacturers in the UK offering only a *limited* range of coated burrs. This gives Garryson the opportunity to win market share and be the UK market leader. ***Garryson are giving YOU the opportunity to be associated with this success.***

MARKET SHARE can be gained by producing a vastly superior performance product compared to the uncoated burrs supplied by other manufactures.

SELLING PRICE of coated burrs will be higher than uncoated product, increasing overall turnover from sales of the same number of units.

COATED BURRS offer both YOU and Garryson the opportunity to strengthen **our** position, increase **our** market share and **our** profitability – an opportunity not to be missed!

NEW PRODUCT AWARENESS

Question & Answers.

Why are we calling our coated burr range “**RAPIDE**”?

We want to create an identity for our coated range of burrs and **RAPIDE** is already recognised by our customers as the brand name we use for our **high performance** range of carbide end mill products.

RAPIDE brand name also creates a link to our experience of coatings used on end mills – many of our competitors who manufacturer burrs do not have this expertise, because they do not produce end mills and drills.

Will any coated burr use the **RAPIDE** brand name?

No. Only the Garryson **catalogue** items will be referred to as **RAPIDE**. **RAPIDE** will be used for Garryson’s standard coatings only.

Where your customer requests a ‘non catalogue’ item or a ‘special’ burr to be coated, it will simply be referred to as a ‘coated burr’ and referenced by the coating composition for example, TiAlN, TiN, DLC, diamond, TiCN, etc.

How will the **RAPIDE** coating enhance the performance of the Burr?

The **RAPIDE Coatings** can enhance performance by significantly increasing the service life of the burr, reducing clogging of the teeth, and enabling more material to be removed in a shorter time.

Will we differentiate between **RAPIDE** coatings used?

Yes. Initially, there will be 2 standard Garryson coatings. The coatings will be referred to as “**RAPIDE-A**” and “**RAPIDE-D**”.

RAPIDE-A is available on our range of Aluminium cut burrs. Developed to enhance the performance of the Garryson burrs on soft materials by reducing clogging and thereby increasing the tool life of the burr.

RAPIDE-D is available in our Diamond Cut (D-Cut) and D-max range of burrs. Developed to enhance the performance of Garryson burrs used on harder ferrous metals, by improving the wear resistance of the teeth and increasing the life of the burr.