



**MAKE THE WISE DECISION  
WHEN CHOOSING YOUR ABRASIVE PRODUCTS!  
IT'S EASY TO RECOGNIZE YOUR BEST OPPORTUNITY.**

# See for Yourself!













*Norton sets the standard in abrasive productivity and performance.*

**NORTON**

www.nortonabrasives.com

## GRINDING

Product				
	<b>NorZon Plus – BEST</b> Ceramic Aluminum Oxide	<b>Charger Plus – BETTER</b> Zirconia Alumina	<b>Gemini – GOOD</b> Aluminum Oxide	<b>COMPETITOR</b> Aluminum Oxide
Life				
	wheel wear = 7 grams	wheel wear = 15 grams	wheel wear = 23 grams	wheel wear = 28 grams
Metal Removal				
	metal removed = 295 grams	metal removed = 265 grams	metal removed = 200 grams	metal removed = 174 grams
Overall Performance	<b>6X</b> grinding ratio = 42	<b>3X</b> grinding ratio = 18	<b>1.5X</b> grinding ratio = 9	<b>1X</b> grinding ratio = 6
Approximate Consumer Price	\$6.35	\$2.75	\$1.35	\$1.15
Current Wheel Usage (monthly)	—	—	—	100 wheels
If customer switched to Norton brand, usage would be (based on performance), in wheels:	14 wheels	33 wheels	75 wheels	—
To remove same amount of material, cost of wheels would be:	\$88.90	\$90.75	\$101.25	\$115.00
Add in labor cost of additional wheel changes (calculated at 2 minutes @ \$18.00 per hour)	\$8.40	\$19.80	\$45.00	\$60.00
<b>Total cost of using each wheel:</b>	<b>\$97.30</b>	<b>\$110.55</b>	<b>\$146.25</b>	<b>\$175.00</b>
<b>Savings:</b>	<b>80%</b>	<b>58%</b>	<b>20%</b>	<b>0%</b>

CUTTING				
<b>Product</b>				
	<b>NorZon Plus – BEST</b> Ceramic Aluminum Oxide	<b>Charger Plus – BETTER</b> Zirconia Alumina	<b>Gemini – GOOD</b> Aluminum Oxide	<b>COMPETITOR</b> Aluminum Oxide
<b>Life</b>				
	wheel wear = .20 inches	wheel wear = .44 inches	wheel wear = .93 inches	wheel wear = 1.17 inches
<b>Metal Removal</b>				
	number of pieces cut = 15	number of pieces cut = 15	number of pieces cut = 15	number of pieces cut = 10
<b>Overall Performance</b>	<b>7X</b> grinding ratio = 52	<b>4X</b> grinding ratio = 3	<b>2X</b> grinding ratio = 1.3	<b>1X</b> grinding ratio = 0.7
<b>Approximate Consumer Price</b>	\$3.30	\$1.95	\$1.30	\$0.85
<b>Current Wheel Usage (monthly)</b>	—	—	—	1000 wheels
<b>If customer switched to Norton brand, usage would be (based on performance), in wheels:</b>	128 wheels	274 wheels	546 wheels	—
<b>To remove same amount of material, cost of wheels would be:</b>	\$422.40	\$534.30	\$709.80	\$850.00
<b>Add in labor cost of additional wheel changes (calculated at 2 minutes @ \$18.00 per hour)</b>	\$76.80	\$164.40	\$327.60	\$600.00
<b>Total cost of using each wheel:</b>	<b>\$499.20</b>	<b>\$698.70</b>	<b>\$1,037.40</b>	<b>\$1,450.00</b>
<b>Savings:</b>	<b>190%</b>	<b>108%</b>	<b>40%</b>	<b>0%</b>

**CONTACT YOUR SALES REPRESENTATIVE FROM  
METRO TOOL & ABRASIVES  
IF YOU WOULD LIKE TO LEARN MORE OR TEST  
NORTON PRODUCTS AT YOUR FACILITY.**