



**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 |  |  |  |  |
|--|---|---|--|---|
| | NorZon Plus – BEST Ceramic Aluminum Oxide | Charger Plus – BETTER Zirconia Alumina | Gemini – GOOD Aluminum Oxide | COMPETITOR 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 | 6X grinding ratio = 42 | 3X grinding ratio = 18 | 1.5X grinding ratio = 9 | 1X 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 |
| Total cost of using each wheel: | \$97.30 | \$110.55 | \$146.25 | \$175.00 |
| Savings: | 80% | 58% | 20% | 0% |

CUTTING

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

**CONTACT YOUR SALES REPRESENTATIVE FROM
MID IOWA TOOLS
IF YOU WOULD LIKE TO LEARN MORE OR TEST
NORTON PRODUCTS AT YOUR FACILITY.**

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