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THE LONGO LETTER

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Why it makes sense to have an advantage...



**CURRENT
EVENTS**
Joseph J. Longo
President



ad-van-tage:

1. a favorable circumstance, event, etc. 2. gain; benefit.

Over these 57 years, it has been a privilege to work with so many of you in resolving service and application problems. As we discussed defining our service capabilities, it evolved that we were (are) very different from others. The more we talked, the more it became apparent that the differences were quite significant. In an effort to define them, we began writing them down. To our surprise, the list grew and grew.

In the interest of sharing this with

you and to better define our capabilities, we came to the word "advantage" as defined above ... a benefit! This is something we all seek when making a buying decision. What is the *benefit* of using one vendor as compared to another?

Obviously, when making this reflection we consider the various *features* and their *benefits* to us. It is in assessing the features that we ask you to consider the advantage(s) of using Longo.

To define Longo and the unique systems used in performing your job(s), we came up with a defining word: **Advantage**. Further, we decided to make pins to promote the concept. You can see one at the top of the page.

Repair and service operations are most complex. Each job is a new challenge and requires individual attention. Required are facilities,

people, parts and system. We will be addressing each of these elements over time to apprise you what they are, and, how "**The LONGO Advantages.**" can effect your business decisions on vendor selection.

In this issue we begin a two-part treatise on electrical insulation, the heart of the rewinding process. Yes, there are various grades with comparable costs and benefits to you. A new digital load monitor is also introduced, as is a very recent case study. Imagine a ski resort needing to make snow...and the motor fails! (More on page 4).

You are encouraged to look in on our website where new items and technical information are being added on a continuing basis.

Thanks for the opportunities you have afforded us to grow. We're here 24/7!