

# The Perfect Complement

relevant technical information available. *Gear Technology* will continue to be your source for information about all phases of gear manufacturing.

Over the years, we've continually adjusted *Gear Technology* to best suit the needs of our readers. With this issue, you'll see some of the latest changes. In particular, you'll notice that we've removed advertising from the pages on which technical articles appear. We've always prided ourselves on the independence and integrity of our editorial material. It's not our job to give you advertorials. Instead, it's our job to provide you with the most thorough, balanced information available, so that you can make informed decisions yourself.

In *Gear Technology*, you'll never find a company's advertisement next to an article that features that company. Other magazines do this, but then, as a reader, you never quite know where the advertisement leaves off and the article begins. We want you to understand that our articles are not for sale, that you can continue to trust the content of *Gear Technology*, as you have for more than 20 years.

To accommodate all of our advertisers, we have expanded our news sections. We consider this a win-win situation. Not only does it keep the more commercial material separate from the technical articles, but it also gives us the opportunity to provide more in-depth information on the news items that are of most interest, including the products of our advertisers and other suppliers in the industry.

We recognize that in today's lean environment, most of you are busier than you've ever been, but having information on the latest products and services available in the marketplace is of extreme importance for you to remain competitive and successful.

We also recognize that we can't possibly cover everything you need in *Gear Technology* alone. That's why, beginning in February, we are launching a companion publication, called *Gear Product News*.

*Gear Product News* will be the industry's No. 1 sourcebook for information about the products and services that are available to help solve gear-related challenges. Six times per year—in *Gear Technology*'s off months—it will approach the gear industry from a less technical angle. *Gear Product News* will be aimed at corporate executives, purchasing managers and decision-making manufacturing personnel. Also, we promise it will be light and easy to read!

Suppliers to the industry will be able to use *Gear Product News* to reach a different part of the marketplace—those interested in the gear industry, but not necessarily its technical aspects—at an affordable price.

*Gear Product News* will be free to qualified readers, just like *Gear Technology*. Subscribers in the United States will receive a printed copy by mail. Subscribers outside the United States will be able to receive a free electronic copy. Please log on to our new website, [www.gearproductnews.com](http://www.gearproductnews.com), to sign up for your free subscription today. While you're there, you'll have a chance to download a mock-up sample version of the magazine, and you can also learn more about advertising in *Gear Product News*.

Between our expanded news sections in *Gear Technology* and the addition of *Gear Product News*, we're more committed than ever to helping companies in the gear industry publicize their news. For example, if you've introduced a new product or service for the gear industry, we want to hear about it. If you've recently hired new key personnel, we want to hear about it. If you've expanded your capacity or are offering new services, we want to hear about it. If you've recently gained ISO or other accreditation, we want to hear about it. If you think you have an interesting story to tell, we want to hear about it. Send your ideas to [editors@geartechnology.com](mailto:editors@geartechnology.com) or [editors@gearproductnews.com](mailto:editors@gearproductnews.com). We look forward to your submissions.

As always, we'd like your feedback about the changes we are making, both with *Gear Technology* and our new publication, *Gear Product News*. Give us a call at 1-847-437-6604 to let us know what you think.

For more than 20 years, *Gear Technology* has been the world's leading resource for technical information about gear design, manufacturing, processing and use. We've always considered *Gear Technology* to be an educational journal, helping gear industry professionals learn how to be more productive and efficient, as well as how to design and manufacture better gears or judge the quality of gears they're purchasing.

That mission continues to be our focus today. We remain firmly committed to bringing you the highest quality, most

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**Gear Product News, the perfect complement to Gear Technology, will begin publication in February 2005.**



*Michael Goldstein*

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