

## Wendt USA, LLC. — Educating the Customer from Start to Finish

*Dipl.-Ing Günter Wendt GmbH is a privately-owned premier manufacturer of coated and nonwoven abrasive tooling. Wendt USA, LLC is the U.S. manufacturing arm based in Buffalo, New York. With five locations worldwide, G-Wendt specializes in providing grinding, finishing, and polishing solutions for today's demanding applications.*

*Shane Miller, national sales manager for*

*Wendt USA, shared with us Wendt USA's highly successful philosophy of "Educating the customer from start to finish."*

**Q: What does Wendt mean by "Educating the customer from start to finish?"**

**A:** Today, the world is smaller than ever. With one simple mouse click, customers have unlimited access to tooling resources to cover their production needs. However,



having a multitude of options does not mean that the correct tooling solution will be chosen. Now more than ever, customers

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need the help of experienced experts. Professionals who they can turn to, to discuss their specific application requirements. This guidance is vital. It helps reduce tooling costs and enhances all aspects of the manufacturing process.

**Q: How does the Wendt team accomplish their goal to educate the customer?**

**A:** When a customer contacts the customer service team at Wendt USA with a difficult application, several things transpire. First, the customer is directed to a knowledgeable support person. Here the cus-

tomers' project is discussed. Starting and ending job parameters, including all finish requirements, are established. Next, the customer's in-house capabilities are determined. This includes understanding what tools the operators have at their disposal on the production floor. Next, an abrasive solution is discussed including the proper application of the product to the part. Lastly, Wendt offers field sales support to oversee and guide any on-site testing. This is where knowledge is key. Each facility is as diverse as the operators that work there. Unforeseen circumstances always arise. That is where the experience of Wendt's seasoned field professionals can shine. The 'been there, done that' mental-

ity allows us to change or adapt the recommended tooling. Enabling us to overcome any challenge and achieve the desired results. Simply put, we educate the customer from start to "finish."

**Q: How does Wendt's philosophy make a difference?**

**A:** With the correct support, customers will see an increase in efficiency and a decrease in application frustration. The customer's scrap rate will decrease while their productivity increases. Tool life will improve and cycle time will decrease. Most importantly, the proper use of abrasive tooling increases workplace

safety and operator satisfaction. Wendt's approach is simple, help customers solve their problems by identifying products that best fit their needs. Our recommendations are based on results, rather than promoting tools that yield the highest profit. All of these factors help us convert our customers to our trusted friends.

**Q: How can our subscribers learn more about Wendt and its abrasive solutions?**

**A:** Anyone needing grinding, finishing, or polishing assistance should contact Wendt USA at 866-335-3527, visit our website at [www.wendtusa.com](http://www.wendtusa.com), or stop by Booth #B37056.