

PLANT

CANADA'S INDUSTRY NEWSPAPER



PLANT PICKS CUTTING TOOLS

PLANT readers who use cutting tools have made their choice for the best overall cutting tool manufacturer, and it was a rout. In this month's PLANT PICKS survey, Kennametal Inc. was tops according to 62% of the respondents. Sandvik Coromant was second with 18% while Carbide Cutting Tools Inc. placed third with 9 per cent.

Brand recognition: Kennametal was the most recognized brand according to 49% of voters, followed by Sandvik with 21 per cent. Carbide took third with 19 per cent.

Loyalty: When asked which company they would use if forced to choose one cutting tool manufacturer, 55% chose Kennametal. Sandvik scored another second place, posting 21% while Carbide again took third place with 12 per cent.

Best range of services: Kennametal widened the gap this category, securing 67% of voters for first place. Second place Sandvik scored 12% while third saw a tie between Carbide and Seco Tools Inc., both posting 6 per cent.

Best customer service: Kennametal again scored a solid 62% of voters believing it provides the best customer service. Sandvik came second with 16% and Carbide placed third with 8 per cent.

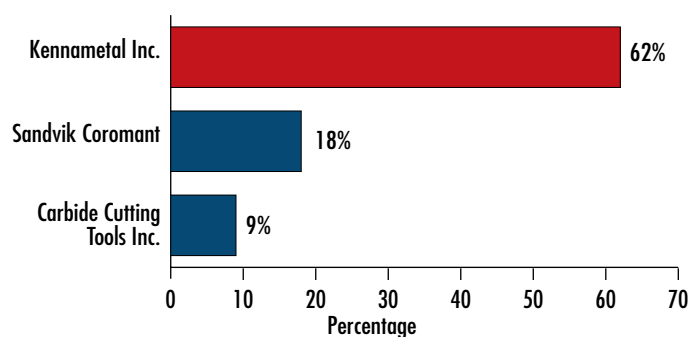
PLANT PICKS is an informal survey of **PLANT** readers who provide information about their brand awareness and personal rating of selected products and services. Respondents came from small (40%), medium (42%) and large (18%) manufacturing companies serving a range of industry sectors, including aerospace and defence, automotive, furniture, marine and rail.

Winner of the iPod NANO is T.R. Stanley, an industrial engineer at VAE Nortrack in Richmond, BC.

Do you have an idea for a **PLANT PICKS** survey? E-mail joe.terrett@plant.rogers.com or dan.bordun@industry.rogers.com.

BEST OVERALL

TOP THREE



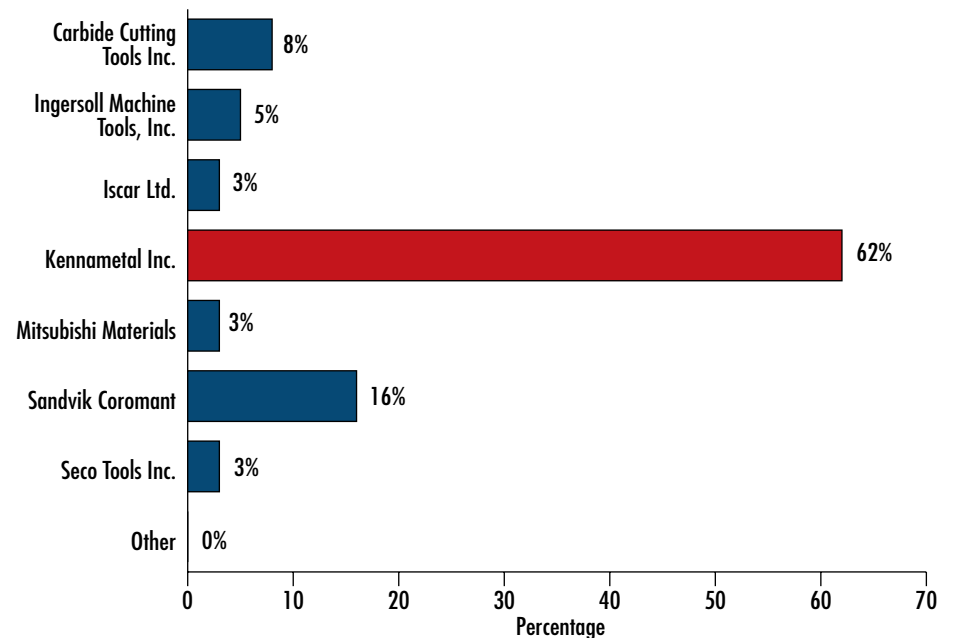
REMAINING

Seco Tools Inc.	6%
Ingersoll Machine Tools, Inc.	3%
Mitsubishi Materials	3%
Iscar Ltd.	0%

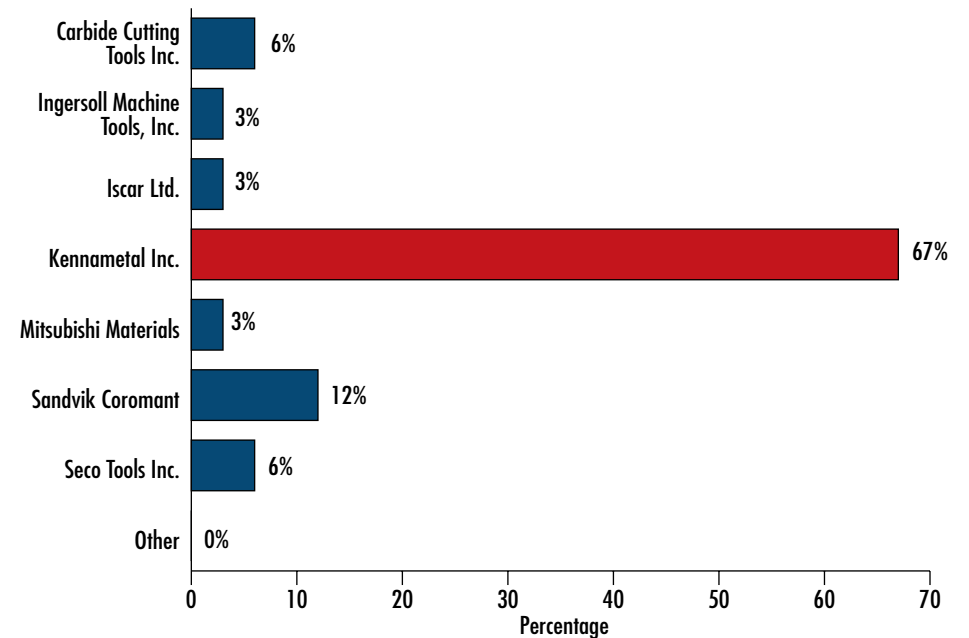
BRAND RECOGNITION

	Very familiar	Somewhat familiar	Not familiar
Carbide Cutting Tools Inc.	19%	24%	58%
Ingersoll Machine Tools, Inc.	8%	26%	66%
Iscar Ltd.	8%	23%	70%
Kennametal Inc.	49%	21%	31%
Mitsubishi Materials	4%	17%	79%
Sandvik Coromant	21%	39%	39%
Seco Tools Inc.	4%	17%	79%

BEST CUSTOMER SERVICE



BEST RANGE OF SERVICES



BRAND LOYALTY

