

VOLUME 31  
SPRING 1994  
NUMBER 2

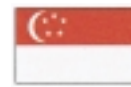


# THE M.C.GILL DOORWAY

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## GILL GLEANINGS FOR GLOBAL GILLREPS





# M.C. GILL'S FIRST INTERNAT

During the first week in April there was a decided international flavor at the M.C. Gill Corporation. The reason was our first International Marketing and Sales Conference for our foreign sales agents.

As most of our readers will remember, we devoted much of Spring and Summer 1993 issues of the Doorway to a recap of a training session we held for United Aerospace—our sales agent for Central and South America. Essentially, the April Conference was an expanded version of that session.

## A LONG HISTORY OF M.C. GILL SALES AGENTS

M.C. Gill has employed sales agents to represent the company overseas since 1977. Since then we have expanded to a network that sees a dozen agencies covering approximately 65 countries on every continent except Antarctica.

In North America our company employee sales force holds sway.

Our representation ranges from agencies with many employees covering a multitude of countries to one or two person operations with smaller territories. They all have several things in common—a knowledge of M.C. Gill products; an excellent working relationship with our (their) customers; and, experience in the commercial aviation industry.

The M.C. Gill Corporation does not select and retain its sales agencies haphazardly. We know they will be on their own and have little face-to-face contact with company personnel, so they must

have the aforementioned talents plus the initiative of a self-employed entrepreneur. When all's said and done, it is the M.C. Gill corporate name and products that are on the line, and we carefully pick and choose those agents that will be associated with them.



From left to right: Larry Russell, Stephen Gill and Bill Weltner all from M.C. Gill Corp.; Ted Smith, Australia; Ahmed Sharabi, Saudi Arabia; Dick Molte, France; Candi Burdick and Cindy Walker of M.C. Gill Corp.; Eddy Yokota and Mike Daimyo, both from Japan; Hans Zurbruggen, Germany; Paul DeGood and Irv Freund of M.C. Gill Corp.



# INTERNATIONAL SALES CONFERENCE

## WHY CUSTOMERS BUY FROM M.C. GILL

We prefaced our meetings by focusing on John Ruskin's words of wisdom, especially the opening line of his famous quotation, "It is unwise to pay too much, but it is

worse to pay too little." We wanted to impress on our agents that there is more to cargo liner and sandwich panels than price—and to carry that message to our customers when they raise the question, "Why should I buy from M.C. Gill and how will I benefit?" We wanted to give them the ammunition to intelligently answer that age old question—"what's in it for me?"

As the previous two Doorways mentioned, we told our agents that:

- "First, we're the best in the business, we know our business and we intend to keep it that way;
- Second, we've been at it for almost 49 years which means experience, financial integrity, trouble-free delivery and OEM qualifications;

- Third, our goal of technological leadership means a heavy R&D commitment which results in proven products, constant product improvement, and a worldwide OEM and airline supplier;

- And finally, as a pioneer (since 1945) we offer proven problem solving ability, specialization in aircraft liners and interior panels, and pride and confidence that our customers receive the best value available."

## VALUE IS MORE THAN FIRST COST

As it turned out, that word, value, kept popping up over and over throughout the three days. It epitomizes Ruskin's words because value does not mean first cost, i.e., low bid, because the cost of the material is often the smallest part of the total cost. If a customer accepts the lowest price, yet has to replace that part more often, the cost of



Not Pictured:  
Paolo Bandelloni, Italy;  
Janet Tan, Singapore;  
Ruby Tan, Philippines;  
Bruce Wilson,  
United Kingdom;  
Joe Egan, United States;  
Dave Cross, South Africa;  
John Yurgealitis,  
Central and South America;  
Gad Lipshitz, Israel;  
and José Luis Mamolar,  
Spain.



removing the old one; preparing the new one (marking, drilling, routing, or cutting) and installing it, will undoubtedly exceed the higher purchase price of a product that will last much longer.

If a competitor says his price is cheaper than a Gilliner or a Gillfloor, then he perhaps knows something about his product that he'd rather not mention to the customer. M.C. Gill products are not luxuries—they simply last longer!  
Once we felt our sales agents were

armed with the firepower to blunt the competitions' low price dodge, we rolled up our sleeves and got down to the basics.

### THE AGENDA: DAY ONE

The three day session started at 8:30 a.m. sharp Wednesday, April 6th. A personal and company welcome from M.C. Gill and a company profile along with our short and long term objectives delivered by Stephen Gill was followed by a description of the marketing and sales function and

philosophy. The remainder of the day was spent covering cargo liner and related products with only a catered lunch break and plant tour interrupting that product briefing.

### THE AGENDA: DAY TWO

The second day began with a morning and early afternoon session on sandwich panels and related products—interrupted briefly with Gillwitches (Dagwood would have been proud), coffee and shop talk—emphasizing aircraft flooring. We rounded out the day

## OUR INTERNATIONAL AGENTS REPRESENT

### Peoples Rep. of China, Singapore, Taiwan, Indonesia, Malaysia

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1 Magazine Road  
04-17A Central Building Singapore 0106  
Phone: 65-5386001 • Fax: 65-5381884  
Contact: Janet Tan

### Italy

AEROSPACE ENGINEERING S.R.L.  
Via Rimassa 51/22  
16129 Genova, Italy  
Phone: 10-533.5253 • Fax: 10-53.71.39  
Contact: Paolo Bandelloni

### Japan

NAKANO AVIATION, INC.  
11150 W. Olympic Blvd., Suite 1170  
Los Angeles, CA 90064, USA  
Phone: 310/575-0238  
Fax: 310/575-0241  
Contact: Nasato (Mike) Daimyo

### Philippines

LIBERTY AERO PRODUCTS  
27 St. Paul Corner St. Peter Sts.  
Horseshoe Village, Quezon City  
Metro Manila 1112, Philippines  
Phone & Fax: 63 (2) 7214011  
Contact: Ruby Tan

### Australia, New Zealand

ADVANCED COMPOSITES PTY. LTD.  
21 Waverley Drive  
Unaderra, N.S.W. 2526 Australia  
Phone: 042-72-3200 • Fax: 042-72-9370  
Contact: Ted Smith

### Israel

AEROSPHERES LTD.  
6 Hamaalot Street  
Raanana, 43365 Israel  
Phone: 97252-440765  
Fax: 97252-912665  
Contact: Gad Lipshitz



with a session devoted to quality assurance including an extensive tour of our Research and Development lab facilities. That tour included detailed explanations of the smaller pieces of equipment which duplicate production facilities, our test methods and actual demonstrations of some of the more common tests QA conducts on a daily basis.

### **THE AGENDA: DAY THREE**

We reversed roles on the third and final day, asking each of our agents

to give us a profile and background of their territories. We asked them to include an outlook for the economies of the countries they travel and to translate that into what it meant for our customers and our sales to them.

### **A RESOUNDING SUCCESS**

Based on the comments we received from the agents in attendance, the conference material was very well received and all concerned agreed that it was informative and the time was well

spent. In addition to imparting enhanced product knowledge we tried to imbue our agents with all that the M.C. Gill Corporation stands for—quality products, attention to detail, strong customer service, and the experience in manufacturing composite materials for the aviation industry that only 48+ years experience can bring.

Judging from the enthusiasm we observed at the end of the conference, we expect to realize a banner sales year from the four corners of the earth—literally!

## **PRESENT M.C. GILL IN 65 COUNTRIES**

### **France**

L.S.E.  
11, rue de Provence 75009  
Paris, France  
Phone: (1) 45 23 41 33  
Fax: (1) 45 23 41 29  
Contact: Dick Motte

### **Ireland, United Kingdom**

WILSON AVIATION SERVICES INT'L LTD.  
Quarry Heights North Road  
Netownards, Co. Down BT23 35Z  
Northern Ireland  
Ph: 44 247 822 800 • Fax: 44 247 822 811  
Contact: Bruce Wilson, Frank Thompson

### **Central America, Carribean, Bahamas, South America**

UNITED AEROSPACE CORPORATION  
PO Box 111089, Hialeah, FL 33011, USA  
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Contact: Ernesto Rodriguez, John  
Yurgelitis, Norma Rodriguez.

### **Austria, Belgium, Germany, Holland, Luxembourg, Switzerland**

ZAP  
Geroweg 10  
33014 Bad Driburg, Germany  
Ph: 49 5253-98810 • Fax: 49 5253-9888181  
Contact: Hans Zurbruggen

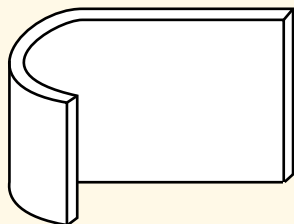
### **Spain, Portugal**

EUROSPACE CORPORATION  
Juan De Villanueva, 17  
28820 Coslada, Madrid, Spain  
Phone: 671 56 80 • 305/592-0600 (Florida)  
Fax: 673 99 50 (Spain)  
Contact: Jose Luis Mamolar (Spain), Norma  
Rodriguez (Florida)

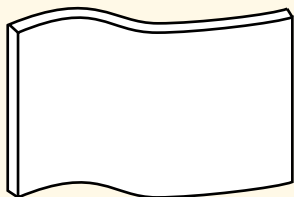
### **Middle East, North Africa**

YELLOW SEA COMPANY  
Villa 19, Ahmed Zeen St. Cor. Mohd. Aly  
Zayynal St., Al-Rawdah District 3  
Jeddah 21423 Saudi Arabia  
Ph: 966 2 683-5882 • Fax: 966 2 782-  
9506 Contact: Ahmed N. Sharabi

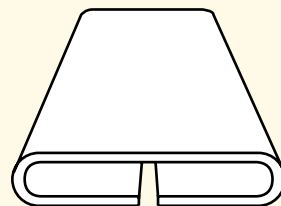
# OX Core Befuddles The Bee



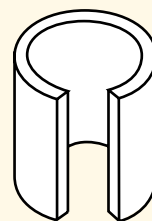
OX CORE MAKES  
SIMPLE CURVATURE EASY



# NEW



USE OX CORE FOR  
RADICAL CURVATURE



Rectangles!?  
Someone doesn't  
know his  
beeswax.

OX GILLCORE HD WITH RECTANGULAR CELLS



Gill knows  
their beeswax.

GILLCORE HD WITH  
HEXAGONAL CELLS

**HONEY BEES** are social insects that use the nectar of flowers to make...

**HONEY**, a sweet viscid material which is stored in a...

**HONEYCOMB**, a mass of hexagonal cells built by honeybees in their hive.

After the honey has been extracted, the comb is a mass of hexagonal cells—when dry, it is very light in weight with a high strength-to-weight ratio. For these reasons, man copied the geometry while upgrading the compressive strength and aerospace design. Engineers use this man-made version for a lot of different things including interior and exterior sandwich panel cores, and for such exterior uses as flaps, ailerons, and helicopter blades.

## HONEYCOMB HISTORY AT M.C. GILL

The M.C. Gill Corporation has used aramid fiber honeycomb since the early 1970's as core material for sandwich panels, but the company was dependent on outside sources for its supply of honeycomb. Having to rely on someone else for this key material led to all sorts of problems—inconsistent quality, dimensions beyond tolerance, fluctuating prices, and delivery schedules based on the convenience of our suppliers rather than our

customers, just to name a few. The last was particularly frustrating because we try very hard on AOG's and pride ourselves on our delivery performance—which averages around 95 percent. Therefore, the decision was made to invest the time and money necessary to produce our own honeycomb—Gillcore HD—rather than forsake any hopes of ever having the ability to compete for high dollar volume sales. On the surface, this was the logical decision; in fact, there was a lot more to it.

However, M.C. Gill did not acquire the sobriquet of "pioneer" overnight and despite the many barriers to success his tenacity prevailed. Since 1983 we have produced millions of cubic feet of aircraft grade aramid fiber honeycomb impregnated with phenolic resin both for in-house use and for sale as a raw material.

By starting small and expanding slowly and healthily, the company has been able to maintain quality and delivery promises at reasonable prices. Our efforts have been rewarded. And at this writing Gillcore HD is qualified to the following specifications:



# OVEREXPANDED HONEYCOMB

## THE NEW KID ON THE BLOCK

Until now, the M.C. Gill Corp. has made Gillcore® (aramid fiber honeycomb) for use in our sandwich panels or for sale as a raw material to others—in other words flat and rigid. In response to requests from many of our customers (we do listen), we have developed OX (overexpanded) Gillcore HD and it, too, can be purchased as a raw material or as part of a finished product. The raw materials (aramid fiber paper and phenolic resin) are the same as in Gillcore HD but the cells are overexpanded to a rectangular shape, as opposed to the conventional hexagonal shape.

## APPLICATIONS

This overexpansion provides flexibility from the elongation of the cells into a rectangular configuration and facilitates curving or forming the honeycomb into simple contours in the “W” (warp, or width) direction and opens up a whole new world for additional applications, i.e., where light weight and rigidity are required with the added capability of forming into contoured shapes as in the following:

- Curved interior aircraft panels for sidewalls, ceilings, galleys and lavatories;
- Environmental systems ducting;
- Radomes;
- Exterior aircraft panels

including trailing and leading edges, flaps, ailerons, access panels, and doors;

- Ship and boat panels such as those dividing berthing areas and staterooms; and,
- Pleasure and racing boat hulls.

## FEATURES

Except for being formidable, OX Gillcore HD has the same features as Gillcore HD.

- High strength-to-weight ratios;
- Thermal tolerance to 325°F;
- Low densities, i.e., 1.8 and 3.0 pcf (comparable to foam cores);
- High wet strength and corrosion resistance;
- Conformance to rigid smoke, toxicity and flammability standards; and,
- Excellent fatigue and impact (energy absorbing) resistance.

AMS 3711 (for Weber aircraft)  
Boeing BMS 8-124  
Cessna Aircraft Co. CMNP083  
FAR 25.853  
Lockheed G28001  
Lockheed LCM28-1041  
Lockheed STM 28-105  
McDonnell Douglas DMS 1974  
MIL-C-81986 (AS)  
Northwest Technical NMS 200  
Rockwell Int'l Corp. LB0130-022

## AVAILABILITY

Gillcore HD has been supplied in sheets as thin as .060" or in blocks as thick as 24". With our computer controlled horizontal band saw, we provide slices at a standard tolerance of  $\pm .005$ " across the total area of the sheet. However, the typical thickness variation we experience is controlled to within  $\pm .0015$ " of the desired thickness. Without splicing, Gillcore HD is available in lengths up to 100" and widths up to 50".

## QUALITY CONTROL

Like all our products, Gillcore HD and OX Gillcore HD are subjected to an exhaustive series of quality control tests, usually to customer specifications. The following tests are conducted on every block or lot.

1. Cell count. Ensures that cell sizes and shapes are consistent within any given loaf. Configuration materially affects the strength where it is needed.
2. Compressive strength. Measures how much force is necessary to crush the core after it has been bonded in a sandwich panel configuration. A fully supported Gillfab 4017 Type 1 flooring will support 1700 pounds per square inch before it fails in compression.
3. Plate or core shear. Measures the core's resistance to being delaminated or sheared when facings are moved in opposite directions. Failure results in deformation of the material which weakens it and results in a spongy floor.
4. Density, in pounds per cubic foot. Ensures that densities remain consistent in every

sheet of every lot and are within tolerance. If you would like more information or a sample of Gillcore HD and/or OX Gillcore HD, please contact the Marketing Services Department at the address, phone, or fax on the cover.

## CONCLUSION

*We believe you should choose Gillcore HD and OX Gillcore HD because we can offer (1) consistent quality, (2) prompt delivery, (3) dependability, (4) integrity, and (5) fair pricing -- all five available from a company that's been in business almost 49 years.*

*Is there anything more reassuring than buying from the same family-owned company of long standing, that concentrates more on reputation of their product than on price and profit. It is our philosophy that if we do a good job, profits will follow—one cannot “wish” oneself into that position. We think you'll be comfortable with your decision to go with the M.C. Gill Corporation.*

# THE FUNNY SIDE

Two fathers were discussing how each of their sons was doing in college. One father said, "My son is so smart that when he writes home I have to go to the dictionary."

"You're lucky," replied the other father. "When my son writes home, I have to go to the bank."

★★★★★

Raising children is good practice for public speaking. Anyone who can get a teenager's attention is a born actor.

★★★★★

The personnel manager asked the applicant, "What do you expect in the way of a salary?" The man quoted a rather high figure and the interviewer said, "That's pretty steep for someone with no experience." "I know, but it's a lot harder work when you don't know anything about what you're doing."

★★★★★

Announcement in a weekly newspaper: "The Ladies of the Helping Hand Society enjoyed a swap social on Friday evening. Everybody brought along something they no longer needed. Many of the ladies were accompanied by their husbands."

The only way to have anything in today's economy is to sit home and let the rest of the world go buy.

★★★★★

"Pull over!" shouted the policeman. The driver complied, and at the ensuing court appearance the judge fined her \$25. She was fearful that her husband would see the checkbook and learn of the incident, but suddenly an inspiration hit her. She wrote on the stub, "One pullover, \$25."

★★★★★

"I'll teach you to throw rocks," an angry man said to the mischievous young boy. "I'd rather appreciate it mister," the lad replied, "I keep missing."

★★★★★

"That dress is too small for you. It's skin tight." "It's tighter than my skin, mother." "How could anything be tighter than your skin?" "I can sit down in my skin, but I'll be darned if I can sit down in this dress."

★★★★★

Before you question your wife's judgement, remember who she married.

# Trivia

In Pittsburgh, it took Wendy's an average of 46 seconds to serve a hamburger, french fries and a soft drink: McDonald's 1-1/2 minutes, and three minutes at Burger King.

★★★★★

The number of millionaires in the U.S. has increased 145 percent since 1980.

★★★★★

The amount of hazardous waste generated in the U.S. per person per year is 2,600 pounds.

★★★★★

In the past nine years there have been six false warnings of a nuclear attack on the U.S.

★★★★★

In 1986, the Bill Cosby Show was the most popular TV program in South Africa.

9,600 pounds of plutonium and highly enriched uranium is missing from U.S. inventories. It takes 15 pounds of plutonium to build one atomic bomb.

★★★★★

Ten percent of Japanese have IQs above 130. Two percent of Americans have IQs that high.

★★★★★

49 percent of all Americans say they want to live to be 100.

★★★★★

29 percent of Americans say they want their boss' job.

★★★★★

36 percent of female executives say wearing perfume helps a woman's career.



M.C. GILL CORP. • SINCE 1945