

News from Norm

New Labor Codes

A lot has changed since we first opened our doors 20 years ago. Back then the OCTANORM® system consisted of a few uprights and beams. Most of the fabricating we did in our shop were within the standard system measurements including the curved extrusions. Today, almost every order is custom and our fabrication has changed dramatically. The introduction of the architectural systems such as Maxima has changed everything. Now more than ever, you can truly create custom designs using OCTANORM®.

This has also resulted in a lot of confusion concerning our labor charges since we now have over 60 different operations that we perform as opposed to the 16 operations that currently exist in our price list. And if you take into consideration the fact that the operation on one end of an extrusion is quite often different than the operation on the opposite end, we can lay claim to over 120 operations.

Those of you who have been to our training session, or have visited us at the Exhibitor Show know that we have been feverishly working on a software program that will allow you to easily quote your own jobs instead of being dependant on us and our schedule. We're calling it OCTAquote and it runs on the FileMaker® Pro platform. That means it can be used by Mac or PC users. However, we were forced to completely revise our labor codes in order to complete the software for your use. That task is now complete and we will launch both the software as well as our new labor codes July 1.

While the new codes may seem somewhat daunting at first, the logic behind these codes will become apparent in no time at all. We are in the process of internal training at the moment and will be ready to share our knowledge next month together with OCTAquote. Below is a sneak preview of these labor codes.

Sincerely,
OCTANORM USA, Inc.

Norm Friedrich
President

Click the image below to access the Labor Code list

Old Labor #	New Labor #	Profile Labor
01.0010	01.0010	Extrusion straight cut
01.0011	01.0011	Extrusion straight cut
01.0012	01.0012	Extrusion straight cut
01.0013	01.0013	Extrusion straight cut
01.0014	01.0014	Extrusion straight cut
01.0015	01.0015	Extrusion straight cut
01.0016	01.0016	Extrusion straight cut
01.0017	01.0017	Extrusion straight cut
01.0018	01.0018	Extrusion straight cut
01.0019	01.0019	Extrusion straight cut
01.0020	01.0020	Extrusion straight cut
01.0021	01.0021	Extrusion straight cut
01.0022	01.0022	Extrusion straight cut
01.0023	01.0023	Extrusion straight cut
01.0024	01.0024	Extrusion straight cut
01.0025	01.0025	Extrusion straight cut
01.0026	01.0026	Extrusion straight cut
01.0027	01.0027	Extrusion straight cut
01.0028	01.0028	Extrusion straight cut
01.0029	01.0029	Extrusion straight cut
01.0030	01.0030	Extrusion straight cut
01.0031	01.0031	Extrusion straight cut
01.0032	01.0032	Extrusion straight cut
01.0033	01.0033	Extrusion straight cut
01.0034	01.0034	Extrusion straight cut
01.0035	01.0035	Extrusion straight cut
01.0036	01.0036	Extrusion straight cut
01.0037	01.0037	Extrusion straight cut
01.0038	01.0038	Extrusion straight cut
01.0039	01.0039	Extrusion straight cut
01.0040	01.0040	Extrusion straight cut
01.0041	01.0041	Extrusion straight cut
01.0042	01.0042	Extrusion straight cut
01.0043	01.0043	Extrusion straight cut
01.0044	01.0044	Extrusion straight cut
01.0045	01.0045	Extrusion straight cut
01.0046	01.0046	Extrusion straight cut
01.0047	01.0047	Extrusion straight cut
01.0048	01.0048	Extrusion straight cut
01.0049	01.0049	Extrusion straight cut
01.0050	01.0050	Extrusion straight cut
01.0051	01.0051	Extrusion straight cut
01.0052	01.0052	Extrusion straight cut
01.0053	01.0053	Extrusion straight cut
01.0054	01.0054	Extrusion straight cut
01.0055	01.0055	Extrusion straight cut
01.0056	01.0056	Extrusion straight cut
01.0057	01.0057	Extrusion straight cut
01.0058	01.0058	Extrusion straight cut
01.0059	01.0059	Extrusion straight cut
01.0060	01.0060	Extrusion straight cut
01.0061	01.0061	Extrusion straight cut
01.0062	01.0062	Extrusion straight cut
01.0063	01.0063	Extrusion straight cut
01.0064	01.0064	Extrusion straight cut
01.0065	01.0065	Extrusion straight cut
01.0066	01.0066	Extrusion straight cut
01.0067	01.0067	Extrusion straight cut
01.0068	01.0068	Extrusion straight cut
01.0069	01.0069	Extrusion straight cut
01.0070	01.0070	Extrusion straight cut
01.0071	01.0071	Extrusion straight cut
01.0072	01.0072	Extrusion straight cut
01.0073	01.0073	Extrusion straight cut
01.0074	01.0074	Extrusion straight cut
01.0075	01.0075	Extrusion straight cut
01.0076	01.0076	Extrusion straight cut
01.0077	01.0077	Extrusion straight cut
01.0078	01.0078	Extrusion straight cut
01.0079	01.0079	Extrusion straight cut
01.0080	01.0080	Extrusion straight cut
01.0081	01.0081	Extrusion straight cut
01.0082	01.0082	Extrusion straight cut
01.0083	01.0083	Extrusion straight cut
01.0084	01.0084	Extrusion straight cut
01.0085	01.0085	Extrusion straight cut
01.0086	01.0086	Extrusion straight cut
01.0087	01.0087	Extrusion straight cut
01.0088	01.0088	Extrusion straight cut
01.0089	01.0089	Extrusion straight cut
01.0090	01.0090	Extrusion straight cut
01.0091	01.0091	Extrusion straight cut
01.0092	01.0092	Extrusion straight cut
01.0093	01.0093	Extrusion straight cut
01.0094	01.0094	Extrusion straight cut
01.0095	01.0095	Extrusion straight cut
01.0096	01.0096	Extrusion straight cut
01.0097	01.0097	Extrusion straight cut
01.0098	01.0098	Extrusion straight cut
01.0099	01.0099	Extrusion straight cut
01.0100	01.0100	Extrusion straight cut



2009 Calendar

Event Description	Begin Date	End Date
OCTANORM® USA, Inc. Annual Inventory Closings	6/25/09	6/26/09
TS ² , Chicago, IL	7/21/09	7/22/09
IRDC - Dallas, TX	9/23/09	9/25/09
OCTANORM® USA, Inc. Training Seminar	10/19/09	10/20/09

OCTANORM® USA, Inc. will be closed for Year-End Inventory on the following days:

Thursday, June 25th

Friday, June 26th

OCTANORM® USA, Inc. will reopen for business on Monday, June 29th at 8:30 a.m.

Please note these days of closing so that projects can be accomplished before or after these dates. Please contact your Regional Sales Manager for emergencies:

Mike Morrison- 770-841-0694
Southeastern Regional Sales Manager

Paul Bowling- 312-208-2021
Northeast/Midwestern Regional Sales Manager

Wayne Laube- 805-286-1050
Western United States Regional Sales Manager

KioskCom Self Service Expo

On May 6th & 7th, 2009 OCTANORM® USA participated in the KioskCom Self Service Expo show in Las Vegas. Our Experience with the Starbucks Kiosk program makes this industry an ideal niche for our company.

Our 10' x 20' exhibit was built using D400 pop-up units combined with two Octaterminals and an MMP2 LAOPAN Technology monitor from OCTANORM® Nordic. The two-day show hosted attendees from the Kiosk and Digital Signage industries who searched for solutions to their kiosk needs including self-service and customer facing technology.

It was a small show with a targeted audience and while the attendance was relatively slow we made some great contacts that we hope will develop into long term relationships.

TS² 2009



CONFERENCE: JULY 20-23, 2009
EXPO: JULY 21-22, 2009
McCORMICK PLACE • CHICAGO, IL

TOTAL SOLUTIONS MARKETING
FOR THE EXHIBIT AND EVENT PROFESSIONAL

OCTANORM® USA, Inc. will officially be launching the VARIO kit program at TS². TS² 2009, Total Solutions Marketing for the Exhibit & Event Professional, will be held Tuesday, July 21 and Wednesday, July 22, at McCormick Place in Chicago, IL.

These kits will be available complete with graphics, shipping cases and setup drawings directly from OCTANORM® USA and will be sold through a network of OCTANORM® Display Partners (ODP).

If your company is interested in becoming an OCTANORM Display Partner please make sure to visit us and ask for more information. (Booth 233)



OCTAtraining Seminar

Our training seminar is one of our most popular tools for educating dealers and builders on our products. The next seminar will be held October 19-20, 2009, in Atlanta, Georgia. This intermediate-level seminar is an excellent opportunity for designers, engineers, detailers, and project managers to learn more about the exciting products OCTANORM® has to offer.

The seminar includes topics such as our innovative OCTAcatalog software, advanced quoting procedures, and new products. We also include constructing an exhibit, touring the OCTANORM® USA, Inc. facilities and enjoy benefiting from the experiences of our informative guest speakers. The seminar concludes with an opportunity to show off your own creativity with OCTANORM® in our design challenge competition. It's an exciting adventure into the World of OCTANORM®!

Limited space requires that you make a reservation in advance – but hurry, seats for this fantastic experience go fast!

If you are interested in making a reservation or would like additional information please contact amuldoon@octanormusa.com.

New Products

LAOPAN MMP2 DIGITAL SIGNAGE SCREEN

LAOPAN Technology, a Swedish Company based in Stockholm Sweden, introduced the MMP2 during the Euroshop Exhibition in Dusseldorf this past February 2008.

This technically advanced monitor is equipped for wired or wireless networking and can automatically download content from a corporate site. This is ideal for companies needing to change or update signage content quickly and easily from a single location out to multiple regions. You can also use a thumb drive or USB memory stick to transfer content.

The aluminum frame has the OCTANORM[®] groove around all four sides providing excellent design capabilities and connection methods whether the application is on the show floor or at the Point Of Sale (POS).

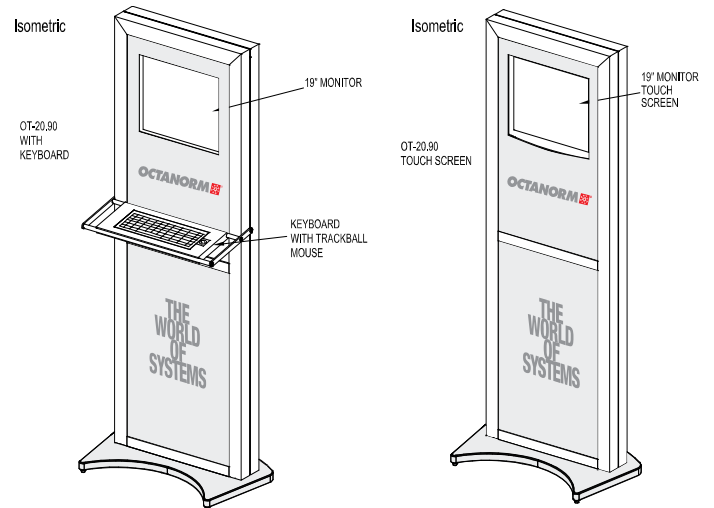
With 2GB of memory you can run numerous presentations or movies on the 17" high resolution screen without a computer. Maximum resolution is genuine 1280 x 1024 pixels. The MMP2 is interactive with seven touch sensitive areas that control which movie or presentation is playing.

If you want multiple screens, using its built-in USB to USB function, you can connect up to six MMP2's to a single computer and either show one content or six different. For technical specifications or more information on the MMP2 please contact your OCTANORM[®] Regional Sales Manager.



OCTAterminal

OCTANORM®'s answer to a clean interactive terminal display has been upgraded to reveal a fresh, sharper look and design. The base of the unit has been changed to a Type 1 Grey PVC Plastic known as King Starboard. This will not only make the unit more durable but also easier to keep clean. We have utilized a mitered M1060 extrusion around the perimeter of the unit which allows for a continuous system groove along the top for such accessories as panel retainers or other small parts. OCTANORM® also has the ability to route the front panel to fit any monitor for a different design look, as well as adding a touch-screen monitor for an even sleeker appearance.

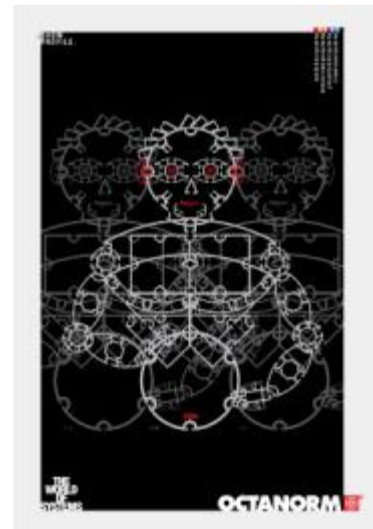


Profile Brochure

The OCTANORM® system comprises a very extensive range of extrusions.

Illustrated in this updated brochure are the most popular extrusions grouped for your convenience by shape or function.

If you would like to request a hard copy of this newest version of the Profile brochure, please contact Amy Muldoon, amuldoon@octanormusa.com.

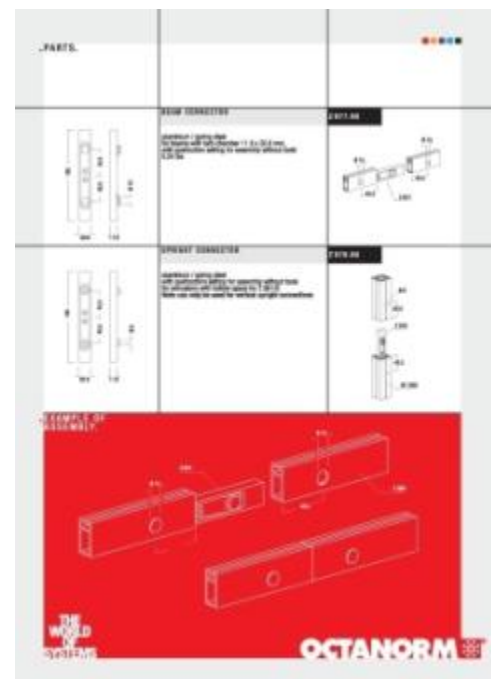


Internal Connectors Z977.90 and Z978.90

In last month's Newsletter we featured the Z977.90 and the Z978.90 in the New Parts section. We truly believe these new parts provide tremendous benefits when splicing two extrusions together. However, it is important for everyone to understand that these components were NOT designed for structural applications and are not intended to replace the original Z967.00. These new splice connectors were designed for use in NON-STRUCTURAL situations such as small displays where load bearing capacity and stress is not a factor.

It's also important to note that the "buttons" on these splice connectors may become misaligned from time to time through repeated use and will need to be adjusted occasionally. This can be done by loosening the two screws and re-aligning the spring. The spring itself may also become somewhat depressed over time and may also need to be adjusted. This will become evident when the "buttons" no longer "pop" all the way through the hole of the extrusion. This can be done by simply taking a screwdriver and prying the spring upwards.

Keep in mind these components were designed as a fast and simple means of creating splice connections. However, you should be aware that they serve a limited purpose and require occasional maintenance in order to perform optimally.



Featured Designs

For the past 40 years, OCTANORM® has focused its efforts on the development of the world's most widely used construction systems. However, it is through the creative use of these systems that our products have received their recognition.



We feature a different example each month of unique projects. If you have photos of your OCTANORM® designs or booth shots, please forward them along with a brief write-up to your Regional Sales Manager!! Make sure and include a link to your website so that end-users can contact you directly. Each month we will proudly display some of the creative works of our OCTANORM® SERVICE PARTNERS.

SATURN VUE HYBRID LAUNCH: SATURN GREENHOUSE EEI GLOBAL- ROCHESTER HILLS, MI

Along with Saturn, EEI Global developed an innovative method to create modular greenhouse displays that traveled throughout the United States to targeted consumer events to support the Saturn VUE Hybrid launch. The greenhouses were designed and engineered based on a truss-based structural skeleton onto which the clear wall and roof panels were hung and clamped.

Furthermore, the greenhouses modularity was achieved by employing similar structural sections and wall panels to create two different sized displays, depending on the site limitations. The literal "green" exhibit followed the environmental message in its functionality: low-voltage LED lighting and electro-luminescent panels powered only by batteries were used to illuminate the display during evening and low-light situations. The greenhouse stock always featured local native species shown in recycled containers.

EEI Global is an award-winning experiential marketing firm that creates remarkable brand experiences, fostering customer engagement and driving measureable business value. With more than 25 years experience serving clients in the U.S. and throughout the world, the agency blends strategic counsel and leading creative with full-service production capabilities for clients in automotive, advanced manufacturing, brand marketing agencies, health care and emerging technologies.

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