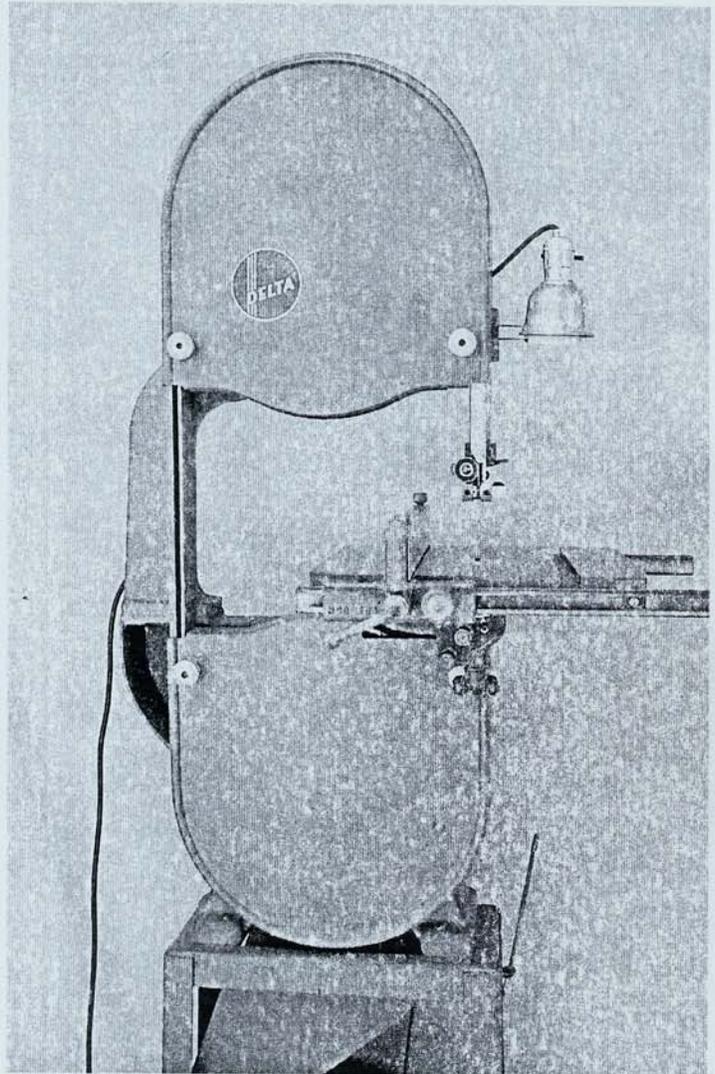


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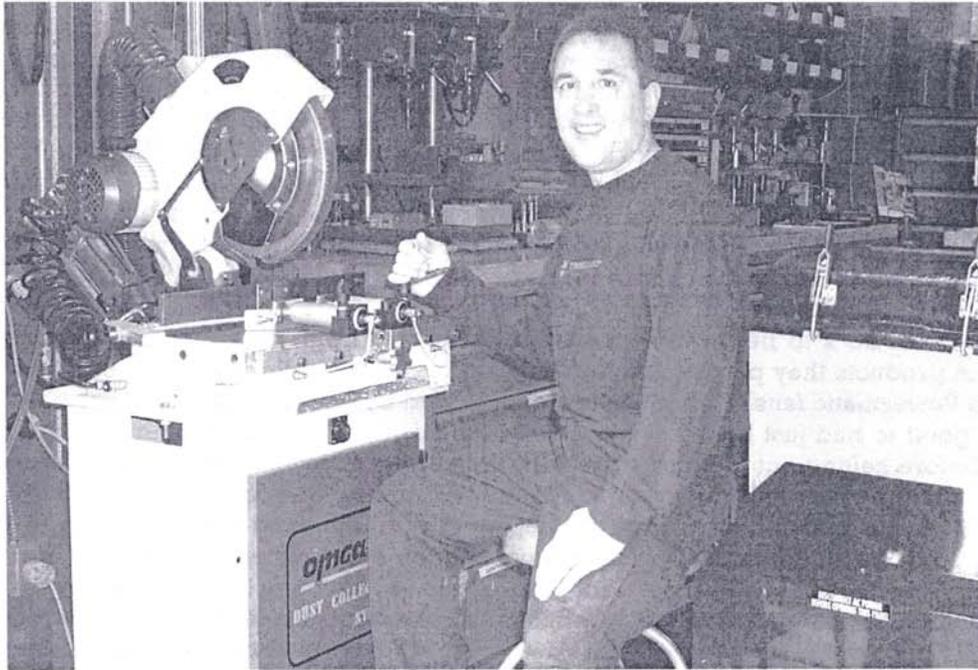
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Motorcycles & Corporate Decline

Ever wonder why quality in a company's product line begins to decline through the years? I believe most of us can cite examples of this phenomenon, so I'll share some of my thoughts as to its causes. It does seem to defy common sense and good business practice, which is exactly why I feel a closer examination is warranted. By studying mistakes made by others we are better able to avoid or steer around those same mistakes when we encounter them.

To understand my reasoning or madness on this matter, allow me to take you back to my teenage years many, many moons ago. During these years I was literally addicted to motorcycles and found myself constantly riding, repairing, rebuilding and reading about them. I would absorb every magazine review or technical article about their performance I could get my hands on. Over the years, one important trait concerning Japanese bikes stood out from their American and European counterparts— constant improvement. You see back at that time most experts preferred either American or British bikes. So it was with interest that I observed that almost every time the magazine reviews would describe some flaw in the Japanese design, the following year or next model would have addressed the complaint and improved it. This went on for a number of years until there came a time when it was quite obvious to all, Japanese bikes, through continuous improvement, had become technologically superior. Once this occurred, it was just a matter of time before the domestic and European manufacturers threw in the towel and folded. There were a few exceptions such as Harley Davidson that held on by the skin of their teeth, supported by American pride and undying customer loyalty but the majority of players folded. The market became saturated with the names of Yamaha, Suzuki, and Honda which captured the majority of market share. Gone were the names, Indian, Motor Guzzi, Triumph, etc. which at one time had been icons in the field of motorcycles. All had built some marvelous bikes but at some point in their history they had stopped innovating and began relying on old design work to carry the company into the future. This was a mistake and they soon realized they couldn't compete in a ever changing marketplace full of new designs and technology that the Japanese bikes were of-

fering to customers. Why did this happen? Why couldn't the leader's of these companies foreseen what would happen? I believe it was due to one important factor, the creators or owner's of these companies, the men that had been the driving force or will of the company had either retired, passed away, or transferred day-to-day control of the company over to corporate CEO's whose main goal was to satisfy the stockholders and board members of the company. They possessed no allegiance to the motorcycling enthusiast and their perceived needs or wants. In many cases these companies had been acquired by larger corporations that had no experience in the motorcycling world at all and simply viewed the newly acquired company as another profitable asset to be milked until such time it became a liability and needed to be sold.

What does this have to do with product quality one might ask? Plenty, you see it seems to be a habit with these CEO's to begin to squeeze further profits from companies by decreasing the quality of the products they produce while raising prices. This will probably ring true with a lot of Delta and Powermatic fans. When Delta was acquired by Rockwell we slowly saw Delta quality go from good to bad just before it was sold to Pentair. They in turn took quality from bad to worse just before selling out to Black & Decker. Powermatic also saw the majority of their high quality American product line shipped off to Taiwan following its acquisition by JET. Why does this happen? Same reason, the man at the top doesn't understand what it means to live and breathe the products their companies are producing, their only concern being the profit the company makes. They focus only on short term goals instead of planning long term successful strategies that will improve the products they produce. They're like those domestic and European motorcycle companies of old, they stagnate, refuse to innovate and improve their products until it's too late. They awake one day to find their market share lost, their customer loyalty gone, their designs out-dated, and their products flawed. Where once their original owners had built their companies into industrial giants, now lay ashes, a result of their own shortsightedness to the god they worship... profits.

Keeping the boat on a straight and steady course,
Louis A. Iturra

Iturra Design Employee's

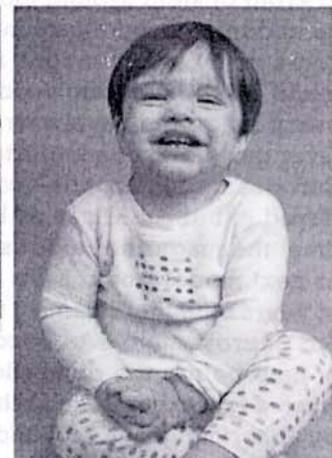


Thelma & Louise
Cliff-hanger
Customer Service



Buba Butterfingers
Shipping Manager

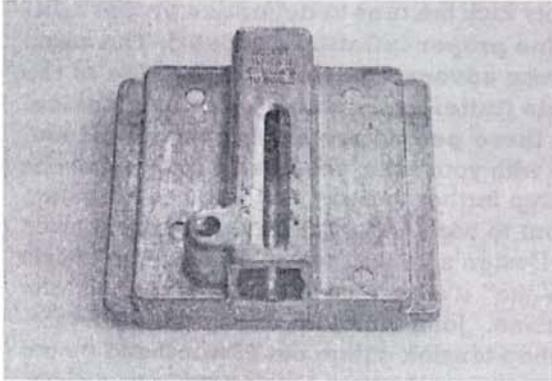
They made me promise they'd be in
the next edition!



"Baby Face"
Bob Beautiful
Complaint Dept.

Delta 14" Tension Assembly

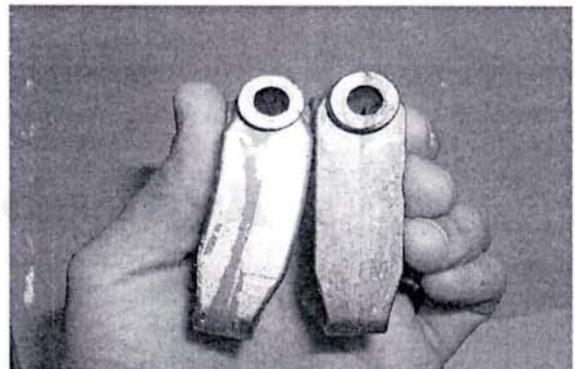
We stock the original Delta tension assembly for the Delta 14" bandsaws. The assembly consists of several parts, the first of which is the rectangular die-cast aluminum housing called the sliding bracket. On one side of this housing resides the tension spring and tension rod with square nut. On the opposite side is the tracking arm which is hinged with the housing pin and also captures the wheel axle. There's also a threaded hole which transverses the housing which accommodates the tracking knob. We sell all of these parts separately below and on the following pages.



Sliding Bracket

This is the original die-cast aluminum housing which holds the tension spring and several other important parts. Not for Chinese 14" Delta.

10193 SLIDING BRACKET \$36



DELTA'S WEAK LINK

If your Delta 14" band saw has any age on it, you will begin to notice that when you track a blade the tracking arm will begin to hang up on the upper wheel guard cutout hole. What has happened in many cases is that the tracking arm has begun to bend. See top right photo. This happens when excessive tracking is used (wheels not co-planer) or excessive tension, or both. This tracking arm is triangular in shape and is hinged to the tension control housing of which both are made from an alloy die casting. Removing the upper wheel and guard will expose this arm so it can be checked for distortion.

10027 DELTA TRACKING ARM \$21

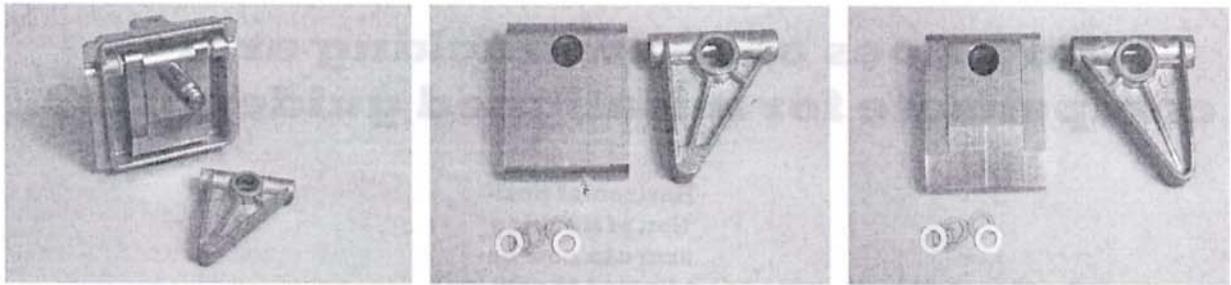


Photo on left shows new tracking arm installed in sliding bracket assembly with wheel axle, note adjustment shims on both sides. Center photo shows rear side of new tracking arm compared to original arm on right. Right photo shows front side of tracking arm compared to original on right, note the milled bevel on bottom end which prevents the arm from hanging up on the rear opening of the upper wheel guard.

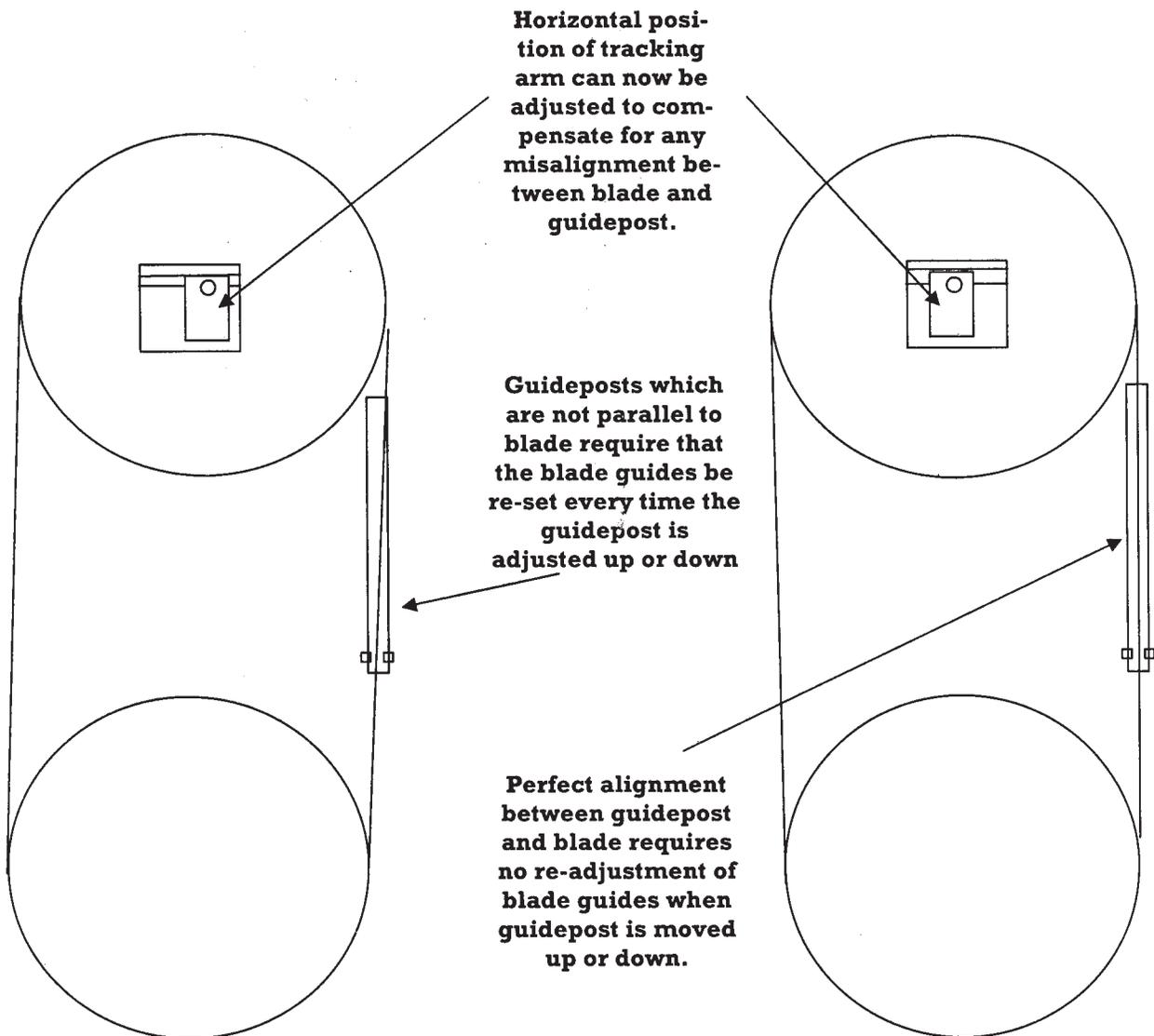
ITURRA DESIGN IMPROVED DELTA 14" TRACKING ARM

For the past several years customers have been requesting we build a stronger tracking arm for the Delta 14" bandsaws. At first we didn't see the need too, since the Delta's tracking arm provided years of useable service before showing signs of stress. But recently several factors have changed our minds. One, our high tension springs have become very popular due to the performance boost they give during re-sawing but many customer's keep their saws at these higher levels all the time, shortening the tracking arms lifespan. Two, competitor's are beginning to offer their own versions of high tension springs without disclosing the spring rates. Are their spring rates higher or lower than ours and how will their springs affect the saw? Three, many Asian imports that copy the Delta 14" design, leave a lot to be desired as far as quality castings and related parts. This has a substantial impact on part reliability when high tension springs are used. Fourth, the Delta and related imports have never addressed the need for some type of compensating adjustment when the guidepost doesn't run parallel to the blade. This forces the end user to compensate for any variance by re-adjusting his blade guides whenever he adjusts guidepost height, leading to frustration and decreased productivity.

So we did it, we built an improved tracking arm which once and for all, ends stress fatigue problems and provides a means to align the blade with the guidepost. Our new improved tracking arm is now milled from solid stress-proof steel which will take the punishment of higher tension levels without bending like the original. Also, through the use of the supplied installation shims, the end user can compensate for most misalignment problems seen between the blade and guidepost. Putting an end to constantly having to re-adjust blade guide clearances whenever one changes the guidepost height. Our new tracking arm can be installed in less then 30 minutes following the easy step-by-step photo instructions. For Delta 14" Bandsaws only (we're working on a JET/Import version which will be available soon).

10405 IMPROVED DELTA 14" TRACKING ARM \$46.00

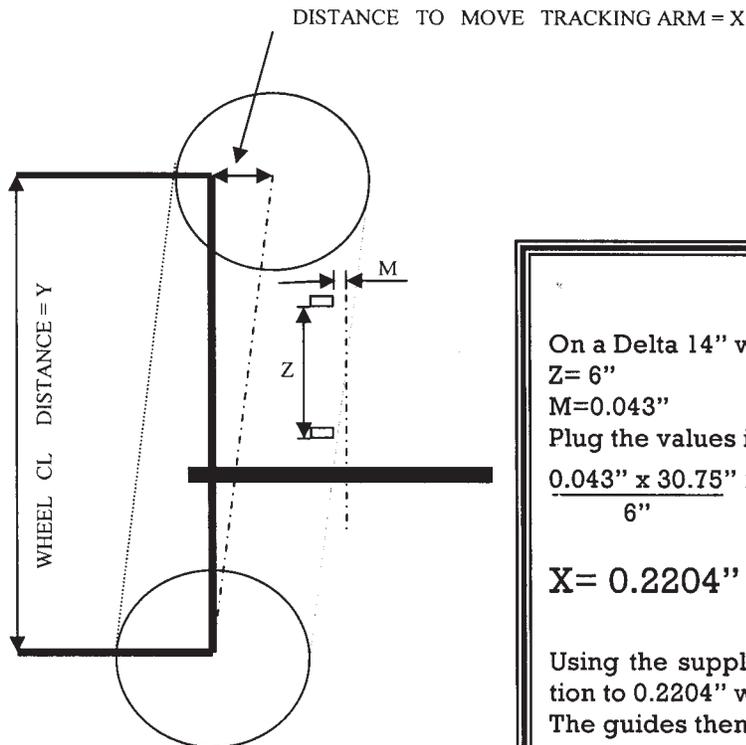
How does our new tracking arm compensate for misaligned guideposts?



Our new tracking arm can compensate for blade and guidepost misalignment by positioning the included color-coded mounting shims either to the left or right of the tracking arm body. This allows the tracking arm position to move horizontally, changing the position of the upper wheel in relation to the lower wheel. The color-coded shims allow up to 1/4" adjustment in the horizontal position of the upper wheel, which directly affects the alignment between the guidepost and blade. Please note that our new tracking arm will only align the guidepost and blade along only one axis, therefore if the distance between the back of the blade and thrust bearing changes when the guidepost is moved up or down you will have to shim out the wheels in order to compensate.

Correctly Setting the Tracking Arm

Our improved tracking arm instruction sheet basically uses a trial and error method of adjusting the tracking arm position in order to compensate for a misaligned guidepost. A customer of ours came up with a better and faster method using geometry that eliminates the guesswork.



Example

On a Delta 14" with riser block the Y=30.75"

Z= 6"

M=0.043"

Plug the values into the formula: $X=M \times Y/Z$

$$\frac{0.043'' \times 30.75''}{6''} = X$$

$$X= 0.2204''$$

Using the supplied shims the closest combination to 0.2204" was 0.225"

The guides then tracked correctly after installation.

Directions

1. Unplug bandsaw power.
2. Place guide against blade
3. Move guide up a known distance=Z say 6".
4. Measure between guide and blade with a feeler gauge =M
5. Measure wheel CL distance Y
6. By the Law of Similar Triangles: $X/Y=M/Z$ or $X=M \times Y/Z$
7. Pick the combination of shims that come closest to X.