

ATM

FLY-WARE®

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Special points of interest:

- Dynamic Loads
- Risk Management Philosophy
- Rated Lag Bolts
- Standards Watch



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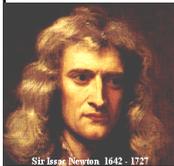
February 2003



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Fly Paper

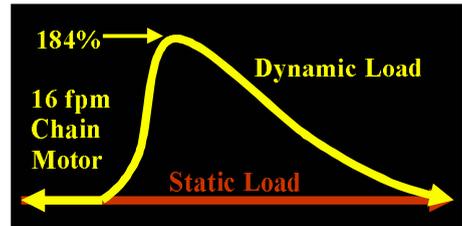
The Dynamic Duo Isn't What You Think



Sir Isaac Newton's 2nd law of motion states "The acceleration of an object is directly proportional to the net force acting on it and is inversely proportional to its mass. The direction of the acceleration is in the direction of the applied net force." In practical application, this law can be represented by a typical chain motor hoist operating at 16 feet per minute. The dynamic load generated when the hoist is started or stopped from moving is determined as follows;

$$\Sigma F=ma$$

ΣF is the sum of all of the net forces
m is the mass
a is the acceleration



This leads us to consider Newton's 3rd law of motion, "Whenever one object exerts a force on a second object, the second object exerts an equal and opposite force on the first."

Two reasons we use a 5:1 design factor.

Risk Philosophy: Like Comparing Apples and Eggs

Risk mitigated companies are better suppliers because their risk management system protections are passed through the entire commerce chain, and that is better for you.

Risk Mitigated Supplier



- Certified compliant with correct standards
- Product traceability throughout
- Vertical, in-house manufacturing
- Risk exposure very narrow
- Maintains risk management controls

Risk Averse Supplier



- No standards compliance
- No product traceability or quality standard
- Virtual company
- Risk exposure extremely broad
- Designed to bankrupt if found liable

Standards Watch

BSR E1.8 Entertainment Technology-Loudspeaker Enclosures Intended for Overhead Suspension-Classification, Manufacture and Structural Testing; has been closed to public comment and answers are being compiled now. Look for further developments soon!
www.esta.org

Rated Lag Bolts

Stainless Steel load rated lag bolts are now available in 1/4", 3/8" and 1/2" diameters.



Welcome

ATM Group is happy to have Gary Boeka hired on as Production Manager. Kirk Hilva will now be Director of OEM Services.



Sound & Video Rigging Systems