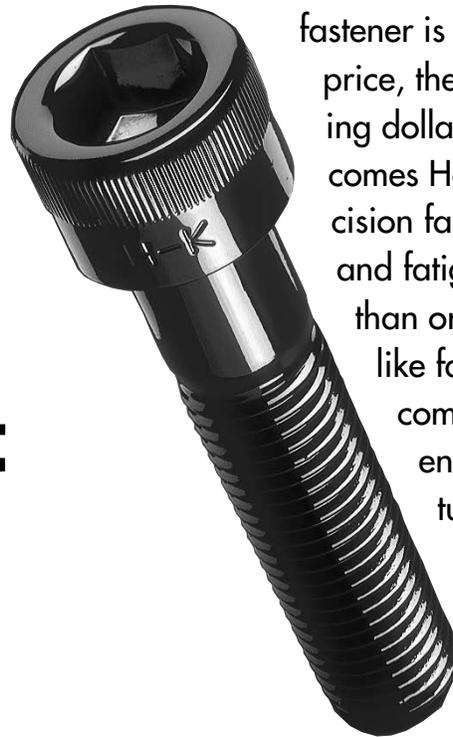




# The World's Third Most Expensive Fastener.



The most expensive fastener anyone can buy is one that fails. The next most expensive fastener is one that saves a few pennies on price, then takes them all back by adding dollars to your in-place costs. Next comes Holo-Krome Thermo-Forged® precision fasteners with greater endurance and fatigue life. They do a better job than ordinary fasteners. Because, unlike fasteners of unknown origin, ours come with 70 years of specialized engineering support; manufactured, tested and certified in our modern plant in West Hartford, Connecticut. For the name of the authorized Holo-Krome distributor nearest you, call toll-free 1-800-879-6205.

## The most expensive fasteners.

The failures. Fasteners that fail to live up to the manufacturer's or importer's claims. Fasteners that save a few pennies initially, but end up costing hundreds, maybe even thousands of dollars in replacement costs. Fasteners of unknown origin that don't carry a manufacturing pedigree. Fasteners that can even cost you your priceless reputation. Fasteners without the unmistakable Holo-Krome brand.



## Second most expensive fasteners.

But what they lack in strength, can usually be made up in numbers. So, drill more holes, use more and larger fasteners, and the chances are pretty good that everything will hold together. That is, everything but your budget. Here's why...

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When determining total fastener cost, studies show that the per unit price of a given fastener only represents approximately 18% of its total in-place cost. The other 82% covers drilling, tapping, and assembly steps. The real money is saved by using fewer, stronger fasteners. Before you buy imported, or bargain priced fastener, consider the overall cost figure, and discover where the real value lies.

## Third most expensive fasteners.

- Thermo-forging produces maximum available strength.
- Precision 3A threads for greater clamping force.
- Radius root and radius run-out threads for structural integrity.
- Controlled fillets for uniform loading under the head.
- Technical support to assist in solving fastening problems.
- Factory training schools build technically competent Distributor Salesmen.
- Inspection at controlled intervals — Filing of test data for long term traceability, long term reliability.



When you consider the less expensive, higher risk alternative, Holo-Krome is the real value. Often the least expensive fastener.

