

# L&M AND M WORD SEARCH

The words listed below are obsolete or well on thier way to becoming obsolete! See how many you can find in the word search box.



- |           |             |               |              |
|-----------|-------------|---------------|--------------|
| PAGER     | VCR         | TYPEWRITER    | CALCULATOR   |
| DIAL-UP   | FLOPPY DISK | ROTARY PHONE  | ENCYCLOPEDIA |
| LANDLINE  | ROAD MAP    | WALKMAN       | MYPAGE       |
| PAY PHONE | PHONE BOOK  | TAPE RECORDER |              |
| FAX       | ROLODEX     | LASERDISC     |              |

Past *encores* online at [MESABI.com](http://MESABI.com)

## L&M AND M RADIATOR, INC.

Manufacturers and Distributors of MESABI® Flexible Core Heat Exchangers

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**MANUFACTURING FACILITIES:**

- |  |  |  |   |  |
|--|--|--|---|--|
| <b>UNITED STATES</b><br>L&M Radiator, Inc.<br>Hibbing, Minnesota | <b>L&amp;M Radiator, Inc.</b><br>Yankton, South Dakota | <b>AUSTRALIA</b><br>L&M Radiator Pty. Ltd.<br>East Victoria Park, W.A. | <b>MEXICO</b><br>L y M de Mexico S.A. de C.V.<br>Hermosillo, Sonora | <b>CHILE</b><br>L&M Industrial Radiator, Sudamerica<br>Av. Antonio Rendic 6930<br>Antofagasta, Chile |
|--|--|--|---|--|



# L&M AND M *encores*

## PLANNED OBSOLESCENCE?

### WIKIPEDIA SAYS:

In industrial design, planned obsolescence is a policy of planning or designing a product with an artificially limited useful life, so that it becomes obsolete after a certain period of time. The rationale behind this strategy is to generate long-term sales volume by reducing the time between repeat purchases (referred to as “shortening the replacement cycle”).

Producers that pursue this strategy believe that the additional sales revenue it creates more than offsets the additional costs of research and development, and offsets the opportunity costs of repurposing an existing product line. In a competitive industry, this is a risky policy, because consumers may decide to buy from competitors instead if they notice the strategy.



**Did you know that washing machines and dishwashers are designed to last just 5 to 7 years?**

Today's consumer is passionate about ensuring what they buy and consume is sustainable and environmentally friendly, but the reality is that we are a throw-away society.

Did you know that washing machines and dishwashers are designed to last just 5 to 7 years? While they may be affordable to most, they are manufactured using plastic and inexpensive, non-durable materials, and they fail (planned obsolescence).

And, have you tried fixing your car lately? Most are so complicated that you can't maintain them without professional service providers.

Mesabi® products, however, have always been (and will continue to be) designed and manufactured to last - for the life of your machine. They are designed so they can be maintained and repaired, if necessary, in the field by operators and on-site mechanics. They are environmentally friendly—regular cleaning with a pressure washer keeps them operating at 100% efficiency.

Most other equipment manufacturers are building their products with components that are designed and built to last just long enough to get through the warranty period. They are designed to wear out or fail, so end users must purchase costly replacement parts (planned obsolescence).

Recently we were told by an equipment manufacturer that they would like us to design a "cheaper" cooling system that does not carry our standard warranty. Rather, it would 'last' only as long as the equipment warranty lasted (much shorter than our industry-leading warranty of 5 years or 25,000 hours against seal leakage), thus increasing the part sales for the OEM.

This didn't sit well with us. We feel strongly that our customers deserve quality, durability and reliability when they purchase one of our Mesabi® products. This means that with regular cleaning and minimal maintenance, you can rely on our cooling systems to last at least as long as you own your piece of equipment - and with no downtime.

So, no planned obsolescence here. When ordering your new equipment, specify Mesabi®. That goes for ordering only genuine Mesabi® tubes and seals as well. We are well aware that there are a lot of imitations out there, but keep in mind only genuine Mesabi® parts will stand the test of time. Remember, you get what you pay for.

**You can count on L&M Radiator for the long haul - you have my word on it,**

*Rowan Clark*



**L&M stands behind the quality, durability and reliability of everything we sell.**

