



RSC ASKS CUSTOMERS HOW IT CAN IMPROVE ITS RENTAL BUSINESS, A FLEET OF WHICH IS SHOWN HERE.

AEROSPACE

A Plane Innovation

Monogram Aerospace Fasteners, a division of **TRIMAS CORP.** (TRS), reports that its new titanium one-side-installation fasteners (Ti-OSI®) will help aircraft manufacturers trim costs and reduce the weight of planes. “Taking out weight makes the planes more efficient,” says Grant Beard, president and CEO of TriMas. “We saw an opportunity to move into a new material.”

Monogram explains that the new fasteners allow bolts to be installed robotically, eliminating the need for mechanics to work on both sides of the aircraft. It adds that these fasteners are used in the 787 Dreamliner, which was unveiled by **THE BOEING CO.** (BA) in July 2007 and is scheduled for passenger service in 2008. Each Boeing 787 uses 7,000 of the fasteners, says Keith Brunell, Monogram’s vice president of sales and marketing.

Brunell says developing the Ti-OSI fasteners increased TriMas’ contact with customers. “Now the sales force is going on the factory floor talking to engineers,” he explains. “We’re not just a manufacturer but a service provider.”

“These fasteners represent Monogram’s ingenuity and innovation,” says Beard. “They’ve opened up a broader market for our products,” he adds, noting that Monogram has expanded sales into the military, small airplane and commercial airplane sectors. — *Brian T. Horowitz*



TRIMAS CORP.'S NEW FASTENERS WILL HELP AIRCRAFT MANUFACTURERS REDUCE COSTS.

COURTESY RESPECTIVE COMPANIES

CUSTOMER SERVICE

Feedback Pays Off

RSC Equipment Rental, a wholly owned subsidiary of **RSC HOLDINGS INC.** (RRR), a North American equipment-rental provider, reports that its four-year-old strategy to improve customer service is paying off. “We’re growing faster than the underlying market, with 16 consecutive quarters of profitable growth,” explains Erik Olsson, president and CEO.

According to RSC, it has several customer-impacting projects in development, such as the use of satellite technology in delivery vehicles and hand-held scanners in major rental yards. Through a series of focus groups and customer surveys, Olsson says, RSC determines what customers want in a rental provider and which projects will have the biggest effect. For example, he points out, customer

feedback indicated that RSC should focus on the availability and reliability of its rental equipment, from large excavators to small hand-held tools. In response, says Olsson, RSC now outsources major repairs so it can focus on its preventive maintenance program. “When we did repairs in-house,” he explains, “lengthy repairs limited the efficient flow of equipment through our shops.”

Because customers deserve dependable service, Olsson says, RSC established the only 24-hour equipment-rental in-house call center in North America. “We’re always trying to enhance customer satisfaction,” notes the CEO. “The great response we’re getting only encourages us to continue to do so.” — *Nikos Valance*

