

# ON THE EDGE

Sharpening, Sales and Marketing Tips for Scissors Sharpeners and Clipper Blade Sharpeners!

May 2015

The Newsletter That Will Help You Keep Your Edge

On The Edge Newsletter • 112 Derby Downs • Spartanburg, SC 29301 • 864-381-8697

## THE SHARPENERS REPORT SHOW

By Jim O'Donnell

The Sharpeners Report Show was excellent this year. Great attendance, terrific vendor selection, and very good education. Of course what really makes these shows is the camaraderie. There's nothing like a bunch of sharpeners getting together to trade secrets, ideas, and personal best practices. This is an education in and of itself.



While I wish I could've gotten to all of the classes this year, the only one I had a chance to go to was Josh Freund's Set Hammering Class. Josh did a spectacular job. Very informative, easy to understand, and actionable. One of the things he said during the class that I hadn't really thought

about before was if you use a course Waterstone while working the inside of a stylist shear, you can remove some set. I guess I understood that intrinsically, but hadn't really thought that through. This is the great thing about attending seminars like this. It helps all of us to rethink what we do and try to improve. I'll see if I can get him to write on the topic of hammering in a future issue.

Another thing I liked that Josh did during the seminar was he addressed the issue of pricing. When the issue of the price came up he addressed firmly, but kindly, that we're professionals and

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## EDITOR'S NOTE



Top O' the Mornin' to Ya! I am finally home and done with most of my traveling. I'll have to go to Baltimore in a few weeks for a composites trade show, but other than that

I'm done with my industrial customer duties and can put a little more focus on my favorite customers, my professional sharpeners.

That being said I'm looking forward to being at most of the sharpener trade shows listed in the SideBars on Pages 3 and 4. I hope you can make it to some of them. Also, I'm looking forward to another Wolff/Edge Pro Show coming up in October (See the SideBar on Page 4). Finally, I hope you enjoy the brief write up of my time at the Sharpeners Report Show and some of the tips and tricks that I came home with.

As always, thank you for reading my newsletter. If you have any questions please give me call at the number listed in the header or email me at otenews@gmail.com. I'll see you next month.

Jim

If you tell the truth you don't have to remember anything.  
~ Mark Twain

### A POINT FROM GOD

Read 1 Samuel 12:1-4

All surveys done to determine what customers most want from someone they do business with show that the characteristics they most desire in a business person are honesty and integrity. Makes sense, right? If someone is going to do business with someone, they want the assurance that person can be trusted. In light of this, Israel's high regard for Samuel comes as no surprise. After having led Israel for many years, during his farewell speech he offers to repay anything he has unjustly taken from anyone. What a thing to say! But more amazing than that, not one person made a claim against Samuel.

Samuel's honesty and integrity flowed through all areas of his life. It showed in how he did business and how he treated those God had placed under him. As a result of this, Samuel's story has become legendary as it has been told and retold throughout the centuries. Samuel's example calls each of us to hold to this same standard of integrity. While you are out and about sharpening for your customers, always manage your affairs honestly and with the utmost integrity. Let these traits show in what you do during the day, every day. As you do so, you'll become a Sharpener that customers will eagerly do business with.



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should be charging professional prices. This is something all professional sharpener needs to hear. There was a video shot of this presentation, so if you'd like to see what Josh taught the video will be available sometime in mid-June. His presentation really was packed with all kinds of neat little tips and trick. (See the article in the Sidebar on Page 7 for just one example) Josh's ad is on Page 7 if you'd like to contact him to buy the video when it comes out. He also provides sharpening training, is one of the few "authorized" Wolff trainers in the country, and he's a certified warranty sharpener for Fromm International. He's an excellent sharpener and one of the most innovative fellows I know.

I enjoyed doing my presentation. I presented on proper inside work on a hollow ground shear. I also had an opportunity to see a little of Mike Solaegui's knife sharpening presentation and a little of Davi Wayne Disney's thinner presenta-



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tion. There was also a knife testing opportunity where you could sharpen knives for a test. There were two mechanical testers and a professional chef that came in to test knives for this particular part of the program.



It was also a pleasure to be among so many of my favorite people in the industry. A few shout outs to my fellow vendors like Ivo Knives, The Edge Pro, Sharp Edges, Bonika, Clipper Shack, Fort Worth Shaver, Nina Inc, Pro-Line, and I could go on. There were more than 20 vendors

in all. We even got to have a little fun during the seminars going on during the show. The fellow in the picture with me is my good friend Fernando Peralta with IVO Cutlery. He's a fourth generation knife maker from Portugal and one of kindest most positive people I know. Such a joy to be around. If you're interested in a great line of knives, you can contact him at [www.ivocutlry.com](http://www.ivocutlry.com) or 416-767-9697. He lives in Canada.

It's always nice to get together with my fellow sharpeners. There are few times I'm happier than when I'm with a group of like-minded people that really want to do a good job in this industry. Thank you to all that came. I'm sure that Judy will have a great write up of the show in her newsletter. To find out more about what she can do for you and your business, visit her website at [www.sharpeners-report.com](http://www.sharpeners-report.com).

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No man has a good  
enough memory to make  
a successful liar.  
~ Abraham Lincoln

## 2015 SHOWS

### Las Vegas Shear Sharpening School

**Date: June 23, 2015**

**Where: Las Vegas, NV**

Training on the Scimech Flat Hone. Multiple topics and shears will be covered. \$299 to attend. Call for more info.

Phone: 770-972-4332

Email: [bonikashears@live.com](mailto:bonikashears@live.com)

Website: [bonika.org](http://bonika.org)

### Sharpeners Jam

**Date: July 25 - 27, 2015**

**Where: Duluth, GA**

Workshops and classes. Certification tests. Vendor Room. Private group classes available at \$99 each. Free Sunday & Monday.

Phone: 770-972-4332

Email: [bonikashears@live.com](mailto:bonikashears@live.com)

Website: [bonika.org](http://bonika.org)

### NBTSG

### Sharpeners Guild Convention

**Date: Sept 25 - 28, 2015**

**Where: Newark, NJ at the DoubleTree Hotel**

Shear and Clipper Blades Training and Workshops. Certification Tests. Vendor Room Just \$150 to attend the event. Private group classes available at additional charge.

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