

The Fabricator's Choice for More Than a Decade!

*"Excellent quality
and excellent price."*

– Kathi Upchurch,
Castech, Inc.

*"Great quality
for the price."*

– Hershel Margaretten,
Imperial Marble

*"Absolutely the best
for the money!"*

– Frank Earls,
Trinity Custom Stone

See us at the SFA Mega Workshop, Oct. 20-22, 2011

My boss called me into his office and asked, "Steve, why is the Viper® our best-selling turbo blade year after year?" Thinking quickly, I said, "Sir, I don't know but I'll find out!" After a little checking I realized that not only has the Viper® Turbo been our best-selling blade for over a decade—the race isn't even close. Braxton-Bragg has the largest selection of turbo blades in the industry but the Viper® always wins. Since sales popularity is determined by our customers, I called several shops and asked them. The overwhelming response was that the Viper® was the best value for the money.

Excited, I called the boss and shared this news with him. He responded with, "Steve, value for money is a good overall evaluation, but it doesn't tell me the details. I want to know why!"

Now, I have been in the stone industry for over 10 years, but listening to our customers, I began to learn some new things about blades.

Consistent

I was told that the Viper® was consistent, but this confused me because the manufacturer is continuously improving the product and upgrading the manufacturing process. Delving deeper I learned that frequently customers try cheap blades from China in an attempt to save money. Most customers have reported that sometimes the blades work, other times they don't, and when they don't—you can ruin the stone and damage your saw. Consistency to them means that the blade always does the job and you never have to worry about it ruining your job, reputation or equipment.



Chip Free

Smooth, chip free cutting was mentioned by several customers. They stated that blade hop, scratching and the extra work of repair are not an issue with Viper® Turbo blades. I also learned that frequently, cheap blades veer off course and flex too much. Checking with a blade manufacturer, I was told that this was usually caused by an inferior core. The lesson seems to be that saving money on a poor quality blade doesn't make sense if you lose time or have to repair the stone.

Durable

"Consistently durable" was also a frequent response. Some blades are fast, some are durable; the Viper® is consistently both fast *and* durable. Long life translates to value. Inconsistent life has been frequently mentioned as a problem with other, inexpensively-priced turbo blades.

Price

The Viper® is not our least expensive turbo blade, nor is it our most expensive blade. It *is* our best-selling blade. What seems clear is that many of our customers believe that it is the best combination of quality and durability available today.

Item #	Description	Reg. Price	Sale Price
1023	5" x 5/8" Arbor Viper® Turbo w/ Quad Holes, 12,000 RPM	\$23.95	\$19.98
17453	6" x 5/8" Arbor Viper® Turbo w/ Quad Holes, 10,000 RPM	\$29.95	\$25.98

Call Now—Sale Ends October 31, 2011

**YOU
SAVE
\$3.97
EACH**

Call today to place your order for Viper® Turbo Blades!

Order Now! Toll free 1-800-575-4401

All Braxton-Bragg products carry a 30-day, risk-free, money back guarantee. If you are not satisfied with your purchase, simply return it for a prompt and courteous refund.

Viper®

Call 800-575-4401

BB Braxton-Bragg
www.braxton-bragg.com

Fax 800-915-5501

BETTER! FASTER! CHEAPER!