

# Sonic Solutions Ltd.

Monthly news from the ultrasonic experts

November 2016

## Quotes of the month

"Problems are not stop signs, they are guidelines"

- Robert H Schuller

"To get what you want in your life, give other people what they want"

- Zig Ziglar

"Your most unhappy customers are your greatest source of learning."

- Bill Gates

## Interesting Facts

Jack Daniels last words were "One more drink, please."

After needing 13 litres of blood for a surgery at the age of 13, a man named James Harrison pledged to donate blood as soon as he turned 18. It was discovered that his blood contained a rare antigen which cured rhesus disease. He has donated blood a record 1,000 times and saved 2,000,000 lives.

## Alternative Quotes for the month

"Even if you're on the right track, you'll get run over if you just sit there"

-Will Rogers

"A diamond is merely a lump of coal that did well under pressure."

- Henry Kissinger

Andrew Taylor

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## Black Friday Special

Back in 2013 the UK took part in its first black Friday event where shops cut prices for 1 day only leading to hordes of shoppers descending on stores looking for bargains. We get the tradition from our friends across the pond in the US where it traditionally falls the day after Thanksgiving. Retailers cut prices on things like TVs and laptops.

Since the chaotic scenes of 2013, our black Friday has become a much more tame affair.

With a lot of retailers opting to offer their discounts online, most shoppers are choosing to find their bargains from the comfort of their own home leading to much more civilised scenes in the shops across Britain.

We know some of our customers will be eagerly awaiting Black Friday this year for a chance to grab an offer too good to pass up, some of you may even be holding your own Black Friday special. Here at Sonic Solutions we want to offer our customers a little something to say thank you for your continued business. Unfortunately we cannot offer you a flat screen TV at half price but **for every order from now until 9th December we will be posting out some chocolate and a raffle ticket to be entered in a draw to win a Samsung Galaxy Tab A Tablet**. We truly value our customers and look forward to your continued custom.

## Trump

On November 8th the United States voted to decide who would become the 44th President of their country and the vote went in favour of Donald Trump. This came as a surprise to many people around the world, even to some of the people on his own campaign team ! Throughout the campaign, analysts were putting Trump's chance of winning between 1% at it lowest to around 30% at it's highest with pretty much every news outlet predicting a win for the democratic nominee Hillary Clinton.

It's not entirely clear how Trump won despite all the negative media and predictions. Some are saying that the media played a large role in his victory by providing hours of free publicity and by focusing so much on Clinton's email scandal. What is clear is that a majority of Trump supporters are from working class families who have become fed up with an elitist system which they believe doesn't care about them or work for them. For these people Trump represents a much needed shakeup in the way their country is run. He is the first president elect to have no prior political experience and is relying on the experience of running his hugely successful businesses.

Whatever anyone's personal views of him everyone is going to have to take him seriously, and even more to the point, to deal with him. This includes people who were mocking him and criticising him before his election.. which is pretty much every politician and political commentator in the world !

## Sonic News

### Pyrolysis - not Paralysis !

This week we received a steel filter to be cleaned. It was blocked by pieces of wood which could not be removed with ultrasonics. For items like this we chose to use a different cleaning method known as pyrolysis. This involves heating an item in an oven in an oxygen deprived environment. This allows the contaminant to be decomposed without combustion leaving only carbon dioxide and ash which can then be easily cleaned off. This process is great for removing things like wood, paint, and plastics from most metal parts. The oven is heated to between 310-540° so it is safe for most metals such as steel as it will not come close to the melting point. This process managed to remove the wood chippings from the filter and after being wiped down with a chemical to remove the discolouration it looked as good as new.

