



Case Study #556

The Opportunity/Problem to Solve

Field sales training sponsored by the Tube Fittings Division is a integral part of the value-added equation Parker Hannifin promoted to its customers. The problem was that each training session was somewhat unique in terms of products being addressed and the level of technical information being provided. In the past, the training facilitator was required to customize the materials with a combination of cobbled together PowerPoint slides and photocopied hand-outs. This method was time consuming and resulted in an inconsistent and sometimes poorly edited presentation of information.

The SH Solution

We designed a multimedia tool that allowed the facilitator to select from a menu of topics and subtopics prior to the presentation. His selection was based on the items he wished to train on and the technical sophistication of the audience. The program then put the topics together in a seamless custom presentation that included the navigation tools to revisit previous sections or jump ahead or go to topics not originally selected. It allowed total customization with accurate content in a professional presentation. We also provided a Facilitator’s manual to assist in preparing the training classes.

The Best Part – Results

Facilitators are spending less time preparing for each session and are able to easily address questions during training with the available navigation. Parker also feels more confident that the material is being presented in an approved manner and at the level of professionalism they desire.

Creative marketing for the real world.



- Bending, Routing and Clamping
3. appropriate tools for bending, – mandrel components
- mandrels help prevent distortion or flattening when bending thin wall tube
 - mandrel supports tube I.D.
 - plug mandrel usually adequate to prevent wrinkling
 - very thin tube wall may require special ball-type mandrel and wiper shoes

