

One recent, perfect Saturday afternoon, Chris Olsen, service manager, was mowing his lawn when his cell phone vibrated. A Rice Lake distributor on the East Coast needed a 750lb load cell-tomorrow.

The end user, a multibillion-dollar meat-processing company, had shut down a line to move equipment and accidently pulled the cable out of a load cell. They wanted the distributor to send out a technician to splice it. They had to be rolling in time for Monday's early shift. But splicing the cable would not work. They needed a new load cell.

Chris checked inventory and saw that Rice Lake had the load cell in stock. FedEx and UPS had no flights available Saturday night, but UPS could pick it up Sunday morning and deliver it to the distributor by 7:30 Sunday evening. Chris drove to the plant, flipped on the lights, located the load cell, and packed it up.

On Sunday morning, Chris was waiting at the plant when the UPS truck drove into the lot. He handed over the load cell and went home to finish mowing his lawn.

The email received from the distributor Sunday night declares:

"Awesome job, Chris! Load cell arrived at 7:40 p.m. Going now to complete the job. No other scale company on earth would or could do what you people do. Thanks a bunch!"

End of story.

