

RK Rubber Newsletter

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Reflecting on what I love

With Valentine's Day right around the corner, a holiday that I think was created for the sole benefit of card, candy and flower companies; I was asked to reflect on what I love. Besides the obvious answer - my family and friends - I keep coming back to this great country we've been able to create a successful business in.

The founders of RK Rubber were self-made, American entrepreneurs who, like many others, understood the value of U.S. business. They conducted business within the U.S., buying and selling products here. Today, we continue that same ethic by using only U.S.-made materials in what we produce. 'Made in America' is about creating jobs, keeping money circulating in our own country, and decreasing our dependency on other countries. Not to mention the U.S. products we use in our fabrication are high quality goods that we can rely on time and time again. I love the peace of mind that brings and passing it along to my customers.

Now it's your turn. Find RK Rubber on Facebook and 'Like' us, then tell us what you love. And by the way, if you see something you like on our FB page, 'share' it!

I look forward to hearing from you,

Dell Gutknecht, general manager

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Disruptive Innovation

In a recent Washington Post article about a study done by General Electric, it says companies must have "disruptive innovation" to make it in the next century.

<http://ht.ly/h2uB9>

Economic competitiveness is good and innovation is the key driver of competitiveness whether it's on a global scale or nationally. Increasing competitiveness and the capacity to innovate - for RK Rubber - will come in the way of advancements in chemical technologies and design ingenuity.

The article poses this question: How fearful is the future? I can tell you that after 114 years I hope that history does indeed repeat itself. RK Rubber is headed in the right direction. Continuous innovation got us to where we are today and will keep us on an upward path. And while continuous innovation is not necessarily disruptive, we have fun tossing ideas around.

Getting ready for NIBA

The [NIBA 2013 Technical Seminar](#) is just around the corner and we'll be there, March 12 through 14, in Atlanta. This year's *Vulcanized and Mechanical Heavyweight Splice Training* will provide valuable installation knowledge with interactive seminars that members of the RK Rubber team will be teaching and attending.

[Click here to download the brochure.](#)





RK Rubber offers immediate phone quotes. Contact us today! [800.747.9197](tel:800.747.9197)