

RIZE & Shine

Rize Enterprises, LLC. Brentwood, NY

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Maintaining the Right Balance

If you have ever gone scuba diving before, you have a very good understanding of the importance of balance. In order to dive successfully, one must control his or her buoyancy to safely and effectively enjoy the experience. Depending on the depth of the planned scuba excursion, it must first be determined how much weight one must wear to compensate for the buoyancy of the human body and wet suit. Of course, there are other factors involved; among other things, one must take into account approximate depth in order to calculate the proper air volume and the time that can be spent under water. Once all of the requisite information has been gathered, the adventure can begin.

Of course, one must always be prepared to make adjustments as necessary. Sometimes you have to fiddle with the BC (buoyancy control) vest. For example, if you find something of interest at a shallower depth on your way down, you will need to inflate the vest with more air to keep you at that depth and not sink past it. That is called neutral buoyancy.

Initially, as you descend to look at objects of interest at deeper depths, you will need to compensate by releasing air from your vest, in order to sink. Then, as you get deeper and deeper your body becomes subjected to more pressure from the deeper depths, which in turn causes your descent to become more rapid. You would then have to add more air from your tank into your BC to slow your decent. Finding the correct balance is an ever-changing challenge for scuba divers. Adjustments must always be made to find the correct balance between positive buoyancy and negative buoyancy. It is always changing, so a scuba diver must always make adjustments.

Why am I discussing SCUBA in Rize & Shine? Like SCUBA diving, finding the correct balance in business is critical!

At Rize, we try to help with that balance. Our priority is to provide good customer service and have the necessary materials available to properly service our customers in a timely manner. We develop a plan based on statistics derived from history and tempered by current trend, attempting to predict the unexpected without causing our Controller heartburn! We never want to fall short in this area, so we can be sure you have everything you need to service your customers.

Needless to say, when times are difficult, inventory levels are the first target when trying to improve cash flow. Nonetheless, finding the correct balance is a real challenge. Statistics cannot fully prepare one for the unexpected order which will cause us to have a positive deviation from our expected sales. That's what I call a "good problem". While an inventory control manager might consider that "messing up the plan!", who among us wouldn't mind messing up the plan for additional business? The problem, of course, is when the plan gets adjusted and produces gross imbalance.

So, maintaining the right balance is a critical function to keeping a business running smoothly. There are many other examples which demonstrate that having the correct balance in business leads to higher levels of success. We at Rize recognize that how well we perform will determine our success and help ensure the success of our customers as well.

Rize is always here to help you achieve the best results in all facets of business, which will assist you in achieving balance, profitability and success.

Have a great summer!



Randall Hinden
President

RIZE
ENTERPRISES, LLC

News Updates



Introducing: KL600 Kwik-Loc™

Rize Enterprises is pleased to introduce the newest product to our line, the KL600 Kwik-Loc™! As with our other Kwik-Loc cable locks, the KL600 can be used as a fast and reliable way to suspend services, lighting, and strut. Cable locks are to be used on static load applications only.

The KL600 is used with 1/4" and 6 mm cable wire and has a working load limit of 1,100 lbs or 456 kgs.

If you are interested in purchasing these or want to learn more, please contact your local sales representative.



Follow Rize Enterprises on social media!

Globalshop Las Vegas, NV

Rize Enterprises launched a new range of Chrome plated shelving and signage units into the retail market at Globalshop 2014 in Las Vegas.



Midwest Sales Manager Bill Whobrey at Globalshop 2014



West Sales Manager Chris Cavalcante, Bill Whobrey, and Sales Director Martin Upperton

LightFair Las Vegas, NV

Rize Enterprises recently exhibited at LightFair International in Las Vegas. Our revolutionary Kwik-Loc system was widely received as a fast and reliable way to suspend LED, fluorescent lighting and HID's.

Within our booth, we showcased several products including: the Cat Loc which is used for suspending lighting from a horizontal cable; the Con-Loc which offers a simple way to anchor into concrete; and a variety of cable, grippers, couplers and canopies.

Again, thank you for those that stopped by and we look forward to seeing you next year in New York!



Rize's booth at LightFair 2014

Upcoming Shows

LightShow Southwest

Booth# 914

Dallas, TX

September 24th - 25th, 2014

www.lightshowswest.com

The Electro Expo

Cleveland, OH

March 11th - 12th, 2015

www.electroexpo.org

LightFair

Booth# 1175

New York, NY

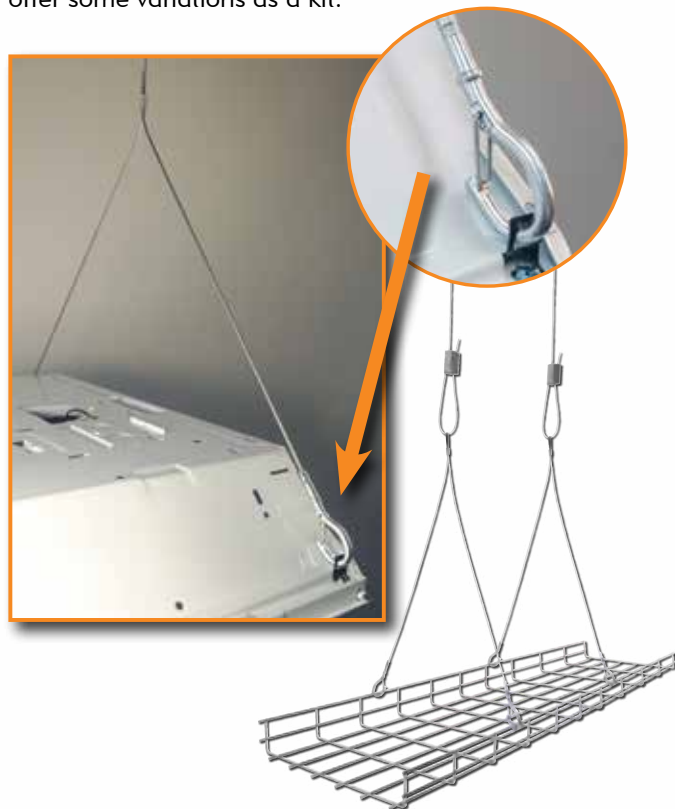
May 5th - May 7th, 2015

www.lightfair.com



Featured Product: Snap Hooks

A snap hook system is used for clipping onto cable basket, cable tray and pendant lights. Different lengths are available, with 3/32nd inch cable. They are offered in three styles; Y shape, V shape and single strand. We also offer some variations as a kit.



Employee Profile: Glenn Hassig

Glenn Hassig is a native Long Islander who relocated to Delaware in 2005. He started with Rize Enterprises as the Northeast Regional Manager in June.

He graduated from the New York Institute of Technology with a degree in Business/Technology, and has worked as sales managers for Armstrong World Industries and ClosetMaid. Away from work he loves spending time with his family—he recently celebrated his 25th wedding anniversary and has two daughters. He also enjoys woodcrafts and the outdoors. Glenn is thrilled to have joined such a dynamic company and looks forward to a long and successful career as part of the Rize team.



Rize Products in Las Vegas

The Las Vegas market is slowly churning its wheels on the construction side with many prominent hotels resuming with new additions and remodels. The electrical contractor world is realizing the benefits of Rize products in the Las Vegas region as more and more bids are being submitted with Rize suspension products.

The lobby of the Aria Hotel in Las Vegas, NV is using 1/8 inch Rize grippers to hang this beautiful display of kites. Similarly, the Wynn Hotel, also in Las Vegas, is using KL100's to hang their decorations.



Wynn Hotel
using Rize
KL100
Cable Locks



Lobby of the
Aria Hotel in Las
Vegas, NV

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SIMPLE SUSPENSION SOLUTIONS

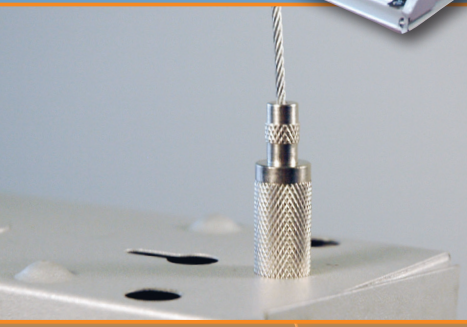
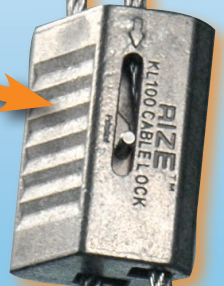
**A
CONFIGURATION
FOR EVERY
APPLICATION!**

Adjustment pin

5:1 Safety Factor

Lightweight & reliable

No need for tools



MULTIPLE KITS AND CABLE ASSEMBLIES AVAILABLE



All Rize Kwik-Locs
are UL Listed.

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