

Chris's Corner: Penny wise, Dollar foolish

One behavioral change that I wish I could make in my customers is their neglecting small repairs or maintenance issues in an effort to save money.

Their machine, regardless of what it is, may be making a noise, not heating up the way it use to, not cleaning the way it used to, is harder to push, harder to close, whatever. The bottom line is their machine is not operating the way it was designed to operate and be used. Why would you ignore this drop off in optimum performance?

My opinion is that you shouldn't.

Too often the slope from a machine running well to being a piece of junk is pretty steep and it can happen fast if you lose control. If you allow yourself to accept each and every flaw or problem with your machine as time goes on, you then broaden your acceptance of bigger issues. Once this happens you continue with this behavior until the machine ultimately doesn't work at all.

You call for service and you are faced with a big repair bill. You rationalize that this is why you didn't call in the first place, because repairs are expensive.

If you would have taken care of the little issue right when it occurred it wouldn't have snow balled. You would have spent less money on labor and parts and your machine would have returned to operating in the fashion that it was designed to operate. This is why we can sell two identical machines to two very similar operations, one machine gets replaced after seven years and the other machine lasts fifteen.

Routine repairs are not expensive, catastrophic repairs are expensive.

Oil change or replacing the engine, it's your call.

The slow deterioration of standards and acceptance of subpar performance leads to expensive repairs and premature replacement. Additionally a machine that isn't running correctly results in product loss and poor productivity.

Commercial equipment is not throw-away equipment. It is designed to be maintained and repaired. Take care of the small problems immediately and you shouldn't have surprise, expensive big ones.

My favorite quote that happens about every Friday around 3:00 pm: "my machine is broken. It's been making a noise since last Sunday." Talk about expensive, overtime on a Friday night, during your busiest day! Happens every Friday.