



## **A SilcoTek Holiday E-book**

**The best of our Holiday Blog Posts**

Chapter 1: Santa's Game Changing Story

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Chapter 3: Customer Service Gets a Call from Santa

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We do a case study with Santa. Let's see how it turns out!

## Chapter 1: Santa's Game Changing Story

(Note: This blog post summarizes a recent conversation from a SilcoTek Sales and Marketing meeting. You can decide for yourself whether the characters are fictional.)

### **SilcoTek® Sales and Marketing Meeting, Tuesday December 10th.**

Ashley: And that concludes the update on our semiconductor customers; any other topics before we conclude the meeting? Yes, Allie, you had something to discuss?

Yes I'm working on our plan to solicit case studies for 2020. I'm feeling the Christmas spirit and thought it would be a great idea to feature customer 137.

Humph...Santa? You want to feature Santa in a case study?

Yes Ashley I think Santa would make a terrific story. We could highlight how we improved the performance of his sleigh by reducing the friction of his runners AND improved their corrosion resistance! All by applying **Dursan®** to the runner surface.

Clay, interrupting... Hey, I'm not so sure that's a good idea. First of all, the Marketing team is the only group in the building that believe he even exists! The rest of us are pretty sure we're selling to a sleigh manufacturing facility in **Hackensack, NJ**.

Allie: Well Hackensack is a known front for Santa. It's the classic fade and evade tactic! You pay someone to drop an article outing Santa's location on the North Pole and voila! Everyone is looking for him on the North Pole! And don't forget,

nobody goes to Hackensack... so it's a perfect front! It's all over the internet you know....

Nick (eyes looking for the door): Allie, hey we all want to believe the Marketing Team, but let's be real here. Even if this Santa thing is real, I'm not sure the optics are shall we say... "OPTIMAL" for a case study.

Ashley: What Nick is driving at is in this day-and-age, do we want to be associated with the Santa brand? I mean we're talking about an old fat white guy who goes creeping around neighborhoods, landing on roofs, dropping down chimneys, and leaving stuff while taking a cookie and a swig of milk. We're talking potential breaking and entering, stalking, trespassing and probably some FAA violations to boot! And who really knows what's in that "milk"....

Rick (chiming in): Plus, I'm sure there are some animal rights groups who may not like the idea of employing a team of flying reindeer to pull an obviously overweight sleigh. And the idea of kids sitting on a fat old stranger's lap! Don't get me started...

Allie: Well I'm disappointed in you all! Don't you all get presents at Christmas?

Group: Yes..

And don't at least some of those presents have a tag that says from Santa?

Well... yes...

And don't you get that special feeling around this time of year that makes you want to give to others and to volunteer to help the needy?

Yes (all eyes looking at the floor)

Allie: (white knuckles gripping the conference table) That says it all! Santa is real! I propose that the Santa brand is alive and well and working from Hackensack, NJ! **And We're Doing That Case Study!**

(The Sales Team eyed each other wearily and began to slowly back out of the room. As the team was leaving Ashley took Allie aside...whispering....)

You didn't here this from me but good luck finding him. Customer Service calls frequently about billing. He keeps sending us "Santa bucks" for payment. He claims it's as good as Bitcoin. We can't find the exchange rate on his "bucks" but we all feel really good after we receive them for some reason.. Now we think he's dodging our calls, claiming he's busy this time of year. I doubt you'll get in touch. Here's his number: 800-my-SANTA..

Allie: So you DO believe in Santa!

Of course I do, but let's keep that between us. If any of those people found out (nodding to the sales team now well down the hall) I'd be sent to Marketing!

(just then, Allie's phone rang..)

Allie: Huh? "Unknown caller", there's a strange elf icon on my phone. I should take this.... hello?



HO HO is this Allie?

Yes, who is this? Santa is that you? We were just talking about doing a case study and..

I know I heard.

Allie: How did you know?

Santa: Well you know that bit about, he sees you when you're sleeping, he knows when you're awake, he knows when you've been bad or good...yadda.. yadda,, yadda..? Well all that "seeing and knowing" take a lot of surveillance assets.

Allie: You spy on us?

HO, HO...We don't like to use the word spy. Sounds intrusive. We call it "nice grading".

Allie: Sounds creepy.

HO,HO we get that a lot! That's why we're modernizing the whole Santa brand. Between the gift delivery, breaking and entering err.. "climbing down the chimney", and avoiding capture; the whole delivery thing is getting "problematic".

And the marketing side is outdated. This business of going from mall to mall, store to store to solicit orders is tiring! Frankly I'm getting sick of kids puking on my lap. Plus it's getting tougher to find Santa helpers, nobody wants to work for cookies anymore!

So we got the whole team together last year at our annual conference in **Key West** (the only place we can easily blend into the crowd) and came up with a tremendous idea to restructure. Donner came up with the idea. He's always been the smart one. Well after several hours of Donner tapping out his idea with his hoof we developed a 2 part plan.

On the Marketing side we're breaking the mold and going for a virtual Santa experience. Now you can **facetime me** and we can chat about what you want for Christmas without going to the empty mall! We're also developing the Santa app or Sap as we call it... (a little elf humor..) you can pick the Santa gender from a menu of 12 selections and you can pick the ethnicity of Santa also! No more liability and our insurance rates will be cut in half!

Then next year we're launching the most ambitious plan of all. SantaZon! Yes it's like Amazon but for, well, Santa! Just go on line and pick your Santa wish! We'll deliver by drones that look like a mini Santa sleigh. You get the whole Santa experience without the potential downfall of FAA violations and stalking charges. The savings in legal fees alone will pay for the project! And my fuel costs from departing from Hackens...er the "North Pole" will go to near zero! Best of all, I don't have to deal with the overloaded sleigh causing reindeer backfires. That Blitzen can be a real downer, especially after Mexican night!... Track Santa to see him deliver gifts around the world!



Sorry I'm getting off topic. You wanted to do a case study on our improved sleigh efficiency?

Allie staring off into space mumbles... I need a drink...

Allie?

Yes Santa?

Are you with me here?

Yes Santa. It's just a lot to take in... Sure we'd love to do a case study and tell your **Game Changing Story**. Shall we set up a time for an interview?

Santa: I'll be happy to write up a case, no need for the interview. I've got plenty of assets who can quickly write up a Game Changing Story. I've got half the White House doing projects for me. I'll send over a draft after the holidays.

(Want to tell the world about your own Game Changing Story?)

### [Submit Your Case Study](#)

Allie: Santa? The Sales team is a little concerned that their evaluation and views about "brand Santa" will land them on the naughty list. They don't want coal in their stockings this Christmas.

Santa: HO, HO that's a good one! We adopted a neutral carbon footprint years ago. We don't give out coal anymore, just expired gift cards from Abercrombie

and Fitch. But tell them not to worry, there's plenty of time to get back on that nice list! That's an easy sell to Santa!

(Well Allie got her Case Study, and a big promotion in Marketing! She's now responsible for watching for and directing Santa to the nice kids in Pennsylvania! Fortunately for the rest of the Sales and Marketing team that required her to move her office to the roof....)

**[Read Santa's case study!](#)**

**Happy Holidays From Your Friends at SilcoTek!**

## Chapter 2: Santa Strikes Back, The Revenge of the Elves



SilcoTek wishes everyone a healthy and safe Christmas 2020. Happy holidays to all! The following excerpt from a recent Sales and Marketing meeting may or may not have happened.

### **Notes from SilcoTek Sales and Marketing Team Meeting Zoom call.**

Date: 12/8/2020

Time: 10:57AM

Discussion of new customer application:

Clay: And I have one more opportunity that you all may find interesting. I had a curious contact through our new website chat feature. The **South American National Tooth Association** is interested in having some long narrow pieces of metal coated with our new Notak coating. "Runners" I think they called them. They want to repel ice and water for a very short kind of takeoff area. I had no idea dentistry had such needs!

I had a follow-up call with the association and apparently, they're a group of specialty dentists who every year about this time do specialty extractions through many many long tubes. I don't know why they didn't just say they pull teeth, but they went out of their way to call the tube some sort of chimney.

To efficiently do the "extraction" the Tooth Association wants us to coat various components. They want us to coat 4 pairs of long metal strips, they called them "runners" with [Notak®](#) to allow for a low friction water and ice repelling



"takeoff". They really used some odd language for dentists. And they're also testing some sort of special jacket or suit that they want us to coat with Dursan® to minimize friction and improve lubricity when being pulled through that long tube I was talking about. If those prospects pan out, they're also talking about coating thousands of large metal disks. They sent me a picture and yaknow, it really looked like one of those snow saucers I played with when I was a kid. Right out of that Christmas Vacation movie! What would a dental association want with snow saucers?

Jim: Dude that's Santa scamming us again...

Clay: No way! I talked **directly** with the team. There was no HO, HO, HO from anyone! Yes their voices sounded a little high pitched, but that could have been the cell reception! They said there was real money in this project! Every year! Like clockwork!

Jim: Yeah, it's Santa's elves getting back at us for playing hardball during last year's pricing negotiations. Man, those guys can sure hold a grudge!

Clay: I don't believe Santa's little helpers could stoop so low as to try and scam us by fronting a dental association. I'll prove it to you. Here. I'll pull up their website and share my screen with the team.

Jim: OK Clay, see how there's snow falling on that giant tooth in the center of the screen? Doesn't that seem a bit odd to you. I mean what does snow have to do with teeth? Notice anything else that seems "off"?

Clay: Well now that you mention it, those "little people" frolicking with reindeer around the tooth does seem a little odd. But I'm telling you this is BIG BUSINESS!

Jim: Clay you need to walk away from this one.

Team: Nodding in agreement.

Jim: OK, I'll prove it you, let's click on the "order now" button and see what happens.

Clay: We're on the sssssSantaZon website!

Jim: Yep, it's SantaZon, Santa's online ordering site. He's covered the operation up with the tooth bit to throw off the kids, and us. Apparently he only wants his elves and close associates placing orders. He prefers the old snail mail for the kiddos. That way he can run their names, profile, and handwriting analysis through his [naughty or nice ScanOMatic algorithm](#). I'm guessing for us they're trying to place an order to challenge our sales team pricing and get around intellectual property issues.

Clay: Ok but why don't we want to take the jobs? Those snow saucers would be cool to ride!

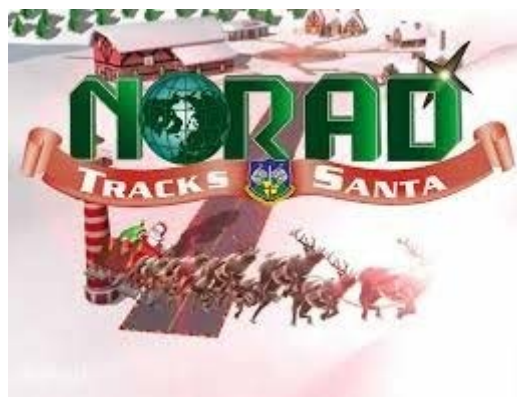
Nik: Because he pays with those stupid Santabucks.

Ashley: They're worthless. Yeah, sure we feel great when we touch them but in B2B it's all about profit, not how good you feel.

Clay: Well I'm taking the business! I want to be on that nice list! (Turning a little red) AND I WANT THAT SNOW SAUCER!

Jim: If you take this business [you'll end up like Allie.... She's still on the roof spotting for Santa.](#)

Track Santa to see him deliver gifts around the world!



Clay: Well there is that. But you know she is very happy up there. For some reason she never gets cold, or hungry. Strange...

Jim: You didn't notice the odd colorful outfit she's wearing? I think she's become an honorary elf!

Clay: Well, that would explain the pointy shoes and bin of toys she's working on.

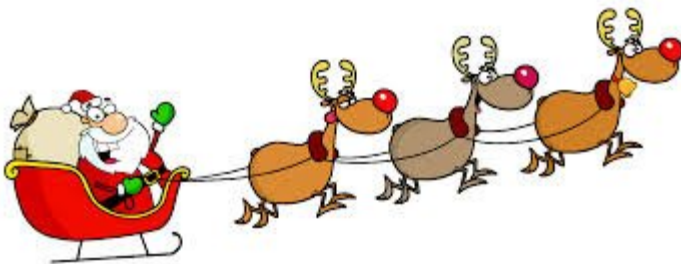
Ashley: Also, Santa wants us to sign that crazy non-disclosure agreement and exclusivity agreement. He's got all sorts of conditions like sending him letters every day and playing Christmas music on the PA system all year round. He also wants us to set up an office in Hackensack, NJ. His "North Pole".

I sent the documents over to Geoff at [our intellectual property team](#) for review. Why he thinks some [other Santa](#) will come along and ripoff his ideas is beyond me. And Hackensack isn't that far from us. He's taking Santa Kanban and just-in-time manufacturing to a new level. Anyway, Geoff is avoiding a legal review of the document until after the New Year. He said he doesn't want to jeopardize getting on the naughty list and not getting that [Star Wars Yoda Lamp](#), or the [Darth Vader beer stein](#) he's been talking about.

Clay: I see your point Ashley, but if I don't agree to the order, he's going to pull the naughty card. And you know what that means.

Ashley: Yep, you won't get the [PJ Masks Owlette adult sized costume](#) you've been talking about all year. Why on Earth do you want that thing anyway?

Clay: Hey. What happens in Vegas stays in Vegas!



## The Elves Revenge

Well Clay took that order. And now Santa, who had a few too many [Starbucks Mocha Lattes](#) over the past year, can be pulled from all those chimneys. Thanks to Notak® on his sleigh runners, Dasher and his team can pull chubby Santa from the chimney. And Santa's new Dursan® coated suit helps to reduce chimney-to-suit friction while the Notak coated sleigh runners help to repel the ice on all those roofs, making for a fast and easy getaway for the entire team!

As for Clay, he got his PJ Masks outfit and promptly booked a trip to Vegas, with his snow saucer.

And that NDA and exclusivity agreement? Well now you can hear Christmas bells in July at SilcoTek. A little revenge is never a bad thing when it comes to keeping Santa happy. After all we're all believers in Santa at heart.

The SilcoTek Team wishes everyone a safe, happy, and healthy holiday season. It's our wish to Santa that we're able to put this terrible pandemic behind us and to keep everyone healthy and happy in 2021.



## Chapter 3: Customer Service Gets a Call from Santa

Customer Service got a call from Santa! He's so happy with our service that he sent us a personal video, and we're sharing it with you!

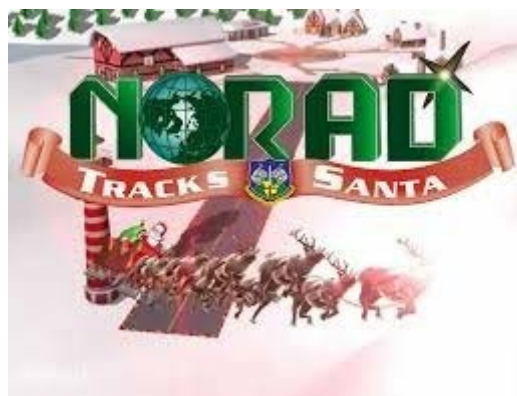
Yes Santa is pretty happy with SilcoTek this year. We continue to coat his sleigh runners and have branched out to making his reindeer harness look bright and cherry with a corrosion resistant rainbow finish. Rudolph says our SilcoTek rainbow coating complements his red nose quite nicely. He gives our corrosion resistant coatings to thumbs...err...hooves up! Check out our case studies to learn how other more worldly customers have solved their material problems.

### [Read Case Studies](#)

As a personal thanks for sending him Christmas cookies, Santa sent us a special holiday video. Because you're just as special to us, we're sharing his video with you! Lucky blog readers!

I don't know about you, but I think Santa had a few before making the video.

If you're as excited about a visit from Santa as we are, you can track old Saint Nick as he makes his way to your hometown, click the link below to follow his exploits around the world and explore the North Pole!



The team at SilcoTek would like to wish you and your family the happiest of holidays! And here's to a safe and profitable New Year! I'm sure Santa and SilcoTek will do great things next year! If you'd like to learn about our inert and corrosion resistant coatings from an expert, check out our events page and visit us at a trade show near you.

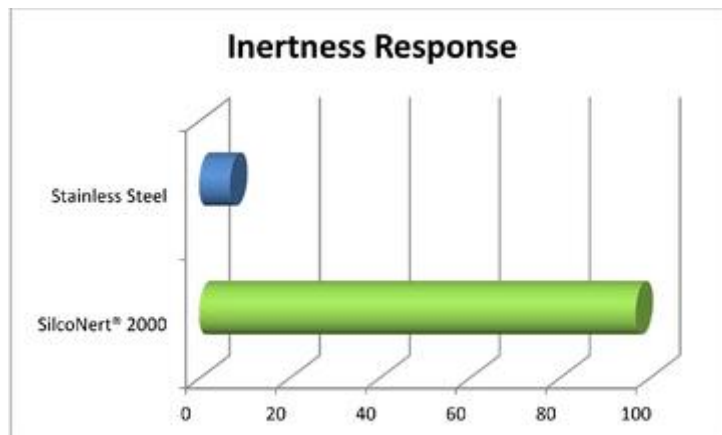
## Chapter 4: Does Santa Use Inert SilcoTek Coatings? You bet!



Rest assured Santa does use SilcoTek® coatings. In fact, custom shipments to the north pole are at record highs. Here are just a few applications (Santa has asked us to keep most of his list confidential but he's OK with us sharing with you a few tales about how SilcoTek helps Santa deliver to naughty and nice).

Keeping Rudolph and the other reindeer healthy and safe

SilcoTek's inert coatings are used in Santa's state of the art lab to test reindeer feed and water. Santa trusts the success of Christmas to his reindeer, so he turned to the most trusted name in inert surface treatments, SilcoTek®, to assure no environmental contaminants or adulterants are in their feed. Rudolph and his pals are pretty particular about their food, as most flying reindeer are....SilcoTek coats all of Santa's GC components, sample systems and transfer lines, making the system inert; improving sensitivity by orders of magnitude.



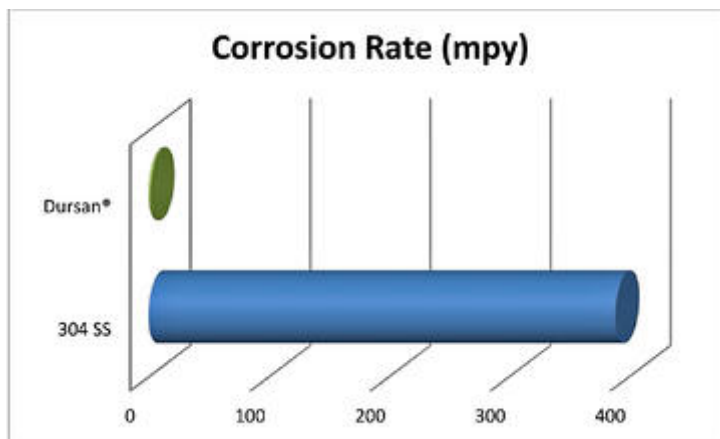
And the elves love us because retesting, false readings, or test errors are minimized when using SilcoTek coatings, giving them more time for making toys!

Learn more about how industry and Santa improve performance!

## Download Whitepapers

### **Stop rust on the sleigh**

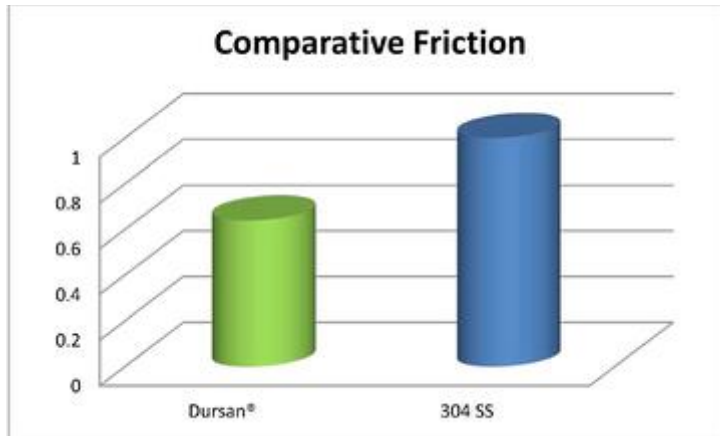
Santa spends a lot of time high up in the clouds on Christmas Eve. To prevent his sleigh parts from corroding, Santa has SilcoTek® coat his sleigh fittings and fasteners. Dursan® repels moisture and prevents corrosion, extending the life of his trusted sleigh.



### **Keeping those sleigh runners slick**

SilcoTek® coats another vital sleigh component, the sled runners. Dursan® is inert, corrosion resistant and a wear resistant coating, but it also reduces friction by about 40%; lower friction means Santa's reindeer don't have to work as hard when lifting off from your roof.





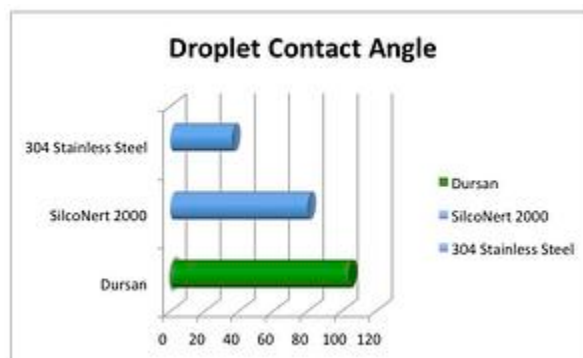
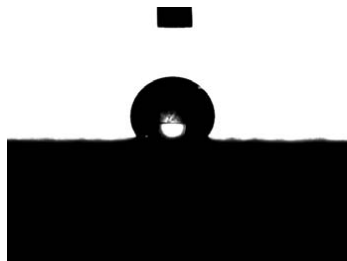
More importantly, low friction means a more efficient sleigh and higher payload. That's right, Santa can carry more toys (or coal) because low friction Dursan is on the job!

## Read Our Tribology Report

**A little red nose**



We also receive a little red nose for hydrophobic coating from time to time. We're not sure why Santa needs a light up nose, but we do know water now runs right off the nose, assuring a bright light.



P.S. We're sure all this is true, just ask Santa!

## Chapter 5: A Holiday Interview With R&D

The team at SilcoTek would like to wish you and your family the happiest of holidays! And here's to a safe and profitable New Year!

I'm sure Santa and SilcoTek will do great things next year! If you'd like to learn about our inert and corrosion resistant coatings from an expert, follow us on LinkedIn. Or just contact us and we'll be happy to chat with you.



Our coating team is dedicated to creating a positive customer experience by helping our customers deliver the best product possible but since it's the holidays, we decided to ask the experts about how SilcoTek® coatings help Santa deliver the presents. Let's see how the experts do!

Marty: Jim Mattzela, tell us how Dursan® helps Santa's sleigh glide smoothly on all those roofs without getting a nick or scratch on the runners.

Jim: You're kidding me right? The physics of stopping a 25,000 lb sled driven by, smirk, reindeer would crush a roof and likely end in a sensational 6 o'clock news clip or YouTube video. It's impossible to land a flying sleigh on a roof, forget about coating the runners with Dursan.

Marty: Jim! What are you saying? Santa can do it! It seems like someone's got a bit too much coal from Santa. Oops... Let's not mention coal in Jim's stocking this year! On to Jesse, let's ask him a real zinger.

Jesse Bischof, tell us how our oxidation resistant coatings help keep Rudolph's nose so bright?

Jesse (staring): I have no words.... Where do I start... OK let's just start with the fact that you're talking about a flying reindeer. Reindeer can't fly.

Marty: Yes they can.

Jesse: No they can't

Uh huh..

Nope!... A male reindeer weighs between 350 and 400 lbs. That critter would need a wing span of about 40 feet to maintain flight. And this just in, REINDEER DON'T HAVE WINGS! And forget about that red nose thing will ya! You're obsessed!

Marty: Says you.....

Jesse: I've got some real world tests to perform. And I'm taking a restraining order out on you next week.

Marty: I see you're still testing Rudolph's nose oxidation resistance, let's just give Jesse some space for say 12-16 months so he can decompress from all the holiday stress.

Look there's Min Yuan, another one of our crack R&D researchers. Min, slow down will ya, stop running away from me!

Min: Oh, hi Marty... I, err, didn't see you.

Marty: I'm the only other person in the room. Anyway, I bet you're excited to see Santa this year! With his new Silcolloy coated bells!

Min: That's not Santa... That's Chip, the UPS guy. He dresses like Santa every year. We coated his bells as a joke.

Marty: But I gave him my list....And he said "You been good?" to me.

Min: He says that to everybody. You're supposed to say I'm fine thank you. Not hand him a Christmas wish list!!!! What did you have on that list?

Marty: A Paw Patrol Ultimate Rescue Fire Truck. Boy I hope Santa thinks I've been nice this year!

Min: Nice isn't the word for it...

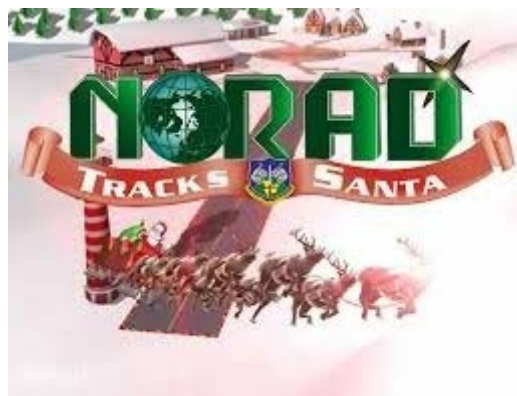
Marty: There's David Smith! Hey David I've been chatting with the R&D Team about how we coat parts for Santa and his Elves. I'm getting the feeling that R&D isn't on board with the idea that Santa even exists!

David: Well our R&D team really delivers for the customer. We continually improve our products and processes and develop new coatings so our customers can improve their products. We'd surely make a special coating for Santa. If he existed.

Marty: Santa exists!

David: That's why you're in Marketing.....

If you're as excited about a visit from Santa as we are (R&D included), you can track old Saint Nick as he makes his way to your home town, click the image below to follow his exploits around the world and explore the North Pole!



**Happy Holidays from everyone at SilcoTek!**

## Chapter 6: A SilcoTek Christmas Sales Call



The following is an excerpt from an actual SilcoTek® sales team conversation (Similarities to actual or perceived customers is purely coincidental)

Mark: You're kidding me. He wants us to visit?

Gary: Yep, you and Ashley are on it. Go up there and make us a partner in his supply chain.

Mark: But he was just here.

Gary: That was a year ago. And a midnight visit doesn't exactly count as a sales call.

Mark: Ashley!

Ashley: What's up?

Mark: We've got to do a quick sales call.

Ashley: Where?

Mark: One Polar Way.

Ashley: NO! Really? Wasn't he just here?

Mark: Santa wants us to do a complete coating presentation to his staff. Get in touch with his lead elf, Iggy, and set the date.

Ashley: Iggy? Really? What kind of name is that for an elf? Aren't they named like Sleepy, Happy, Dopey, Grumpy, what's the other names?

Mark: That's the Seven Dwarfs.

Ashley: Oh right, I always get them confused.

**Christmas Fun!**

**Name Your Own Elf!**

I'm on it! I'd better email them. I never know if it's day or night up there.

Mark: This time of year it's night. You'll want to call them, they're up 24-7 now, especially the shipping department. They want a presentation by December 24th.

Ashley: Why so fast? Aren't they busy this time of year?

Mark: They're doing this year completely from inventory for tax purposes. So they have some time on their hands. I have Santa's card somewhere... he slipped it into my pocket at the last Pittcon. He blended in there quite nicely by the way.... yep here it is, you'd think they'd have an 800 number by now.

Ashley: (Dialing). Well this is going to get interesting.



Iggy: Thank you for calling Santa, how can I help you?\*

Ashley: Hi this is Ashley from SilcoTek. I'm calling to schedule an appointment with Santa and the Elf team regarding ....

Iggy: Hi Ashley! Yes we're excited to have you here! We're planning to launch an entire product line based on your fun and functional coating! We're doing our 2017 strategic planning and want to run some numbers regarding licensing your technology.

Ashley: We'd be happy to come up and do a coating presentation. We can even show you a video to lend some insight into our state-of-the-art coating process.

Let's plan on meeting on say the 21st, will that work for you?

Iggy: Sounds fine with us. Everybody but shipping will be there. Santa will pop in and out and our IP director will be there.

Ashley: OK we have you booked. We'll get flight reservations, but I'm not seeing any availability. Just exactly how do we get there?

Iggy: We've got our own airline, Virgin Kringle we'll pick you up. Wear layers though, the cabin is rather open feeling. We're doing a few route checks in your area, TSA regulations, so be on your roof by 9 PM and we'll swing around and pick you up. Oh and bring those wonderful cookies you bake.

**See what it's like to go through Santa's Airport!**



Ashley: A helicopter ride? How interesting!

Iggy: Not exactly but let's call it that for now.

Ashley: Haven't you had enough cookies? I'd think Santa would be a bit tired of them. How about we bring up some nice Kimchi to warm everybody up?

Iggy: We live on cookies, plum pudding, and coffee, and the occasional eggnog.

Ashley: Isn't that a bad diet?

Iggy: My dad's 129 years old. I beg to differ.

Ashley: Wow that's fantastic!

Iggy: Are you bringing Mark? You may not be aware, but we've got some great skiing up here.

Ashley: Yep, Mark will also be attending. I'll have him bring his skis.

Iggy: Great. And we can give you your gifts from Santa while you're up here.

Ashley: Isn't that cheating?

Iggy: Well yes but fuel costs are going up, so if we can save a few trips here and there, all the better. Unless you'd prefer coal.

Ashley: No! We'll be happy to take our gifts back with us.

Iggy: Sounds like a plan! See you then.

Ashley: See ya soon Iggy. Merry Christmas

Iggy: Merry Christmas to all!

***Merry Christmas From SilcoTek!***



## Chapter 7: Have A Semi-Happy Holiday From SilcoTek!



The following is a transcript from a real Customer Service call:\*

Transcript date 12/2/15, time 9:05 AM

Mark (answering phone): SilcoTek® this is Mark

Caller: HO, HO! This is Sant.. er.. Mr. Clause: I'd like to place an order?

Mark: Yes Mr. Clause, what can we do for you?

S. Clause: Well, I had an accident, seems my "associate" Blitzen, took my sleigh for a ride and attempted a 3 point landing on my roof and broke a runner. We had to have a new runner made and we'd like to have it coated with Dursan®. SilcoTek coated our runners last year and that super slick, non-stick Dursan really helped my sleigh lift off! We were able to take off with 30% more gifts last year, a record!

Mark: Lift off???

S. Clause: It's an expression. We don't really fly a sleigh, as far as you know...

Mark: OK, how big is this runner?

S. Clause: It's 6 feet long.

Mark: OK we can coat that, and what material it's made from?

S. Clause: Stainless steel, the last batch of Dursan runners you coated looked fantastic! They really matched my suit.

Mark: That must be a pretty wild looking suit you have if our multi-colored iridescent coating matches.

S. Clause: You'd know me if you saw me wearing it. It's actually a pretty commonly worn outfit this time of year.

Mark: We can coat the runner in 10 working days or less, that will put shipping date on December 16th.

S. Clause: Well that is cutting things pretty close, I'm up against a tight deadline. I have a major commitment that requires the sleigh the evening of December 24th. Can you coat it faster?

Mark: You must work awfully hard to be working on Christmas Eve! Our lead time is currently running at about 5 days, so we should be able to ship it next week. Will that work for you?

S. Clause: YES! Perfect! You guys are the best! Actually, working Christmas Eve is a joy, I get to give back to the community. I take a lot of time off after the Holidays, I go to the Keys and kick back for a few months after the season.

Mark: Must be nice.

S. Clause: Well it can be a pain, I've got to take the elves and reindeer, the hotel get's a little noisy, what with all the partying.

Mark: Take who?.. Well enjoy! OK, let me confirm your shipping information. That's S. Clause, One Polar Way, North Pole. Huh, that's an unusual address, is that local?

S. Clause: No.... Do you take credit cards? I have a Polar One Card.

Mark: We take credit, but I'm not familiar with that card.

S. Clause: Better bill me, make the invoice out to Elf-tech Inc. Thanks again for helping us out. We'll get the sleigh runner out to you today. It will arrive tomorrow for coating.

Mark: Thanks for your business!

S. Clause: HO, HO, HO!

Call terminated.

Mark: That guy sounded familiar....

Mark noted later that calls can get a little weird over the holidays, but that one took the cake!

Happy Holidays from SilcoTek!

\*OK, we're fibbing, but it would be nice to chat with Santa!

