

# DYNAMIC NEWS

Cornerstone of Quality

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## Ladder Safety: Best Practices

by Fernando Pages Tools of the Trade Fall 2009

**SELECTING THE RIGHT LADDER** The most important factors to consider when choosing the right ladder for a job are its TYPE, LENGTH, STRENGTH (Duty Rating), and MATERIAL used to manufacture it.

**Type** The most common types include step and extension ladders. Even in these two basic styles, you will find a variety of offerings. They offer job-specific alternatives for comfortable, productive, and safe working conditions on various surfaces and for different heights and applications.

**Length** Once you've selected the right style of ladder best suited for the job, length becomes the next consideration. One of the most common and potentially dangerous mistakes made in choosing an extension ladder involves trying to use a ladder that is either too short, or too tall. If the ladder is too short you may tend to overreach or even climb beyond the highest permitted standing rung, which can cause you to lose your balance. If the ladder is too long, then you may have to angle the ladder at an unsafe pitch that may cause the ladder feet to slip out. The proper method is to set up an extension ladder using the 4-1 ratio-this is the best way to safely

set up an extension ladder. The proper setup for an extension ladder is at a 75 1/2 degree angle - and the easiest way to obtain this angle of setup is to set the ladder back 1 foot for every 4 feet of length to the upper support point.

**Duty Rating** The third and most often ignored consideration in your ladder choice relates to the ladder's

strength and durability, or Duty Rating. According to OSHA standards, ladders must be rated to support the combined weight of the user, plus tools, and materials. In other words, if you and your tool pouch weigh 180 pounds and you're carrying a 70 pound bundle of shingles up a ladder, you need a ladder rated for at least 250 pounds, which would be a Heavy Duty Industrial Type 1 ladder. The Duty Rating also takes into account whether a ladder will be receiving harsh or more moderate use on a construction site. This is where trying to save money by buying a lower cost lighter-duty ladder can backfire. ANSI recognizes two heavy industrial specifications, Type 1A rated for 300 pounds and Type 1AA rated for 375 pounds.

**Materials** In the old days ladders



### PRESIDENT'S MESSAGE

Hopefully, this letter finds you reflecting on a joyous Christmas celebration shared with family and friends. Our Christmas time was indeed celebratory and we have much to celebrate because of His blessings. As we reflect on 2009, we look forward with great anticipation to 2010. Here at Dynamic Sales, we are beginning our 3rd quarter for our fiscal year. The first two quarters show promise for 2010 and we thank The Lord for His provision.

As we continue to look for ways to bring you value, we are excited to feature two of our newer lines for you in this edition: Johnson Levels and Louisville Ladders. The addition of these lines will help us to broaden our product categories and bring you exceptional quality.

As an industry leader we want to make your on-line visits to us beneficial as well, so we have been working hard to make our website a valuable tool for you. I believe you will like the many conveniences you find there, like all of our product catalogs in pdf format, a video library, an interactive map, a downloadable credit application, and more.

Go to [www.dynamicsalescoinc.com](http://www.dynamicsalescoinc.com) for a complete listing.





Dynamic Sales Co., Inc. proudly salutes our men & women in the Armed Forces. We extend a heartfelt Thank You to those who are serving and have served to protect us, our freedoms, and our way of life.



Providing Contractor & Industrial Supply Solutions since 1966. We are proud of our past and dedicated to our future and you.

### Continued from page one

were made of wood, but today most commercial ladders are made from lighter and more durable aluminum or fiberglass. Aluminum ladders offer light weight and corrosion resistance; fiberglass ladders provide safety when working close to electrical power lines because they won't conduct electricity. Never use metal ladders or wet wooden ladders when working near electrical lines. Wet wooden ladders can be as dangerous as aluminum around electric, which is one reason OSHA doesn't want painted wooden ladders on the jobsite.

**A damaged ladder parked on a jobsite could spell OSHA fines...**

**Work Safely** The four basic ingredients of safe climbing include ladder inspection, a safety check before every ascent, setting up the ladder properly, and then using safe, sane climbing habits. Before stepping onto your ladder, look it over for missing, damaged, or loose components. If you do find damaged parts don't use the ladder until it is repaired. and

don't leave it laying around the jobsite. A damaged ladder parked on a jobsite could spell OSHA fines even if nobody's on it.

**The Obvious** There are some obvious but worth repeating safety tips that should be mentioned.

- Climb and descend facing the ladder
- Center your weight and frame between the ladder rails
- When working maintain a firm grip with at least one hand at all times
- Don't stand beyond the highest safe standing level - two rungs from the top of a step ladder and three rungs above the roof line on an extension ladder

By following a few simple, easy, common sense precautions, you could be a lifelong climber, instead of one of the 136,118 people injured in ladder accidents every year.

## Louisville Ladders

Dynamic Sales Co., Inc. has added Louisville Ladders to its already extensive product offering. Louisville Ladder was founded in 1946 and has become one of the largest manufacturers of ladders in North America. Louisville Ladder calls Louisville, KY home where it has proven to be an industry leader in product innovation.

Making ladders in the USA since 1946, they brought us the first aluminum step and extension ladder,

along with the first fiberglass ladders. And today they continue this proud tradition of product innovation.



Louisville ladder has a full line of aluminum and fiberglass ladders and accessories. Whether you need a 2-foot step or a 40-foot extension, Dynamic Sales Co., Inc. can fill your need.

For any inquiries please call our Dynamic staff or view the full 2010 catalog on our website at [www.dynamicsalescoinc.com](http://www.dynamicsalescoinc.com).

# Meeting Customer Needs

Here at Dynamic Sales Co., Inc. we take our customers seriously. We have built a reputation as an industry leader, and set the standard by which other companies are measured. Our focus on the four points of our STAR have been instrumental in accomplishing this benchmark. One of the ways we bring the four points to "life" is by looking for ways to increase our value to our customers. Over the past 3 years, one of the ways we have increased our value to our customer base is by adding and/or expanding our product offerings to meet more of your needs. As we

approach 2010 we are looking for ways to continue to grow our company, and again seek your input in how we can be of more value to you. If there are certain products or services that would be beneficial to your company, please let us know.

You can share your comments with your sales rep or you can contact me directly at the office, 314.428.2702 or by e-mail [jim@dynamicssalescoin.com](mailto:jim@dynamicssalescoin.com).

I look forward to hearing how we can be of more value to you and continue our 44 year tradition of **SERVICE, QUALITY, COMMITMENT, and INTEGRITY.**



SERVICE, QUALITY

COMMITMENT, INTEGRITY

The four points of our star,

Our pledge to our business

partners and community,

look for the STAR and order

with confidence.



Dynamic Sales Co., Inc.  
- Cornerstone of Quality

This reflects our foundation in the industry, the expanded product lines we offer as a cornerstone in Contracor & Industrial Supply Solutions, and most importantly our values and belief in The Chief Cornerstone Jesus Christ

## Johnson Levels *Johnson Level Company, Inc.*

With more than 60 years of developing solutions to help professional tradesmen improve their work, Johnson products are trusted by professionals worldwide to help them work more accurately, more quickly and more reliably. Johnson is best known for its broad spectrum of high quality laser level systems that meet and exceed the demands of the professional tradesman. Today their laser level program offers a comprehensive listing of construction grade Dot, Line, and Rotary Lasers as well as Optical Instruments, Laser distance Measurers and Accessories.

With the introduction of AccuLine Pro Laser levels, Johnson Level & Tool redefines the feature/value equation for precision measurement devices. User friendly features like scan modes, slope modes, and automatic leveling help AccuLine Pro Laser levels make quick work of any job site leveling task.

Johnson redefines the feature/value equation for precision measurement devices

Innovative Green Brite technology - with its signature green beam - introduces a new level of performance and value for professional users. The ultra-visible beam (400% brighter than red beam laser levels) helps improve measuring speed and accuracy when used for indoor applications.

Dynamic Sales will feature the AccuLine Pro laser models 40-6602 and 40-6625. The 40-6602 is a self-leveling cross line laser level with 3 vertical lines, while the 40-6625 is a self-leveling high-powered cross line laser level. Both feature visual and audible alarms when beyond self-leveling range as well as a locking mechanism for the inner pedulum for protection of the devices accuracy during transport.

Look for these exciting new products the first quarter of 2010.

†JOHN 14:6

MATTHEW 6:33

# DYNAMIC NEWS

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## Dynamic Sales Co. Inc.

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### Welcome to Dynamic Sales!

We are a Christian, family owned, small business, established in 1966 by Wayne Henderson.

We are open Monday through Friday from 7:30am—5pm CST. Stop by to see our showroom!

## McGwire Returns to Mudville

By Tom Reilly, the guy who wrote the book on Value-Added Selling

Former St. Louis Cardinal, Mark McGwire, is returning to St. Louis as a batting coach. Notwithstanding the controversy, McGwire could hit a baseball. Now, he's returning to help other Cardinals hit baseballs. Albert Pujols, the most popular Cardinal first baseman since Stan "The Man" Musial, welcomes the help. The three-time league MVP said McGwire's return was "awesome" The winner of a third MVP award with a .327 batting average for 2009 said, "I'm looking forward to working with him." One of the best, if not the best player in baseball, is looking forward to working with a batting coach!

Notwithstanding the controversy, McGwire could hit a baseball

That changes everything as far as growth and development. Unless you are more successful in sales than Albert Pujols is in baseball, you can get better. The obstacles are predictable—time and ego. Getting better requires time and effort, often more of each than many people are willing to invest. It also requires professional humility.

To believe that you are as good as you can become smacks of arrogance. We cannot get better until and unless we believe and admit we can get better.