

As VENDORS of SCALES, are we carrying the weight of the world?



A few weeks ago, I mentioned to a friend of mine that I surpassed 5 years at Kilotech. Knowing that I only work or volunteer for entities that on some level make a difference in the world, she asked me, “How do scales fall into your values?” This was my response...

- The diabetic patient that is hospitalized relies on his or her dietician **to portion out** meals to ensure optimum health.
- The pharmacist uses **a piece counting** scale to guarantee that you are sold **just the right amount** of pills as per your prescription.
- The grocer practices **fair trade** by making sure that you pay for the **correct weight** for the product you are buying. From outdoor markets in small villages to major conglomerate groceries stores, scales are being used for fair trade. It creates trust amongst vendors and consumers.
- Manufacturers rely on **piece counting**. Scales are used to supply their contractors with the **precise amount** of buttons, widgets, nails, etc... This contributes to the **efficiency and accuracy** in manufacturing, thus **eliminating costly mistakes** that would then be passed on to the consumer.

- Cargo is weighed to ensure a **fair and just price**. This ultimately trickles down to the end user who purchases the product. It is also used to ensure a **balanced** train, truck, boat or plane.
- From babies to adults, **weighing** is an indicator of growth, health status, and overall well-being.
- Labs use scales to determine the **exact amount** of a chemical or ingredient used to ensure that a **safe** product is produced. This is essential when producing pills, solutions, solvents, medicinal creams etc...
- The ability to **weigh everything** from gas, oil, liquids, alcohol and wine to the products available on your grocery shelf ensures **accurate pricing and a fair deal for consumers and vendors alike**.

These are just a few examples of how we as vendors of scales carry the weight of the world. So when you go to work each morning, trust that what you do has a huge impact. In every industry, everywhere in the world, at any given moment a scale is being used to make a difference!

TRUST that WHAT YOU DO has a BIG IMPACT!

Enjoy your day!

Mona – Kilotech Marketing guru...