

KE SHAKE AWAY™ PLUS PADS PRODUCT INFORMATION



KE SHAKE AWAY™ PLUS CLAMSHELL PACKAGE



KE SHAKE AWAY™ PLUS PAD



KE SHAKE AWAY™ PLUS RETAIL COUNTER DISPLAY

Contents

Product Description.....	Page 2
Why Vibration Pads	Page 2
Sales Points	Page 2
Product Use Instructions	Page 2
Product Merchandising	Page 2
Warranty Information	Page 2
Product Specifications	Page 3
Test Results.....	Page 3
Installation Instructions.....	Page 4
Frequently Asked Questions	Page 5
Product Marketing & Reviews.....	Page 6

PRODUCT DESCRIPTION

KE Shake Away™ PLUS Vibration Isolation Pads are unique pads designed for use under washers and dryers to reduce vibration caused by higher RPM machines. It reduces the vibration for the homeowner to an acceptable level. The pads are also used to stop washers from walking on any type floor surface.

WHY VIBRATION PADS?

Many homeowners are purchasing high efficiency washers and dryers to effectively reduce water consumption. After receiving many calls from consumers, Kellett developed KE Shake Away™ PLUS pads to reduce vibration and walking in the home. High Efficiency washers rotate at a much faster RPM speed thus causing the machines to vibrate. However the issue is not these new washers. The issue is the structure of the floor in the consumer's home. Many consumers complain about the vibration and walking to the point where they want them returned to the retailer. Our product effectively reduces the vibration to the satisfaction of the homeowner. One company has reported a 57% reduction in the number of washer and dryers sets that have been returned to the store from a disgruntled consumer.

57 PERCENT! That is a significant savings for retailers.

SALES POINTS

It is difficult to sell our product to a consumer who is unaware that high efficiency machines can cause a significant vibration problem. We have worked with many of our retailers one-on-one to help their sales associates develop an opening dialog with the consumer and introduce our product. If the sales associate inquires about the structure and is knowledgeable of what issues cause the vibration, then they are able to speak to the consumer in a way that enables them to make the sale AND make the consumer happy with the product from the time it is delivered. Too many times we hear consumers who call us directly and are angry that their retailer did not talk about this issue. Over and over again, successful retailers have approached the subject of floor stability with consumers prior to the sale.

KE Shake Away™ PLUS pads are an inexpensive solution to a real problem.

PRODUCT USE INSTRUCTIONS

The KE Shake Away™ PLUS pads are installed under each foot on the washer and dryer. Once the washer is placed on top of the pads it cannot be moved. Installation is a 2 person job. The first person raises the back of the machine off the floor while the second person uses a broom, measuring stick or another type of extension and slides the pad to the back of the machine where the back feet can rest on the pad. The machine is tilted back and the pads are easily installed under the front feet of the machine. Once installed, the homeowner will enjoy years of vibration control.

PRODUCT MERCHANDISING

- KE Shake Away PLUS pads are best displayed where the consumer shops for laundry equipment.
- Counter displays with 6 clamshell packages are available or the clamshell can be used on a J Hook on a rack.

WARRANTY INFORMATION

KE Shake Away™ PLUS pads are guaranteed for 1 year. Customers can contact Kellett Enterprises, Inc directly at 1-864-244-7248 to arrange for credit or replacement.



PRODUCT SPECIFICATIONS:

Name: KE Shake Away™ Plus Vibration Isolation Pads
Kellett Item Number: 13131
UPC: 034483131319
Materials: Custom Blended Neoprene, Acrylonitrile Butadiene Styrene

Individual Clamshell Dimensions:

Height	Width	Depth	Weight	Qty.
6-1/2"	6"	1-1/2"	1 lb	1

Master Carton Dimensions:

Height	Width	Depth	Weight	Qty.
7	6-3/8"	8-3/4"	6 lb	6

Pallet Dimensions:

Height	Width	Depth	Weight	Qty.
40"	40"	48"	950 lb	950

TEST RESULTS

The following data was taken measuring velocity on a Monarch 1000 vibration meter. The unit of measure is in./sec. Data recording is done with and without pads.

The testing machine weighs approximately 250 lbs. and can go from 0-1800 RPM's. It has a 1" thick, 8" diameter solid steel disc that spins. We can attach weights to create an unbalanced load. The feet on the machine are from a Whirlpool Duet washer.

We constructed a small section of floor, 16" on center, using 2" x 6" beams and 3/4" BC grade plywood. Testing has been done on different materials, layered in different ways, to achieve the most vibration isolation from the floor.

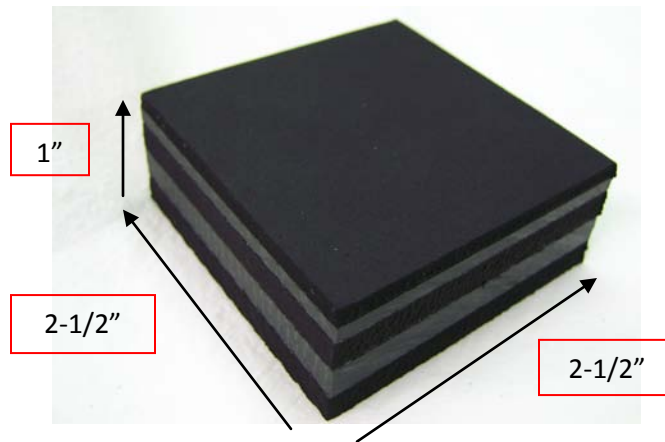
The greatest vibration occurs when the natural frequency of the machine is the same as the forcing frequency of the motor/drive. The natural frequency changes with different types of vibration isolation pads so vibration measurements are taken when the vibration is at its highest level. This is the point where the homeowner feels the most vibration and usually occurs during ramp up and ramp down in the spin cycle. That means that the highest vibration levels will be at slightly different RPM's or CPM's. With the pads installed, the RPM at the point of resonance is lower and this also helps pass the biggest "problem" area with less RPM's and therefore less vibration.

The following data was first collected on the section of flooring, machine leveled, on a set of Whirlpool Duet feet. The second measurements were taken with a set of four of our KE Shake Away® Plus Pads installed underneath the feet of the machine. These pads are a part of our accelerated life testing program. They have been under the machine for a week and have had over 40 hours of run time at natural frequency.

	Natural Frequency	Velocity
No Pads	860 RPM	1.03 in./sec.
KE Shake Away™ Plus Pads	830 RPM	.43 in./sec.

High efficiency washers rotate at much higher RPM's than do older conventional machines. With any washer it is impossible to have an exactly even distribution of the weight in the drum. Our ultimate goal with the KE Shake Away® Plus Pads is to reduce the vibration to an acceptable level for the homeowner.

INSTALLATION INSTRUCTIONS



- The thicker layer of cushion material (1/4") should be laid directly on the floor. This side has been roughed up during production for maximum resistance to movement.
- Place the feet of the vibrating equipment on top of the pad as close to the center as possible. Gluing or bolting the pads to the floor is not necessary and is not recommended.
- One person can install the pads by applying double sided adhesive tape to the pads. Then the pads can be adhered to the back feet of the washer to hold them in place during installation. The tape will have no effect on the vibration isolation.
- If equipment comes with leveling feet, follow manufacturer's instructions.

QUESTIONS AND ANSWERS

1. **What happens to the pads over time?** Our pads will last as long as the life expectancy of the most popular high efficiency machines sold today.
2. **Does the material break down and the vibration get worse?** No. The materials do not break down. In the first 72 hours after installation, a slight compression occurs on the top layer of neoprene, to affix the position of the machine foot on the pad. After this the pads' performance is consistent for years to come.
3. **Does the material stain wood floors?** We are not aware of any cases where the pad material has stained wood floors.
4. **Is it toxic?** The materials used in the manufacture of the pad are not toxic. MSDS sheets are available on request.
5. **What happens if the washer isn't level?** The more unlevelled the washer is, the worse the vibration. This principle applies with or without the pads.
6. **What about various load sizes and levels of unbalance?** New high efficiency machines are designed to distribute the load as evenly as possible in the drum and if an extreme unbalance occurs they will stop and display an error.
7. **What happens when the pads are exposed to various detergents or bleaches?** Detergents, fabric softeners, bleaches, and floor cleaning products have no effect on the pad materials.
8. **Can the KE Shake Away™ Plus pads be used under a pedestal?** Yes, the pads are designed to work effectively even under pedestals.
9. **What if a water pan is used under the washer?** In this case, the pan should rest on the floor with the pads inside the pan. Then the washer should sit on the pads.

PRODUCT MARKETING & REVIEWS

New downtown condos will be extra quiet thanks to Kellett's shake absorber solution

Imagine coming home to your new downtown luxury condominium, ready to unwind from a hectic day, only to hear and feel distant vibrations seemingly coming from the rooftop. This was the recent scenario discovered by builders during construction and testing of the HVAC's heat pumps for a new multi-use condo and retail complex under construction in the Southeast. It's a big project involving approximately 38 heating systems for 22 condo units, so the issue had to be resolved before completion of the project. Naturally, the builders contacted the company who was installing the systems, General Heating & Air. In turn, they called on Kellett to help find a solution.

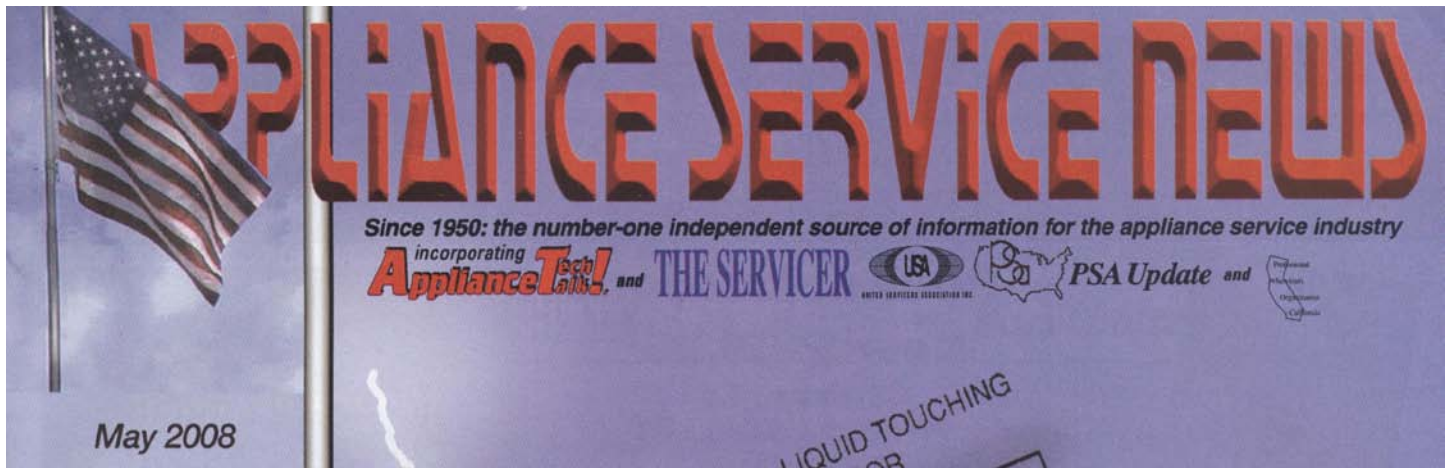
While the equipment from General Heating & Air was in perfect operating condition, the heat pump condenser units vibrated during start up. The units are located on top of a three-story complex that will be a mixture condominiums and retail shops.

During construction, the builders noticed the vibration and noise coming from the rooftops down into the third floor and even second floor. The Kellett team obtained the basic footprint and weight of the units and recommended four LP-13 Shake Absorber® Vibration Isolation Pads, measuring 4" x 4" x 3/4", " 50 Shore A Durometer. The quote and requested technical information were presented and approved by the engineer, builder, architect, and most importantly, by General Heating & Air.

Problem solved!

"We are highly satisfied with the results and performance of the pads in isolating the vibration. We believe future tenants will be comfortable."

Spokesperson for General Heating & Air



... from the field

Reader correspondence is encouraged and welcome. If published, it may be edited for brevity and/or clarity.

Takes the shake away!

I used the ShakeAway pads (ASN, January, pg13) yesterday on an LG that was walking and bouncing all over the room. This unit had scraped paint off the dryer and was coming out into the middle of the room. After setting the unit on the isolation pads

(part #13131 available at Tribble's here on the East Coast), the walking disappeared, and the vibration was significantly reduced. They work! I will now stock them on my truck. This floor was the quality and softness of a mobile home — very bouncy — and I was amazed at the results with these little blocks.

—via e-mail from DARREN

Captain Toolhead says: Remember that these pads will not stop vibration of the machine itself, but will work in most circumstances to eliminate/reduce the vibration and noise from transmitting to the floor. They isolate the vibration and noise. And they will create happy customers.

As with most new products, there is a learning curve on what the product can and cannot do. These pads are *not* intended to eliminate the vibration of the machine itself. What they will do is *isolate* vibration and noise before it is transferred to the floor and floor-support structure. This results in a reduction or elimination of the floor shake and the “helicopter-in-the-laundry room” scenario. I hear regularly from consumers and technicians alike that these pads work. Servicers must convey to the customer what the pads can and cannot do. Overall, they do

exactly as advertised and also create a satisfied customer who no longer wants a machine exchange. Nor will they call you to “fix” a machine that’s not broken. Ω

Washer vibration:

Is it the floor or is it the washer?

by Captain Toolhead

If you've been in the major appliance service business for at least a week or so, the chances are good that you have had the following interchange (or something similar) with a customer:

"Ma'am, what kind of problem are you having with your new front-load washer? My service ticket says the floor shakes in your main floor laundry room when the machine is spinning."

"Shake? Heavens, yes, it shakes. In fact, the whole house seems to shake and the kitchen table even vibrates when that doggone machine spins! I usually check to see if there's an Apache helicopter landing on my roof! Just *fix* that no-good washer!"

After taking a look at the machine and making sure that it is level and stable on her laundry room floor and ramp up into spin mode, you discover that the floor and not the machine is at fault.

"Ma'am, I'd like to show you something. I've found that the washer is working as designed, but do you notice how this glass half full of water sitting on the floor over there in front of your dryer is really vibrating and almost spilling water over its top? That would indicate that the wooden floor and joists below the washer are contributing to the excess vibration and *not* the washer itself."

It's now that the customer appears shocked, skeptical and disbelieving of your diagnosis. She may even suggest that her builder would be most interested to hear that her half-million-dollar home had structurally weak floors! She may even suggest a meeting between you and her builder to discuss his shoddy, poorly supported floor in her laundry room area ... not a pretty picture.

I think that you get the point. Your specific scenario and subsequent conversation could vary a bit from the above, but it all boils down to convincing a customer that there is nothing wrong with the washer.



No easy job these days!

When I was in business, I had several of these meetings with unbelieving builders. I've also hauled a washer or two (always it seemed in under-warranty situations) from their laundry areas on the main floor or second floor, leveled them up on the concrete floor of a garage in order to prove there was no machine problems. From what servicers are telling me today, things haven't changed much. In fact, some tell me that as more and more front-loaders are sold, the problem will get bigger and bigger.

I'd like some feedback on this article and your use of the product I'm about to suggest, which will solve nine of ten vibration issues. What is it like out there today concerning vibration? I know that it isn't always the front-load machines. Sometimes, top-loaders present problems and there are consumers who complain of dryer vibra-

tion as well. The isolation pads described here will handle the vast majority of these issues.

I stumbled upon these isolation pads at a recent ServiceUSA Regional Service Meeting, and was so impressed with both technician and homeowner feedback that Captain Toolhead made an agreement with Kellett Enterprises to try to increase industry awareness of the pads and also chose to heartily endorse the Shake Away vibration isolation products.

The sale of these pads will add some parts profit to the job and can be sold even in warranty-call situations. Just ask the parts counterperson at your favorite distributor to show you a package of four pads and try them in a real-life situation. I'm sure you'll order a few more packages and start carrying them on your service vehicle. Your clients will love you for it! Ω

**KE-Shake Away™ Plus pads presented on Canadian City TV's *City Line*
By construction and design expert Ramsin Khachi**



www.khachi.com

Ramsin Khachi who is a member of the Décor Panel for CityTV's "City Line" presents the KE-Shake Away™ Plus pads on the "gadget" segment of the show on July 8, 2008. He appears regularly and educates the public on design ideas, current trends and innovative products. A definite leader in his field, his unparalleled integrity for quality and his knowledge of construction has made him an asset to the design community. Ramsin frequently lectures at public forums and to professional organizations such as "The Ontario Home Builders Association". Ramsin is also the Principal of Khachi Design Group, which is a full service Design/Build Firm for commercial and retail projects.

City Line is a syndicated television show that premiered on September 4, 1989 produced by Citytv Toronto that offers advice and information from experts on a number of different subjects. *CityLine* airs live or pre-recorded on all Citytv and A-Channel stations across Canada and has an estimated audience of 1.7 million.

Visit www.cityline.ca

KE-Shake Away™ Plus pads are manufactured by Kellett Enterprises, Inc in Greenville, SC, USA specifically for the use in High Efficiency Washers and Dryers that cause vibration in the home. For more information please visit www.keshakeaway.com

KE-Shake Away™ Plus featured in *Home Builder Magazine* The Official Magazine of the Canadian Home Builder's Association (CHBA)

Jon Eakes is the “go to” expert for home improvement. He is an author, TV and radio broadcaster and tool expert based in Montreal and the *Ask the Expert* for *Home Builder Magazine*, *Official Magazine of the Canadian Home Builders Association*.

After almost 30 years as a prime mover in the field of home renovation — starring in the first national home renovation TV show in North America, to a diverse career in radio and TV broadcasting, to his industry-leading work with regulatory, corporate and government agencies — Jon Eakes is still most interested in spreading knowledge about ‘the important basics’ — the fine details (and sometimes extended discussion!) the other guys leave out. Jon helps homeowners and trains contractors. He has also released the first two titles of *The Jon Eakes DVD Encyclopedia of Home Improvement*.

Exerts from article:

Vibrations from Front-Loading Washing Machines

“Kellett Enterprises in the US specializes in vibration isolation pads for industry and they brought out a little \$30 set of four pads designed just for this application...Although the results varied from site to site, we can confidently say that as long as the floor at least meets code (i.e. not a trampoline floor) the tester’s judgments ranged from “better” to “incredible”. In fact, the letters read almost like a marketing pitch: the testers really liked them.”

For more information please visit www.joneakes.com.

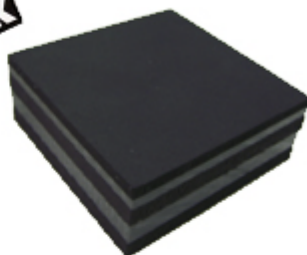
Jon’s Fixit Database has two articles relating directly to vibration.

Kellett Enterprises, Inc was founded in 1960 and operates a 16,000 square foot manufacturing facility in Greenville, SC, USA. They are the pioneer in the development of the 3 layer vibration isolation pad and the manufacturer of the LP-13 Shake Absorber® Vibration Isolation pad and the KE Shake Away™ Plus pads.

BY JON EAKES

Vibrations from Front-Loading Washing Machines

TOOL TALK



Each pad measures 2-1/2" x 2-1/2" x 1"

Some time ago, the problem of new energy efficient front-loading washing machines vibrating so violently that they were knocking drywall right off of the ceiling below was brought up at the national Technical Research Committee of the CHBA. So I went to work seeking a solution.

As it turns out, these machines with their extremely high spin speeds were developed in Europe, where all floors are concrete, so the manufacturers never dreamt about hitting harmonics in wood-structure buildings. Even the first North American imports were installed in upscale concrete condos, so still no problem. But as their promotion increased because of their energy efficiency, they found their way onto wooden floors. In most houses, the vibrations are just annoying, but in some they are absolutely destructive. Most traditional efforts to stiffen the floors seemed to be of little help as nothing seemed to dampen the specific vibrations that were causing harmonics in wood joists.

KELLETT ENTERPRISES in the U.S. specializes in vibration isolation pads for industry and they brought out a little \$30 set of four pads designed just for this application. Could this simple solution really work? *Home BUILDER* put our product testers to work.

Although the results varied from site to site, we can confidently say that as long as the floor at least meets code (i.e., not a trampoline floor)

the tester's judgments ranged from "better" to "incredible". In fact, the letters read almost like a marketing pitch: the testers really liked them.

Michael — "They are currently being evaluated by my client and have had a positive effect."

Helen — "It seems that the vibration is now restricted to the machine itself (which is a good thing); however, it should be noted that on occasion a slight vibration (very, very slight indeed) is felt on the wall directly below the washer when it goes into its final spin. Rest assured, it is nothing like what I use to experience... Now, finally (after five years) we are happy with our frontload washer."

Dave — "[We installed] these anti-vibration pads but they have not removed the vibrations... This product has given me other ideas of how to stop the vibrations." A few weeks

later: "I finally got the proper density foams and restraints to dampen both the vibration and noise wave for my front-loading washing machine. I had to also provide restraining curbs in the front of the machine, because it would 'walk' off the pads. It is all better now thanks to the pads you sent and the ideas I gained from them."

Angie — "I can finally do laundry without a lawsuit from my neighbour below." 🏠

A Few Tips:

The floor must be level or the machine will walk downhill. These pads are not symmetrical and must be placed "this side up", which is written on each pad. The adjustable legs of the machine should be as short as possible and perfectly balanced — no wobble in the machine before even turning it on. It takes a few days for the machine to imprint into the pads and lock the position, so verify after two days that they are properly centred under each foot.



**Kellett Enterprises, Inc
Presents
The KE-Shake Away™ Plus Pads
At Marcone's Open House June 5, 2008 Louisville, KY**

www.marcone.com 1-800-482-6022

Kellett Enterprises, Inc was present at the Grand Re-Opening of the Louisville, KY location of Marcone. Terry Mauldin, Sales Director, Kellett Enterprises, Inc. attended this gala event and states, "It was a pleasure to attend this event and have the opportunity to present the KE-Shake Away™ Plus pads. We had the opportunity to meet many customers and share ideas with Marcone management on how we can better serve our mutual customers. We are fortunate to have the opportunity to work with Marcone and look forward to many years of our partnership."

**Kellett Enterprises, Inc presents the KE-Shake Away™ Plus pads
at the National Hardware Convention in Las Vegas, Nevada
May 6 - 8, 2008**

Kellett Enterprises, Inc is presenting the KE Shake Away™ Plus pads for the first time at the National Hardware Show. The KE-Shake Away™ Plus pads are an inexpensive solution to solve the vibration issues caused by high efficiency washers in the home. High Efficiency washers and dryers, including front load, top load, combo and stackables rotate at an average speed of 1200 RPM's and above, which is twice the speed of conventional top load washing machines. This can cause vibration in the home and our custom neoprene blend that was developed by the Kellett Company prevents the transference of vibration to the floor by converting the mechanical energy of the vibration to heat energy and disperses it evenly through the pad.

Claudia Kellett McNabb, President & CEO states, "We have been resolving vibration issues in the industrial arena since the 60's and currently have customers all over the world. We are delighted to have the KE-Shake Away™ Plus pad as an option for the homeowner. It is an inexpensive solution to a big problem in the home. We have been working with the appliance service industries and now want the retailers to know that we have this product available."

Kellett Enterprises, Inc was founded in 1960 and operates a 16,000 square foot manufacturing facility in Greenville, SC, USA. They are the pioneer in the development of the 3 layer vibration isolation pad and the manufacturer the LP-13 Shake Absorber® and KE Shake Away™ Plus Vibration Isolation pads. For more information please visit their websites at: www.kellettent.com and www.keshakeaway.com.



Product Showcase



By Captain Toolhead

Washer Vibration: One solution to this top customer complaint

The Shake Away Plus pad consists of a special, flexible closed-cell neoprene. This material absorbs the vibration energy. In other words, the mechanical energy of vibration is converted into heat energy and prevents transference to floors and building structures.

If you've been in the major appliance service industry for at least a week or so, the chances are good that you have had the following interchange (or something similar) with a consumer:

"What kind of problem are you having with your new front load washer? My service ticket says the floor shakes in your main floor laundry room when the machine is in the spin cycle."

"Shake? Heavens yes it shakes. In fact the whole house seems to shake and the kitchen table even vibrates when that doggone machine spins! I sure hope you can fix that no good washer!"

After looking at the machine, making sure that it is level and stable on the laundry room floor, and placing it into spin mode, you discover that the floor, not the machine is at fault.

"I'd like to show you something. I've found that the washer is working as designed, but do you notice how this glass half full of water sitting on the floor in front of your dryer is really vibrating and almost spilling water over the top? That would indicate that the wooden floor and joists below the washer are contributing to the excess vibration and NOT the washer itself."

It is now that consumers appear shocked, skeptical and disbelieving of your just announced diagnosis.

They may even suggest that their builder would be most interested to hear that their \$500K home has structurally "weak" floors! They may even suggest a meeting between you and the builder to discuss the shoddy, poorly supported floor in the laundry room area.

>>

Product Showcase

I think that you get the point. The scenario and subsequent conversation could vary a bit from the above, but it all boils down to convincing a customer that there is nothing wrong with the washer. No easy job these days!

When I was in the business, I had several of these meetings with unbelieving builders. I've also hauled a washer or two (always it seemed in under-warranty situations) from their laundry areas on the main floor or second floor, leveled them up on the concrete floor of a garage in order to prove there was no machine problems. From what servicers are telling me today, things haven't changed much in the years since I sold my service business.

I'd like some feedback on this washer vibration article and your use of the product I am about to suggest will solve 9 out of 10 user vibration issues. What is it like out there today with these vibration issues? I also know that it isn't always the front load machines. Sometimes, top loaders represent problems and there are consumers who complain of dryer vibration as well. The vibration isolation pads described below will handle the vast majority of these issues for your consumer. The sale of these pads will also add some parts profit to the job and can be sold even in warranty call situations. The best part of all is that Marcone is a distributor for these "Shake Away" pads. Just ask your counter person to show you a package of four pads. Then, order a few packages and start carrying them on your service vehicle. Your clients will LOVE you for it!

Now, a bit about the manufacturer of these vibration isolation pads for appliances called "Shake Away PLUS". Kellett Enterprises, Greenville SC, has been around for almost fifty years.

Kellett created a three-layer "Shake Absorber" vibration isolation pad that is size-customized for a variety of commercial and industrial applications throughout the world including hydraulic presses, weaving machinery, machine shop equipment, printing presses, generators, transformers, GPS systems, bridge construction, air compressors, air conditioners, floating floors, automotive applications and many more.

In a nutshell, the pad consists of a special, flexible closed-cell neoprene. This material absorbs the vibration energy. In other words, the mechanical energy of vibration is converted into heat energy and prevents transference to floors and building structures.

Remember, the "Shake Absorber" is sold around the world!

Now, For The Rest Of The Story

After consumers started complaining and requesting a solution to their vibration issues on washers, dryers, stackables and combos, a new pad designed specifically for the appliance industry was developed. The resulting product was called "Shake Away PLUS" pads.

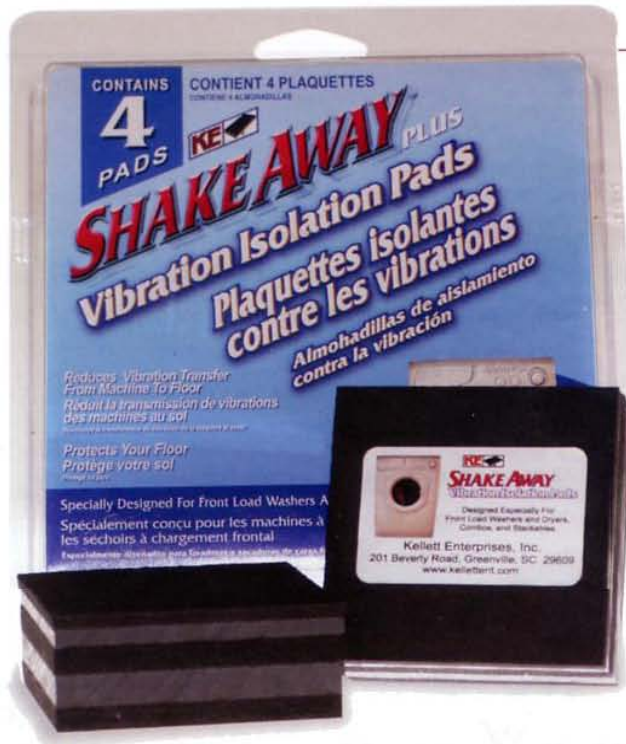
Two layers were added to the original 3-layer design and a new formula neoprene was developed. The result is a pad that is softer and effectively isolates vibration from the floor. Regardless of brand name, consumers have successfully reduced laundry room vibration.

These pads are virtually indestructible and are unaffected by moisture, detergents, oils grease or cleaning solvents. Shake Away will reduce vibration transfer from all machines to most types of flooring, significantly reducing vibration "noise". "Walking" or moving of the appliance is stopped. The 2½" by 2½" by 1" thick Shake Away pads dampens the effects of vibrations and shocks by transmitting vibration and other forces to the base pad and across the surface.

Technical And Test Information From The Kellett Engineers

For those of you who want more "nitty-gritty" technical information.

The construction of the pad (and homogeneity of the neoprene and plastic) permits a more uniform load distribution and equalization of the machine during the alignment and leveling at installation. The special flexible closed cell neoprene absorbs the vibration energy – the mechanical energy is converted to heat energy. In addition, normal shock loads and impact loads, as well as violent shocks from the machine, are diffused. The intermediate layer



Product Showcase

This would reduce the effectiveness of the pads. It is, however, very important that the vibrating machine be aligned, leveled and have all feet areas meet the floor or mounting structure. (In other words, do what the manufacturer says to do when installing each machine.) Failure to have one or more feet not in positive contact with the structure during machine operation will result in impact loads from the machine to the structure. Impact loads resulting from such imbalance during operation are 6-times greater than any original load or force caused by the vibration.

High efficiency washers rotate at much higher higher RPM's than older, conventional machines and, as with any washer, it is impossible to have an exactly even weight distribution inside the drum or tub. Thus, for testing purposes, the Kellett engineers used a 250 lbs machine that could attain 1800 RPM. Weights were attached inside to simulate unbalanced loads. This apparatus was placed upon a structurally sound section of floor using 16" on center, 2" X 6" beams and 3/4" BC grade plywood. Testing was also done on many different materials, layered in various ways, to test for vibration isolation.

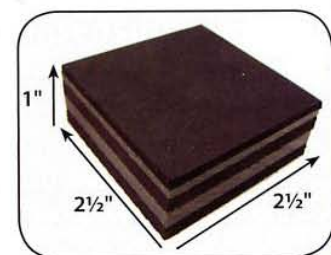
of ABS plastic transmits vibrations and other forces resulting from shock to the base across its entire surface. It is also the function of the ABS plastic to transmit the shock to the two outer layers of special neoprene.

Reducing the transmitted vibration and shock (impact) loads from the machine to the floor will result in minimum wear and damage to machine parts. By distributing the vibration, shocks and impact loads over the surfaces of the pads, the vibration and shocks are dampened and minimized. The associated wear and breakage of the moving parts of the machine are minimized. The rigid, intermediate layer distributes vibration and shocks over the surface of the base layer thus diffusing these shocks.

The greatest vibration occurs when the natural frequency of the machine is the same as the forcing frequency of the motor/drive. The natural frequency changes with different types of isolation pads so that vibration measurements are taken when the vibration is at its highest level. This is the point where the homeowner feels the most vibration and usually occurs during ramp up and ramp down in the spin cycle. That means that the highest vibration levels will be at slightly different RPM's or CPM's. With the pads installed, the RPM at the point of resonance is lower and this also helps pass the biggest problem area with less RPM's and therefore less vibration.

Walking or moving about is avoided through the use of the pad. The pad isolates the vibrating machine from the floor, building or structure. In addition, an inherent characteristic of the pad (because of its laminar construction) is that the reflected or rebound vibrations from the floor to the machine are virtually eliminated. It has been determined that rebound shock from a structure to a machine will add to the vibrating forces in the machine causing larger resulting forces on the machine elements as well as machine misalignment.

The 2½" x 2½" x 1" Shake Away pads dampen effects of vibrations and shocks by transmitting vibration and other forces to the base pad and across the surface.



During installation, it is very important to know that bolting the machine to the pads and floor is not recommended.

Product Showcase

The ultimate goal with the Shake Away PLUS pads is to reduce vibration to an acceptable level for a homeowner. The testing results showed, the achievement of that goal.

What You Already Know!

You know that vibration problems will exist with laundry equipment if:

- units are installed on second floors
- units are installed on a first floor with basement below
- the laundry area has a ceramic, marble tile or slate floor
- installed in an older home with floor structures not adequate for the heavier and faster RPM washers
- installed in modular or mobile homes or in condos, apartments and town homes

What You Need To Know

- Marcone sells these Shake Away PLUS pads...ASK FOR THEM by name...you AND YOUR CLIENTS will be glad you did!
- If you sell appliances, have these pads on hands so that the consumer gets the benefits of reduced vibration levels right from the beginning at the initial installation.
- All service technicians should have these as basic truck stock for sales to consumers with vibration issues.


Installation Instructions

- The thicker layer of cushion material (1/4") should be laid directly on the floor. This side has been roughed up during production for maximum resistance to movement.
- Place the feet of the vibrating equipment on top of the pad as close to the center as possible. Gluing or bolting the pads to the floor is not necessary and is not recommended.
- One person can install the pads by applying double sided adhesive tape to the pads. Then the pads can be adhered to the back feet of the washer to hold them in place during installation. The tape will have no effect on the vibration isolation.
- If equipment comes with leveling feet, follow manufacturer's instructions.

Remember, I would really like your feedback on articles like this one. Are they beneficial to you? Is laundry equipment vibration a real high-priority issue for your company? Do you

9 Questions & Answers

1. **What happens to the pads over time?** Our pads will last as long as the life expectancy of the most popular high efficiency machines sold today.
2. **Does the material break down and the vibration get worse?** No. The materials do not break down. In the first 72 hours after installation, a slight compression occurs on the top layer of neoprene, to affix the position of the machine foot on the pad. After this the pads' performance is consistent for years to come.
3. **Does the material stain wood floors?** We are not aware of any cases where the pad material has stained wood floors.
4. **Is it toxic?** The materials used in the manufacture of the pad are not toxic. MSDS sheets are available on request.
5. **What happens if the washer isn't level?** The more unlevelled the washer is, the worse the vibration. This principle applies with or without the pads.
6. **What about various load sizes and levels of unbalance?** New high efficiency machines are designed to distribute the load as evenly as possible in the drum and if an extreme unbalance occurs they will stop and display an error.
7. **What happens when the pads are exposed to various detergents or bleaches?** Detergents, fabric softeners, bleaches, and floor cleaning products have no effect on the pad materials.
8. **Can the KE Shake Away™ Plus pads be used under a pedestal?** Yes, the pads are designed to work effectively even under pedestals.
9. **What if a water pan is used under the washer?** In this case, the pan should rest on the floor with the pads inside the pan. Then the washer should sit on the pads.

experience the problem both in and out of warranty? Contact Captain Toolhead at xxfix@captaintoolhead.com 

**Kellett Enterprises, Inc presents the
KE-Shake Away™ Plus pads
at Dey Distributing's Customer Appreciation Day
Urbandale, Iowa - April 24, 2008**

Dey Distributing hosts an annual customer appreciation day at all of their locations. This year they invited Kellett Enterprises, Inc to attend the gala at their Urbandale, Iowa location. The event drew over 200 customers for lunch, gifts, and special pricing for the day!

Beverly Davis, Vice President of Sales and Marketing for Kellett Enterprises, Inc was in attendance to introduce the KE-Shake Away™ Plus Vibration Isolation Pads and answer any questions about the product. She comments, "We appreciate the opportunity to attend this event and to meet folks that install our product in the homes to resolve the vibration issues caused by high efficiency washers. I also learned that Dey Distributing has team members that know how to grill excellent chicken!"

**KE Shake Away™ Presented at the
2008 CONVENTION – LONG BEACH, CALIFORNIA
April 30th – May 3rd, 2008
GET ON BOARD
53rd Annual Convention
The Queen Mary, Long Beach, CA**



Serving the appliance and electronics industry since 1955 www.psoca.org

KE-Shake Away™ Plus pads were presented at the PSOC Convention this year by Coast Appliance Parts & Supply, Marcone, and Reliable Parts. Claudia Kellett-McNabb, President and CEO of Kellett Enterprises, Inc., comments, "We are very fortunate to have partnerships with Coast, Marcone, and Reliable Parts. We also would like to thank Charlene Moreno, Executive Director of PSOC for all of her assistance."

Professional Servicers Organization of California is a non-profit association with members in the electronics and appliance service and sales industry, and has been serving their membership for over 50 years. This convention provides a forum for manufacturers, technicians, and dealers to gather and exchange ideas and receive training on various issues ranging from technical data, business management, and the latest trends in the industry.



Good Vibrations

Kellett Enterprises, Inc. specializes in vibration isolation pads to help keep consumers happy with the performance of their front load washers and dryers

There's a simple fix - KE Shake Away PLUS Pads - that can prevent you from needlessly picking up expensive front load washer and dryer pairs, and it will be on display at the Marcone booth at the RentDirect show in Dallas.

"Three years ago, when front load washers first became prevalent for home usage, we noticed an increase in consumers visiting our industrial products website," said Beverly Davis, Vice President of Sales and Marketing for Kellett Enterprises, Inc. "It was a surprise for many consumers who brought front load washers home only to have them shake the whole house when the washer would ramp up and ramp down from its spin cycles."

According to Davis, the issue is not with the washers themselves, but with the construction of the floors they are resting on. Unless the floor has been completely stabilized in advance, even the slightest amount of give can result in wall-shaking vibrations from the laundry room. Plus, front load performance will vary based on the placement of the washer and the type of floor surface underneath.

"High efficiency washers and dryers, including front load, top load, combo and stackables, rotate at an average speed of 1200 RPM's

and above, which is twice the speed of conventional top load washing machines. After receiving many requests for a product that would reduce the vibration under these washers, Kellett stepped up to the task and designed this product."

The product is a set of four custom-blended five-layer neoprene pads that effectively reduce the vibration transfer from the machine to the floor. Kellett uses the best materials and draws upon their experience since 1960 as an industrial supply company. Kellett vibration isolation pads are found under places as varied as rock crushing machines in South America and ultra-sensitive laboratory equipment throughout the world.

So could you stick just about anything under the washer to raise it up and have the same effect?

"Our unique material converts the mechanical energy of the vibrations to heat energy. It is a very inexpensive solution to solve a potentially expensive return. So before your customers call and ask you to pick up that noisy washer, be sure and deliver a set of KE Shake Away PLUS Pads to ensure years of trouble-free service."



Contact:	Claudia K McNabb
Phone:	864-382-3000
Email:	claudia@kellettent.com
Web:	www.kellettent.com

RentDirect Nationwide

SHAKE AWAY PLUS

Vibration Isolation Pads

- More Turns
- Less Maintenance
- Lower Repair Costs



Manufactured by Kellett Enterprises, Inc • 201 Beverly Road, Greenville, SC 29609
Phone: (864) 244-7248 • Fax: (864) 292-8612 • e-mail: info@kellettent.com • web: www.keshakeaway.com

KE-Shake Away™ Plus pads featured on “The Money Pit”

Hosts: Tom Kraeutler and Leslie Segrete

www.moneypit.com



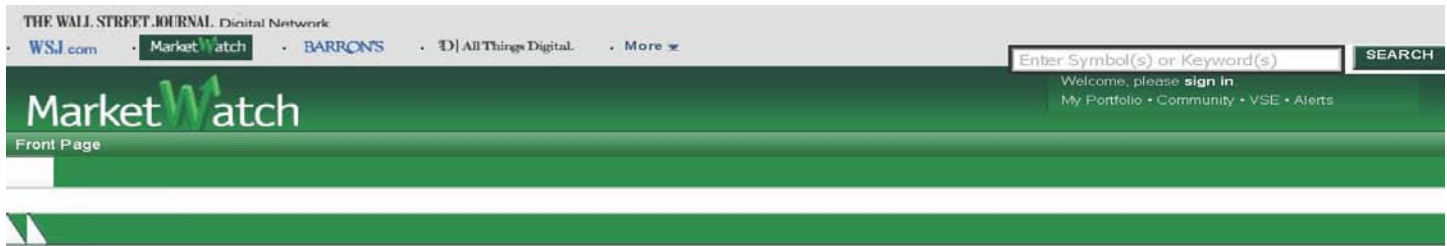
Tom Kraeutler, Money Pit Host with Beverly Davis, VP Sales & Marketing, Kellett Enterprises, Inc

The Money Pit America's #1 Home Improvement Radio program, is a lively two-hour weekly call-in show about home improvement and home maintenance. It can be heard on more than 200 stations across the country including top markets such as New York, San Francisco, Washington DC, and Seattle.

Tom Kraeutler is a hands-on home improvement broadcast journalist and the kind of guy homeowners want to call at midnight when their basement floods. A former long-time professional home inspector, Tom garnered 20 years experience learning how houses are put together and how they fall apart. His credibility and smart advice builds confidence among his audience and attracts the most active home enthusiasts who are frequent purchasers of related products. Since 1994, Tom has given credible, candid advice, money-saving tips and hands-on how-to's to millions of Americans through his regular appearances on TV and radio, online, and in major print media. Tom appears regularly as a how-to guru on network and local television stations including CNN, MSNBC, The History Channel, HGTV and the DIY Network.

Tom is also the [Home Improvement Editor](#) for AOL, as well as an accomplished author, columnist and blogger. His work has been featured in *House Beautiful*, *Smart Money*, *Reader's Digest* and in hundreds of daily newspapers across the nation. Tom's unique ability to combine encyclopedic home improvement knowledge with a comfortable and educational broadcasting style has earned him many loyal followers. *Talkers Magazine* has named him one of the "100 Most Important Talk Show Hosts in America."

Leslie Segrete is a home improvement expert with an eye for design and the skills to get the job done. She knows what turns a house into a home and has the tips and ideas to make improvements easy and fun. As designer and carpenter for TLC's hit series [Trading Spaces](#) and [While You Were Out](#), Leslie designs, builds and creates amazing transformations to the delight of her homeowners and millions of fans. Leslie is currently the lead designer for a brand new television show called *The Dump Next Door*, an exterior makeover show on the We Network that helps promote beautiful communities through a neighborly effort. You can also find Leslie in *Country Home Magazine* where she is an Editor at Large for the Shop Girl column and as a contributor to the *Today Show*. Leslie is a seamstress, carpenter, decorator, designer and professional chef all wrapped up in one very energetic package. She's a true renaissance woman through and through!



How Four Little Black Pads Save the Day When There's a Little Too Much 'Shakin Goin On'

Despite the song's lyrics, not all vibrations are good.

Intraday data provided by [Interactive Data Real Time Services](#), a division of Interactive Data Corp. and subject to [terms of](#) Copyright © 2008 MarketWatch, Inc. All rights reserved.

The Wall Street Journal Digital Network: [WSJ.com](#) | [Barron's Online](#) | [BigCharts](#) | [Virtual Stock Exchange](#) | [All Things Digital](#) | [MarketWatch Community](#) [RealEstateJournal.com](#) | [Financial News Online](#) | [SJ.com Small Business](#)

California resident Barbara Pyles was excited when her new high efficiency washing machine and dryer arrived at her doorstep. However, the excitement soon turned to surprise when the vibration from the spin cycle caused a little more shaking than she was used to. "At first, I thought something was wrong with my washing machine, but I was so relieved to find out that these newer models are just a lot more powerful than the older models." Pyles, of Rancho Cucamonga, was not alone in discovering that the newer washers and dryers can cause slight to severe vibrations during the spin cycle. That's because high efficiency appliances, including front load, top load, combo and stackable models, rotate at an average speed of over 1200 RPMs, twice the speed of conventional machines, explained Claudia Kellett-McNabb, president of Kellett Enterprises.

Since 1960, Kellett has engineered and produced patented vibration isolation products for industrial and consumer applications around the globe. In response to growing consumer feedback on this issue, they have created and patented the KE Shake Away™ Plus Pads. The pads are widely available in home improvement stores such as Lowe's and Best Buy. Pyles and others are delighted to learn that nothing is wrong with their new appliances and that the vibration is alleviated in a matter of minutes and for pennies on the dollar. "I just put the pads underneath my washer and dryer, and it made all the difference," she said. "It stopped the machine from walking and it virtually stopped the floor from shaking."

Based in Greenville, SC, Kellett's KE Shake Away™ Plus Pads reduce vibration transfer from machine to floor with a five-layer design. The pads convert the mechanical energy of the vibration to heat energy and evenly disperse the vibration throughout the pads. With Kellett's patented blend of neoprene, walking, shaking and vibration of the equipment is drastically reduced. "After receiving many requests for a product that would address this issue, we stepped up to the task and designed this product," McNabb said. "Sometimes, consumers mistakenly believe something is wrong with their machine, but because the newer models are so powerful, it helps to have this layer of protection between the machine and the floor."

Learn more at www.keshakeaway.com

Last update: 5:09 p.m. EDT July 30, 2008