



# WHAT'S HOT and what's not

.....  
January 2005 • Vol. 13 No. 1

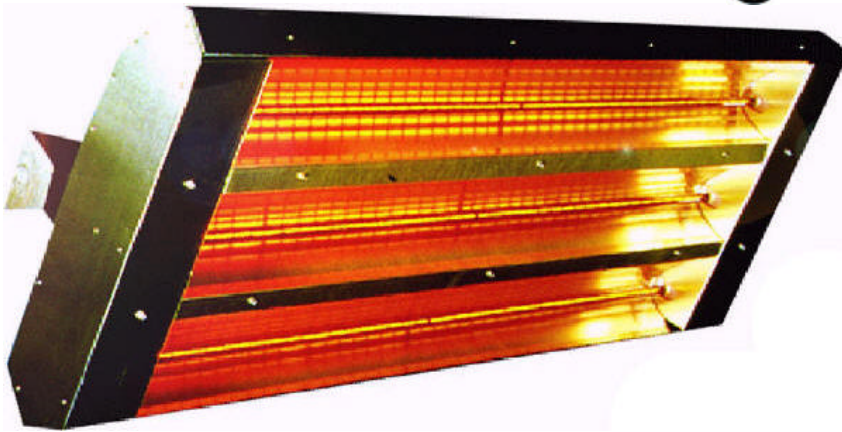


## Snow and Ice Melting with Fostoria Mul-T-Mount Infrared Heaters

We are an authorized distributor for [Fostoria Industries](#)  
(a division of TPI Corp.)

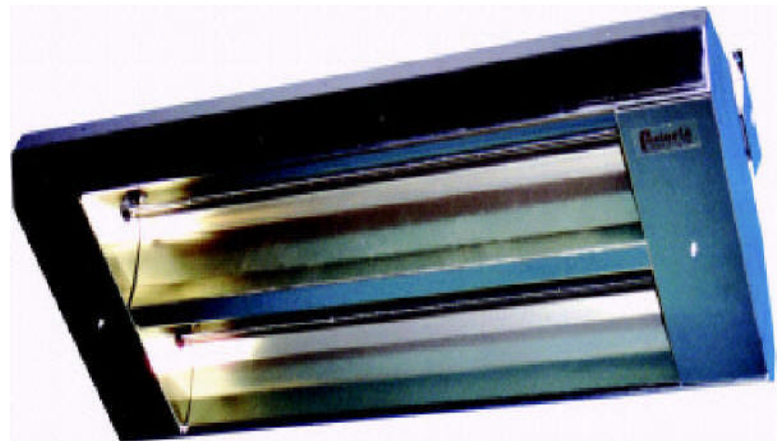


The [Fostoria Multi-Mount](#) is UL approved for completely exposed/unprotected outdoor snow and ice melting. The heaters have 2 or 3 quartz lamp heaters in them which are the least susceptible to heat loss from wind and they reach high temperatures. The quartz lamps have less mass to hold heat which can be lost to a rise in temperature of the air crossing it. A case study prepared by Fostoria did a general comparison of using infrared or other types of systems (such as shoveling, chemicals or buried cable, etc.) and showed that in that case infrared was the preferred method. The study is on our website at: [www.InfraredHeaters.com/snowice.htm](http://www.InfraredHeaters.com/snowice.htm)



3 element Mul-T-Mount

Quartz lamp infrared heaters provide instantaneously radiant heat to melt snow without raising the temperature of the air. The infrared fixture requires very little maintenance, and the quartz lamps are rated for 5000 hours. If the average duration of freezing precipitation in your area is less than 150 hours per year for example, the lamps will render many years of useful service. With the infrared approach there is no refreeze of pavement. Hence, there is no need for the use of corrosive chemicals. The system can be equipped with temperature and moisture sensors so it is automatically turned on. Infrared fixtures are installed overhead and in the absence of a covered platform, they can be mounted on poles. Two or three element units are available in a stainless steel housing. Thirteen models are stocked and are shipped with clear quartz lamps included. Three elements give a 50 percent higher wattage density for a given reflector pattern. Sizes range between 24" x 15" x 7-7/8" and 46" x 21" x 7-7/8". Mounting brackets included for adjustable ceiling or elevated wall mounting using Fostoria optional installation bracket. Built-in surface mounting brackets allows for fixture adjustment up to 45° horizontal tilt.



2 element Mul-T-Mount

For more information on this product:  
[www.InfraredHeaters.com/fostor.htm](http://www.InfraredHeaters.com/fostor.htm)

# How Organized is Your Business?

## Take this Check List for the New Year And see if you need to make a few *Resolutions.*

Starting a business is easy. Keeping it running, and running well, is a challenge. Too many entrepreneurs are easily motivated by the excitement and creativity of starting a new business but then get bored when maintaining the company becomes problematic and mundane. The fun part seems to be over and they don't realize the importance of perpetuation and growth. It's sort of like having a baby. "Gee, the babies cute but now I have to go through all these growing stages until I can let him go off on his own."

What many entrepreneurs don't realize, is that if a business is run correctly, the change and development that should be taking place at each stage, creates excitement and needs continuous creativity to keep it as new and fresh as it was when it was started.

Our cars, homes and even bodies need continuous upkeep to keep running well, and so do our businesses. Below, I've listed 12 important steps needed for a healthy company. Each month this year, I will focus on one of the twelve. Take a moment to check off which ones you already have in place, but even if you think you've got some of them covered, read the articles to make sure you might be able to improve on them.

Give yourself a + sign if you have a step in place, a - sign if it is partially in place or could use updating or improving, and a 0 if you haven't done this task at all. When you are done, don't panic. Start with one step at a time this year. If, by the end of 2005, you have decreased your number of zeroes, that's progress and a step towards a more efficient company.

\_\_\_\_\_ A Written History of the Company

\_\_\_\_\_ Business Information Update

\_\_\_\_\_ Personal Profile of Business Owners

\_\_\_\_\_ An Organizational Chart of Management and Supervisory Positions

\_\_\_\_\_ Job Descriptions for those in Management and Supervisory Positions

\_\_\_\_\_ A Long Range Plan for the coming year

\_\_\_\_\_ A Long Range Plan for the next 2-5 years

\_\_\_\_\_ A Mission Statement, in writing, in the possession of every employee, and published or displayed for customers to see.

\_\_\_\_\_ A Marketing Analysis and Plan for the coming year

\_\_\_\_\_ A Budget for the current year

\_\_\_\_\_ Annual Employee Evaluations

\_\_\_\_\_ Monthly Meetings and Training Sessions

# Hot (Old) Product

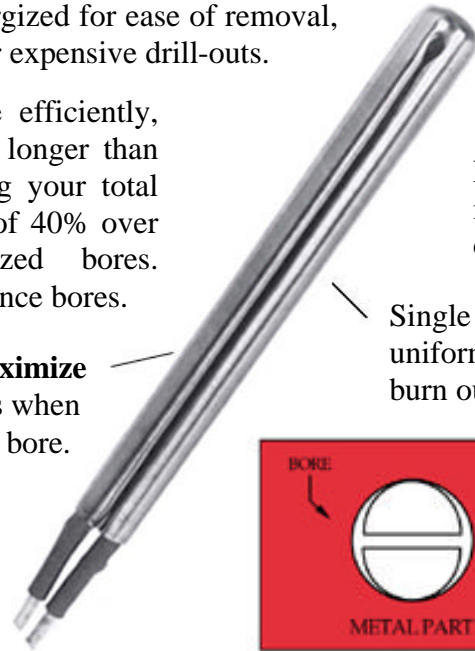
**Dalton** ELECTRIC HEATING CO., INC.

We've been a distributor of the Dalton Watt-Flex® Split-Sheath Cartridge Heater for 17 years.

Watt-Flex heaters contract when de-energized for ease of removal, eliminating bore seizure and the need for expensive drill-outs.

Watt-Flex Cartridge Heaters run more efficiently, use less power and last up to 5 times longer than conventional cartridge heaters, reducing your total cost of process heating by an average of 40% over other heaters. Ideal for use in oversized bores. Eliminates need for tight fits, tight tolerance bores.

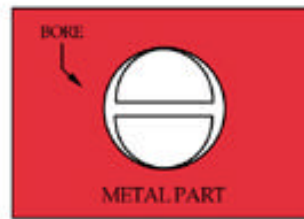
Split-sheath expands to **maximize heat transfer** and contracts when cold for easy removal from bore.



Hot Tip or Cool Tip Option

Expands when energized to maximize heat transfer through greater contact with the wall of the bore.

Single continuous heating coil ensures a uniform temperature profile. Sections don't burn out as in conventional heaters.



For more information on this product:

[www.HeatersPlus.com/dalton.htm](http://www.HeatersPlus.com/dalton.htm)

Watt-Flex's tightly compacted MgO dielectric accommodates higher **watt densities** - up to 50% higher warrantable heat densities than conventional heaters. External Thermocouple Option Available.

# Hot (Old) Product



Electric Heating Products

We've been a distributor of Qmark Heating Products for 45 years.

**Qmark® Type HBB Hydronic Baseboard Heaters**



For more information on this product:  
[www.HeatersPlus.com/hbb.htm](http://www.HeatersPlus.com/hbb.htm)

- Low unit surface temperatures, natural convection, and large heating fin areas deliver a steady, uniform comfort level in room.
- Sheathed electric heating element is completely submerged in heat transfer fluid & totally sealed in a copper tube spanning the length of the heater. Heat is transferred evenly across the entire length of heater. Built in or remote thermostat (optional). High-temperature shutoff protection.
- Contemporary styling and Navajo white blends with any decor.
- 10-year limited warranty. A decade of maintenance-free performance - guaranteed.
- The physical appearance is more aesthetically pleasing than a standard baseboard.
- It has a grille on the front to help keep objects out of the heater. (The standard baseboard does not)
- It runs cooler than a standard baseboard due to a larger heating element cross-sectional area.
- Even after thermostat is turned off, soft warmth continues to radiate because of maximum heat retention of the hydronic element. Maintains a more even heat distribution in a room due to the thermal mass of the heat transfer fluid that surrounds the heating element. A standard baseboard heater will heat up and cool down relatively quickly which results in a fluctuating room temperature. The hydronic baseboard heater minimizes this temperature fluctuation due to its thermal mass.

# In Memory of Sydney



Most of you have become familiar with our office cats Sydney and Midnight through their adventures pictured in the newsletter over the last couple of years. It is with great sadness that we tell you that our friend, and co-worker, Sydney, passed away on November 22 due to pancreatic cancer. He was only four years old.

Sydney was a special member of our office family. He was loved by all who met him and customers, and their children, looked forward to seeing the big "marshmallow" cat every time they came in. Though his life was short, his memory will be long. His favorite position was to lay on his back, stretched out full length, in the middle of the busiest place in the office. Viewing us upside down, as we walked past, he seemed to say, "What's your hurry? Slow down, life's too short." And his definitely was.



---

## **mor** Electric Heating Assoc., Inc. & Infrared Internationale of North America, Ltd.

5880 Alpine Ave. NW • Comstock Park, MI 49321 USA

Tel: 616-784-1121 • 800-442-2581 • Fax: 616-784-7775

[www.HeatersPlus.com](http://www.HeatersPlus.com) • [www.InfraredHeaters.com](http://www.InfraredHeaters.com)

[sales@heatersplus.com](mailto:sales@heatersplus.com)