



WHAT'S HOT and what's not

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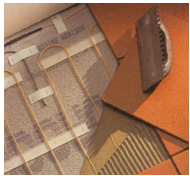


**It's Summertime, and the Livin' Is Easy
I Guess That's Why They Call It**

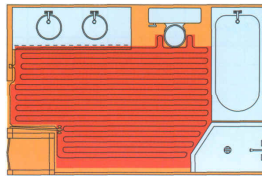


And to make your life **easier**, install these winter products this summer!

Installing any ceramic tile this summer?

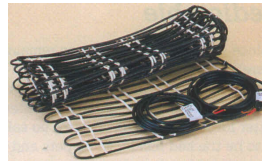


WarmTiles Floor Warming System



Removes the chill from ceramic and porcelain tile, slate and marble floors, granite and poured or dimensional stone. Suitable for new construction or remodeling. Fits in any room: bathrooms, kitchens, nurseries, living rooms-wherever you want tile floors. Ceramic, slate and marble floors can be cold, even at room temperature. Warm Tiles electric floor warming systems make cold floors pleasantly warm by gently warming the floor. Other methods for warming floors include hot water hydronic systems which are much more complex.

Pouring any concrete?



Sno-Melter Mats



Snow melting systems melt snow and ice from walkways, driveways and commercial applications such as parking garage ramps. They are embedded in concrete or asphalt, either as part of a new installation or when re-paving. The specially designed sensor embedded in the pavement turns the system on and off automatically when needed. Other methods of snow and ice melting include placing infrared heating over the area.

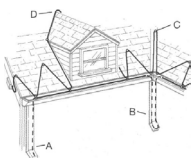
Wrap your pipes before they freeze!



Pipe Heat Trace Cable



Now is the best time to climb up onto your roof.



ADKS Roof & Gutter De-Icing Heat Trace Cable



Prevents ice dams and ice build-up on roofs. It keeps roof edges, gutters and downspouts ice-free. The cable should be installed over the unheated portion of the roof because as melted snow reaches the roof overhang it refreezes and an ice dam is formed. Water backs up under shingles, and leaks into the house. Six foot power cord with plug included. Plugging this in is much easier than climbing up there and shoveling.

Prevent water pipes from freezing by wrapping heat cable around the length of the pipe. Suitable for use on metal and plastic pipes. Models with self-regulating heating cable increases energy efficiency. There is a pilot light on the plug on 120 VAC models. Other more involved methods of freeze protection include an in-line heater placed inside the pipe heater or immersion heaters used within the system.

For more information on these products:

www.HeatersPlus.com/easy.htm



Midnight, Sydney and all of us at Mor Electric wish you a happy 4th of July!



Tell Us What You Think of Mor Electric

We strive to make our business customer driven, but it is easy to shift occasionally over to what makes *us* happy instead of you. Every once and awhile we need to step away from *inside* the company and try to see it from the *outside*, from your perspective. Even better, is to take the time to see what you think and ask for your opinion.

Please take a moment to fill out the assessment on the following page and fax it to us at 616-784-7775 or e-mail it to terry@morelectric.com.

Everyone who responds will receive a complimentary 1.9 oz. bottle of our



DRAGON'S BREATH HOT SAUCE.

Thanks for helping us help you.



No one is guessing our dragon's name. Don't YOU want to win this heater?


Win Me!

We can't put his name outside his office.
No one can ask for him when they call.
He can't order business cards.
He needs **HELP!**
Obviously, so do you, so I'll give you a clue,

*The dragon's name begins with an "S".
So please call in and give it a guess.*



Name _____ Phone _____

Dragon name guesses (guess as many as you want)

Fax to: 616-784-7775

Tell Us What You Think

Name _____ Company _____

Address _____

Circle the best answer for you. If you circle the bold answer, please provide an explanation on the following line.

Line of Products n/a comprehensive adequate **I would like to see...**

Inventory n/a good availability adequately availability **should stock more...**

Prices n/a reasonable competitive **too high, for example...**

Delivery n/a great average **could be improved in the area of...**

Shipping Errors n/a none some **too many, for example...**

Billing Errors n/a none some **have had too many, for example...**

Website n/a I love it I don't use it It's OK **could be improved by...**

Newsletter n/a I love it I don't read it It's OK **could be improved by...**

Telephone Service n/a good on hold too long don't like voice mail **could be improved by...**

Salesmen are: n/a courteous & helpful not readily available **uninformed, especially on...**

Technical Info n/a seem to have all the answers not sure **were unable to help me with...**

On-line Ordering n/a easy took some time **could be improved by...**

Ordering in House n/a easy took some time **could be improved by...**

Returns and replacements n/a easy could be easier **difficult to impossible because of...**

Office Hours of Mon.-Fri. 8-5 EST n/a fine **I would be happier with...**

Literature n/a Received it promptly had to wait Never came **Need more of...**

Fax to 616-784-7775 or e-mail to Terry@morelectric.com



Featuring our new Bolt On Utility Air Circulators

For use on:

Work Benches...Steel Shelving...Machines...Ceilings...I-Beams... Walls
.....Or Any Surface where a cooling fan is needed.

- Coated steel blades.
- Mounts with one bolt or lag screw
- 10' long 3 conductor SJT type cord set.
- 12" & 14"-Pull chain switch & 1/15 HP motor.
- 18", 20" & 24"-Rotary switch and 1/8 HP motor.
- B-18TE has 115V totally enclosed motor for dirty environments.
- 3-speed, 115V, sleeve bearing, open drip proof, permanently lubricated motor.



Since it can be mounted high up, it provides a cool breeze to areas other fans can't reach. It directs airflow to any spot in the room, since the fan head rotates 360° in both the horizontal and vertical directions. Other products that could be used to create airflow include pedestal mounted air circulators and suspension blowers hanging from chains, but the bolt on utility fan is much more versatile.

CATALOG #	BLADE DIA.	CFM (HI)	CFM (MED)	CFM (LO)	AMPS (HI)
B-12P	12"	2,650	2,100	1,550	1.2
B-14	14"	3,200	2,900	1,600	1.3
B-18	18"	5,500	4,600	3,400	2.6
B-18TE	18"	5,500	4,600	3,400	2.6
B-20P	20"	5,950	4,650	3,500	2.6

For more information on this product: www.HeatersPlus.com/boltfan.htm

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

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