



# WHAT'S HOT and what's not

June 2004 • Vol. 12 No. 6



## Electric Heating Solutions

After 11 years in print, *The Salamander News* has now become **WHAT'S HOT, and what's not** and will be focusing on Electric Heating Solutions using all of our electric heating products.

We sell so many products that our goal is to find the one(s) that fit your specific electric heating needs. The only problem with our website is that people see all of our products but may not know which one is best for what they need. We do. We have just entered our 46th year in business and over the years have collected a vast amount of knowledge and experience in "what works best". It is our hope that *What's Hot and what's not* will help explain not only what a product is but what it is best used for.

Every article and section of this newsletter are designed to help sell products by informing and educating our readers as to the what, where and why of each of them. The following questions should be answered in each section:

- **What is it?**  
This section describes the features and specifications with pictures included.
- **Where would you use it?**  
This section shows common applications and where and how the best places to use it would be.
- **Why would you use it?**  
This section shows the reasons it's needed and what problems it solves
- **What else could you use?**  
This section shows alternative products we have available from the same or competing manufacturers.

---

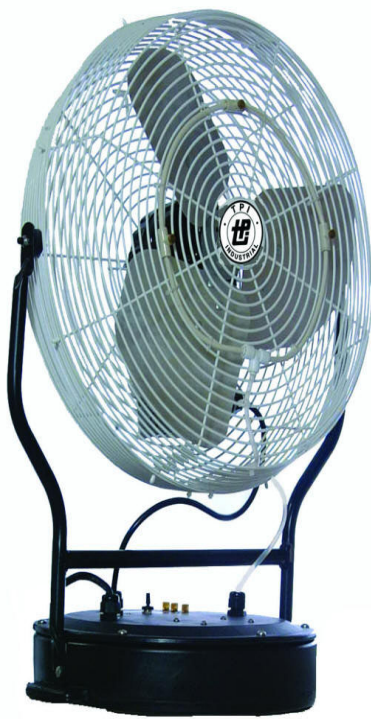
Try it out on the following section on the new TPI Power Mister Fan.  
Did we answer the four W's?

- **What is it?** TPI Corporation PM-18 18" Self Contained Power Mister.  
MISTING SYSTEM WITH WATER PUMPED FROM A 10 GALLON COOLER.

This power mister is an 18" fan that has a water tube attached to it. The water runs out of the tube behind the fan and is blown through it to create a refreshing mist. The 10 gallon cooler features a removable cap so you can add cold water for a cold mist!

 **TPI Corporation**  
America's Comfort Conditioning Company





FAN & PUMP LID FOR  
EXISTING 10 GALLON  
IGLOO COOLERS



CART  
MODEL



YOKE  
MOUNT  
MODEL

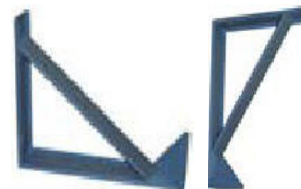


**MOTOR** . . . 1-speed, 1/8 HP, 1 Phase, 120 volt, sleeve bearing, permanently lubricated, totally enclosed, permanent split capacitor.  
**SWITCH** . . . Toggle - Fan only or Fan & Mist  
**CORD** . . . . . SJT type - 3 conductor - 18' long with GFCI plug  
**BLADE FAN SIZE** . . . . 18" Aluminum  
**GUARDS** . . . Spiral wire - front and rear  
**PUMP** . . . . . 130 psi diaphragm pump  
**CFM** . . . . . 5750  
**AMPS** . . . . . 2.2  
**POWER CUTOFF TIP SWITCH & GFCI PLUG FOR EXTRA SAFETY**  
 Meets OSHA Standards  
 1 Year Limited Warranty

### ● Where would you use it?

- Outdoor sporting events (high school/college/pro)
- Backyard parties
- Decks and patios
- Near swimming pools
- Amusement parks
- Anywhere where there is a lot of people and hot weather
- In a garden to keep plants from drying out

OPTIONAL WALL/  
CEILING MOUNT FOR  
YOKE MOUNT  
MODEL



### ● Why would you use it?

- Stay cool this summer and add hours of family fun and enjoyment with this water misting fan!
- The cost of powering the fan and a small water pump is less than running traditional portable air conditioners.
- The cart model allows you to move comfort around.
- It is easy to use and transport. Since it is self-contained it is portable for functions outside in the summer, such as churches, schools, or business picnics at parks, playgrounds or the beach.
- Practical, since it can be plugged into a 120V outlet.
- A fan is cheaper to purchase and operate than air conditioning.
- Fans don't cool air but moving air cools the skin because it helps your skin evaporate the sweat on it. Prevents heat exhaustion by cooling your skin simply by moving air across your skin.
- The spray refreshes with a water mist. Features a removable cap so you can add cold water.

### ● What else could you use?

- A conventional fan
- Air conditioning

For more information:

[www.HeatersPlus.com/pm-18.htm](http://www.HeatersPlus.com/pm-18.htm)



## What are the office cats Midnight and Sydney up to this month?



They love paper!

---

## Local Chamber Showcase

Mor Electric participated in the first Grand Rapids Showcase held May 12th in our new DeVos Place convention center. We felt that our theme of “*We Sell Hot Stuff*” was a good way for them to remember what we do. To further stimulate their senses, we passed out our private recipe hot sauce *Dragon’s Breath* with special recipe for hot dragon wings. Not only did people get to know us, but we got to know over 160 other companies that exhibited along with us. It was less of a trade show and more of a community event, one that the Grand Rapids Chamber of Commerce hopes to repeat each year.



Pictured are Al and Deitz at the Business Showcase



Let us heat up your life. A bottle of *Dragon’s Breath* will be packed in every order of *Salamander* ceramic elements, while our supply lasts.



## Do You Know the Name of our Hard-working, High- Fevered Dragon?

No, you don't. It's a secret, and we're not telling until someone guesses. Send your guesses anyway you like, phone, 616-784-1121, fax, 616-784-7775, or e-mail, [terry@morelectric.com](mailto:terry@morelectric.com) to Terry Beasecker. You may send as many as you like. The first person to guess his name wins this cute little heater valued at \$69.75 and a featured article in our following month's newsletter.

No hints, except I will tell you right now that his name is not Puff! If no

one has guessed by the July newsletter, I will print a clue. A little one. So, start thinking dragon thoughts and send them on to us with your name and how to reach you.

✻  
**Win  
Me!**



---

### Infrared Internationale of North America, Ltd.

Sales office: **mor** Electric Heating Assoc., Inc.  
5880 Alpine Ave. NW • Comstock Park, MI 49321 USA  
Tel: 616-784-1121 • 800-442-2581 • Fax: 616-784-7775  
E-mail: [sales@infraredheaters.com](mailto:sales@infraredheaters.com)  
Website: [www.InfraredHeaters.com](http://www.InfraredHeaters.com)