



WHAT'S HOT and what's not

October 2004 • Vol. 12 No. 10

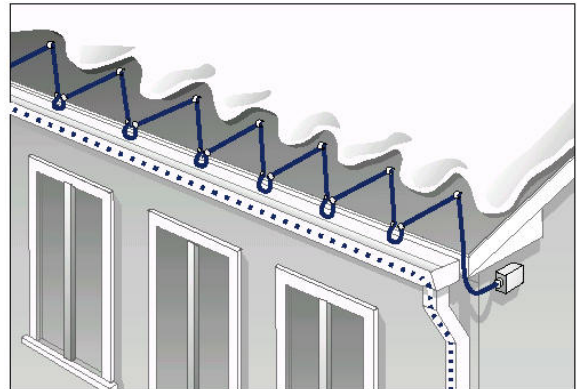
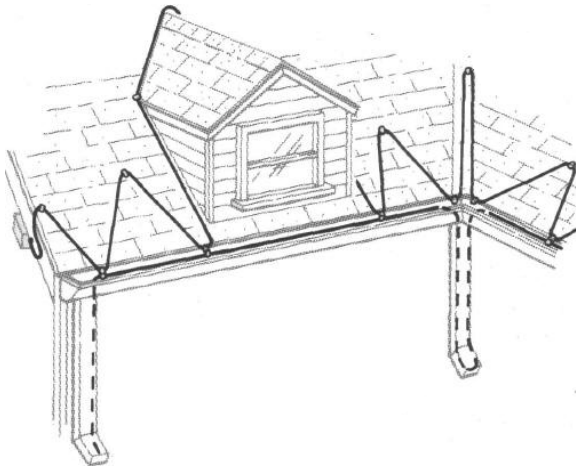


WINTER



**Coming Soon
to a Home or Business Near You.**

**Be Prepared with Cold Weather Protection -
Roof & Gutter Heating Cable**



Easy Heat, ADKS series, is residential grade. This is constant wattage cable, with plug and cord set, in specific lengths ready to use out of the package. Mor Electric stocks this cable in lengths of 20 ft., 30 ft., 60 ft., 80 ft., 120 ft., 200 ft., and 240 ft.

Chromalox, SRF-RG, is self-regulating, for sale in any length for field assembly with end and power terminations. This is a heavier gage cable than the Easy Heat, and though slightly more expensive, it costs less to operate. This cable is suitable for residential, commercial and industrial applications. Mor Electric stocks this cable in 120 volt and 208-277 volt. It is rated at 5 watts/ft. but has an output wattage of 12 watts/ft. when melting snow or ice.

For more information on these products:
www.HeatersPlus.com/roofs.htm

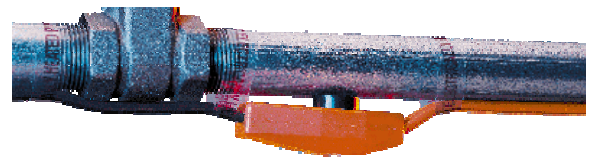
Continued on Page 2 . . .

Be Prepared with Cold Weather Protection - Pipe Freeze Trace

Over the many years of selling pipe trace, we have found that our stock of SRL (Self-Regulating) cable in 3, 5, and 8 watts/ft, 120 volt, has enough versatility to suit almost all applications for indoor process temperature maintenance and outdoor pipe freeze protection. Additional non-stocked cable is also available for hazardous environments and a more weather resistant SRF cable can also be ordered for use in outdoor areas exposed to extremely cold temperatures.

The cable can be ordered in any length, up to the maximum circuit length of 695 feet, along with any accessories needed such as the thermostat, power connection, pipe straps, fiberglass tape, aluminum tape, and caution labels.

This easy to install, energy efficient cable leaves no room for excuses for pipe, valve or tank damage. Now is the time to check all areas in your home or workplace for potential cold weather problems, and give us a call.



For more information on these products:
www.HeatersPlus.com/pipes.htm



MY NAME IS: S P I K E

Winner of the Guess our Dragon's Name Contest

Mike Wendt was the first person with the correct guess and won the portable heater. He is President of MWC, Inc. (Mike Wendt Consulting, Inc. - Thermoforming Industry Specialist)

MWC, Inc.

Tel: 989-689-4052
Fax: 989-689-5016
1382 E. Hull Rd.
Hope, MI 48628



(New) Product

DURAKOOL

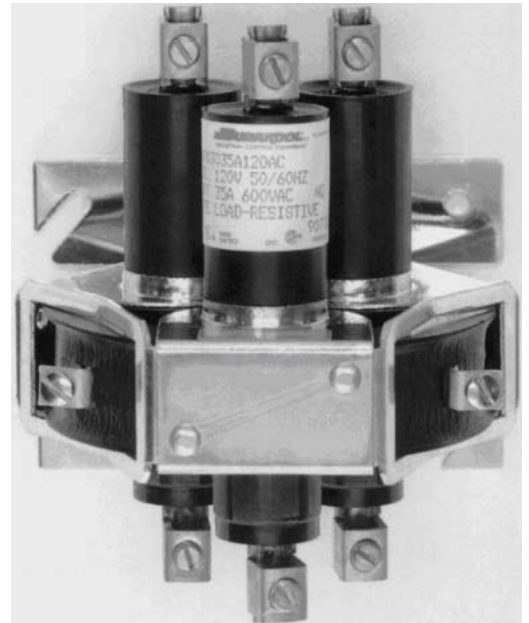
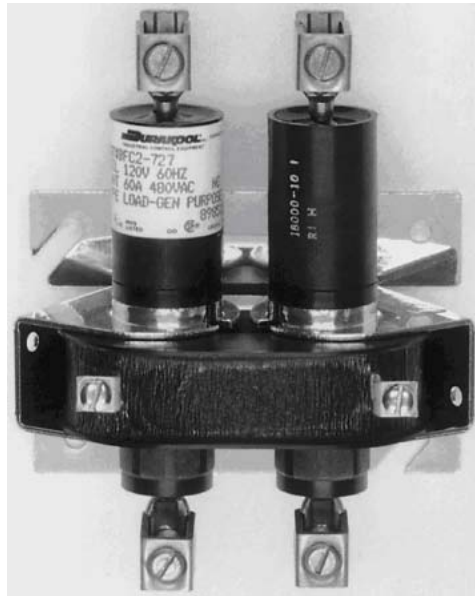
Mercury Relay Contactor Power Controls Series Gold Label 35 Amp Series 60APS 60 Amp

We are now distributing DURAKOOL mercury relays, manufactured by AEC (American Electronic Components)



- Produces no external sparks and are unaffected by line noise or voltage spikes
- Quiet switching and reliable performance. Contacts enclosed in hermetically sealed steel containers
- Operates in a wide range of temperatures, pressures, and in dust or vapor-filled atmospheres
- Virtually immune to breakage, corrosion or wear, with no maintenance requirements and long life
- Coil voltages available: 24, 120, 208, 240, 277 and 480 ac volts, 12 and 24 dc volts

Durakool Gold Label 35 and 50 Amp models (normally open) are economical, special purpose contactors developed to handle resistive loads over millions of switching cycles, they have been used successfully in commercial cooking equipment, plastics machinery, process heating controls, comfort heating and lighting control applications. As in all Durakool contactors, the liquid contact action of mercury switching is far superior to conventional mechanical contactors, offering significantly longer life. Gold Label contactors operate dependably in harsh industrial/commercial environments without special protection and do not require sophisticated equipment for troubleshooting.



The Durakool 60 Amp high performance contactor (normally open) is designed for resistive loads typical in industrial ovens, food processing and laboratory equipment lighting and computer power supplies, plus medical and communications equipment. The 60 Amp contactor is UL/CSA listed for general purpose/ inductive, and tungsten/ as well as resistive loads. The contactor features long life, quiet operation, and rapid on/off cycling. Since it is hermetically sealed/ it is a practical replacement, especially in hostile environments.

For more information on these products: www.HeatersPlus.com/durakool.htm



Some of our Heaters are “For the Birds”

One of our customers built a 12”x12” RN Infrared Heating Panel into this custom solid oak aviary. The heating panel is mounted in the top compartment hood and it is protected by wire mesh. It keeps the aviary at a comfortable 75-80°F and without it they would not be able to keep the more colorful exotic finches since the night temperatures would be too cold. The front window is one-way glass so they can get a close look without disturbing the birds. The side doors are screens that can be changed to plexi-glass panels in the winter to maintain the heat. After having birds for years they knew exactly what they needed and with their talent with wood and a few specialized products they now have an amazing



unit. Some of their friends love it so much that they have asked them to convert curio and china cabinets for them and they will be ordering more heat panels from us.



The Panels are perfect for birds since they can move toward and away from the panel and select their desired heat by simply positioning their bodies. They are safe to the touch with 50 watts of heat per square foot using 120 volts with a cord and plug set. A bird in an open 68°F room will be about 99°F at 4" away from a panel. Zoos love the panel because it is easy to hide in an exhibit, doesn't need replacement and requires no maintenance. Use as a wall mounted fixture (hardware included) and with optional cage-mounting hardware. They can also be suspended.

For more information on this product: www.InfraredHeaters.com/panels.htm

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 • www.InfraredHeaters.com
sales@heatersplus.com