



WHAT'S HOT and what's not

.....
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ALEXes at Work

The August 2004 issue of the newsletter featured the ALEX, our extruded aluminum reflector assembly. At the end of that issue, we promised to feature the ALEXes at work through a customer's on-site, current application. It took a little longer than we thought to collect the information and get photos together to provide our readers with a good look at our ALEXes at Work.

The Application

For reasons of privacy and security, the customer's name will not be used, but they are a manufacturer of automotive trim parts which, in this case, are sunroof covers. After production, the covers are sold to companies who do a secondary process on them and then are ultimately sold to the automotive industry.

The Process

The plastic sheets used to form the covers are first heated by ALEXes before they enter the vacuum forming stage. The plastic sheet is placed in a conveyorized system that feeds it one sheet at a time into an oven composed of 12-18 ALEX FFFF's on the top and on the bottom. The sheet is heated to the desired temperature then automatically fed into the vacuum former. Two machines are currently in use and a third is in the process of being retrofitted.



The Advantages

Decrease in number of rejects

The new ALEX oven replaces gas-fired ones. When using the gas ovens a typical production run resulted in a total reject count of 16 units. That figure dropped to only 8 pieces after switching to electric infrared. They have experienced an overall reduction in rejects of approximately 50% since using the ALEXes.

Production Increase

The cycling speed of the machine was able to be increased from 70 parts per hour to 80 parts per hour.

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Production Time

The number of “dropped” sheets was also decreased. Plastic sheets that get too overheated will droop and sometimes fall onto the heaters below. This can cause “down” time to stop production and clean out the machines.

Energy Savings

They were able to decrease the temperature of the ovens from 800°F to 550°F. Because the ALEX Extrusions are modular, the oven is easily expandable. The ovens are now capable of holding two sheets at a time.



ALEX Flexibility

Remember, the greatest advantage to using ALEX reflectors is their versatility in **length, shape, and zoning.**

Length- The reflector length is determined by the type and number of emitters placed in it. In our standard sizes it can range from one reflector holding a single FTE emitter up to 6 FTE's long, or larger if custom ordered.

Shape- As opposed to a large, steel, panel, the ALEXes can be configured on a metal framework in any design or direction needed by the production process. If the process changes, they can be redesigned as needed.

Zoning- Extensive zoning capability is probably the biggest asset to using ALEX reflectors. Due to the individual heaters used within the ALEXes and their option for individual thermocouples, the zoning capacity is extensive.

Selling the ALEX

The ALEX can sell itself if the salesperson knows the differences and advantages between electric infrared and gas fired heat:

*Gas may be cheaper initially but electric infrared may be found to be more efficient in the long run due to its greater controllability.

*Electric infrared should be used on delicate materials where precise temperature is required.

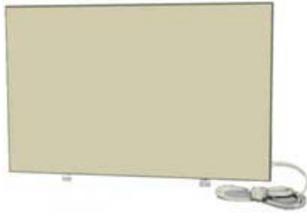
*Electric infrared heat goes farther than gas in radiant efficiency. The *Salamander* emitters used in the ALEXes are rated at 96% infrared efficiency as opposed to gas fired systems that can be rated at 60% or less.

*The “clean” installation of electric versus gas saves on set-up and retrofit time.

For additional and more technical information on the ALEX refer to the August 2004 issue of *What's Hot* and what's not or request a copy at sales@infraredheaters.com.

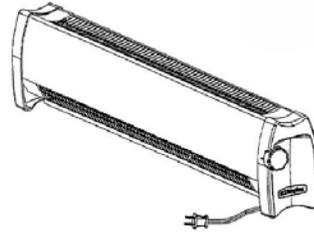
Make Someone You Love Warm this Christmas!

Give them a Portable Heater



Qmark 202SL Under Desk Heater

- Slim 170 Watt panel
- Stands on it's own or mounts under a desk
- On/Off switch



Electromode EC36 36" Baseboard Heater

- Runs Quietly-No moving Parts
- Adjustable Thermostat
- 6 Ft Cord
- 1400 watts



Qmark LFP Hydronic Baseboard Heater

- Automatic thermostat
- 750 watts/1500 watts
- Runs cooler than a standard baseboard heater



Qmark MCM Fan-Forced/Radiant Heater

- 3 Comfort Heat Selections:
600 Watt Radiant Warmth
900 Watt Fan-Forced
1500 Watt Radiant/Fan-Forced
- Durable Steel & Chrome Case
- Automatic Thermostat



Fostoria 178TMC Ceramic Fan Forced Heater

- 850 watt & 1500 watt heat settings
- Temperature control thermostat
- Thermal cut-off device
- Fan only setting
- 5120 Max. BTU's
- 120 Volts



Qmark QPH4A Unit Heater

- 2667 Watts or 4000 Watts
- Three-way bracket for flat surface, ceiling or wall
- Adjustable thermostat
- 240 Volts with 6-foot cord



Cozy Legs CL Radiant Heating Panel

- Mount it to your desk or use the optional stand
- 22.5" x 16" x 1"
- 100 Watts



Cozy Toes CT Carpeted Footwarmer Mat

- 18" x 19.5" x 0.5" - 50 watts
- High/Low/Off Switch
- Grey Carpet/Black Rubber
- Stand on it or rest feet on it

For more information on these and other products: www.HeatersPlus.com/portable.htm

Bargains

Like you've never seen before

We've cleaned out our warehouse and found some incredible buys.

Watch this column each month for new listings of scratch and dent, discontinued, or mis-ordered merchandise.

| Quantity | Size | Condition | Voltage/Wattage | Price |
|---|-----------------|-----------|-----------------|---------|
| Chromalox Cabinet or Wall Mounted Convection Heater | | | | |
| 1 | KSF 241-000 | Dented | 277V 1000W 1P | \$25.00 |
| Chromalox Wall Mounted Convection Heater | | | | |
| 1 | HCH-071M 331504 | New | 208V 750W 1P | \$50.00 |

To order any of these **Bargains**, call any Mor Electric employee and tell them you want to order from the Bargain Page in the Newsletter. They can quote you on taxes and shipping.

Merry Christmas Everyone!



All of us at Mor Electric Heating wish you a joy filled Christmas season with family and friends.

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