



WHAT'S HOT and what's not

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Meet the New Owners



Mor Electric Moves Into the Third Generation

After five years of transition, on November 3, 2005, Al and Deitz Kracker have sold both Mor Electric Heating and Infrared Internationale of North America to long-time employees Mark Jackson and Jay Gardiner. Mor Electric, a solely owned distribution company, was started in 1958 by Deitz's father, Maury Otterbacher, and was sold to Al on November 9, 1984, after he had worked for the company for 6 years. Deitz, who worked at Mor Electric Heating for 18 years, started Infrared Internationale, the ceramic heater manufacturing operation, in 1992.

Over its 48 years in business, Mor Electric's product line has grown and transformed many times. Mr. Otterbacher was the pioneer of introducing baseboard electric heat into the West Michigan area and comfort heating products were 80% of sales. Under Al and Deitz, the company's focus shifted that 80% of sales to industrial process heating products, worldwide. Then in 1998, the inception of their first internet website jettisoned the company and its products into the Cyberworld with global sales of consumer products.

Change is not new to Mor Electric. New products, markets, and faces have not stopped its steady growth since it opened its small office on Ottawa St. in Grand Rapids, Michigan with a \$500 loan from Mr. Otterbacher's parents. Today, with sales in the millions, it welcomes change again bringing new life, new energy, and whatever new direction the company may need to continue to thrive and prosper.

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Mark Jackson

A 1988 graduate of Western Michigan University, Mark came to Mor Electric Heating with a BS degree in Electrical Engineering. For the past 17 years he has been a major contributor to the success and development of the company and will now take on the role as President.

He has not only been productive as an employee, but in his personal life as well. When he started at Mor Electric he was a recent college graduate and single, now he commutes each day from Holland where he lives with his wife of 16 years, Vicky, three children, Alexa, Brandon, and Blake, a Shitzu named Milo and a rabbit he would like to find a home for.

When asked how he felt about this new direction in his life he stated, "I am very excited about my new roll as a business owner and company President and I am looking forward to working with Jay Gardiner, my business partner and company Vice President, who is a very capable and talented business associate and friend. Deitz and Al Kracker have been instrumental in preparing and mentoring me over the years and with the support of friends, and especially my family, I am ready to take on this challenging role and I am excited about building on to the foundation that Deitz and Al have established".



Jason Gardiner

As the new Vice President of Mor Electric Heating, Jay will continue to use his Associate's Degree in Computer Electronics from GRCC to act as our Computer Systems Operator. His Bachelor's Degree from Ferris State University in Electrical/Electronic Engineering Technology has been of great value in sales, product procurement, and customer service.

A 1992 graduate, Jay came to Mor Electric in 1995 after a brief experience of running his own computer company. In 1998, he married Al and Deitz's daughter which ended in divorce after 3 1/2 years. He is now living in Ravenna with his fiancée Karen and her two Field Spaniels, Phoebe and Paige. Jay is still affectionately referred to as their "was-in-law" by Al and Deitz.

Jay is excited about this new opportunity and has this to say about the company's future, "Mark and I will both strive to provide the same level of customer service that has been the hallmark of Mor Electric Heating over the last 47 years. We are both thankful for this opportunity and for the guidance that Al and Deitz have provided to us and hope to continue to make Mor Electric Heating a strong and prosperous company".



Hot (New) Product

Sylvania 250 Watt Red Bulbs for Qmark Infrared Bath Fan Heat Lamps



We have been selling the clear 375 watt infrared heat bulbs made by Sylvania for more than a year. But we started getting requests for the red 250 watt bulbs soon after, so we have added them to our product line.

Bath Heat Lamp features:

- White Finish
- 120 Volts
- Spring Loaded, Easy-On, Easy-Off Grill
- Easy 4-Point Mounting System Installation
- Junction Box Easy to Access
- Use With Conventional Wall Switch
- A luxury found in hotels. A heat lamp in a ceiling fixture provides the ultimate in warmth and comfort.
- Up to 375 Watt, R40 Infrared Heat Lamp Provides Instant Warmth
- Inside Reflective Lamp Surface That Directs Gentle Heat Rays Downward
- Exhaust fan models have a 4" Duct Adapter With Back Draft Damper & Permanently Lubricated Motor
- Turns the Coldest, Most Damp Bathroom Into a Warm, Comfortable Room
- Wired for Switch, Timer or Single Pole Thermostat Operation
- Easy Installation With Mounting to Either 16" or 24" O.C. Joists With Rigid, 4-Point Mounting System
- Large Venturi Assures Quiet, Efficient Ventilation



We are an authorized distributor for Qmark Electric Heating Products



UL Listed

Item ID	Catalog #	Lamp Watts	Duct Size	Rough-In Opening	Amps
QMARK30315017646	A564	375 maximum	N/A	8-1/2" x 9-1/4"	3.33
QMARK30315045953	A535	250 maximum	N/A	8-1/2" x 9-1/4"	2.22
QMARK30315020233	B674W	2 @ 375 maximum	N/A	8-1/2" x 14-5/16"	6.50
QMARK30315029786	B660W	2 @ 375 maximum	4"	8-1/2" x 14-5/16"	7.35
QMARK30315029793	B560	375 maximum	4"	8-1/2" x 9-1/4"	4.11
Heat Lamps:			Description		
SYLVANIA10001	375R40/1 120V	375	Sylvania R40 Infrared Clear Heat Lamp Bulb		
SYLVANIA10002	250R40/10 120V	250	Sylvania R40 Infrared Red Heat Lamp Bulb		

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

A Note From Al and Deitz

What a privilege it has been to work with all of you, our employees, customers, vendors, and business associates! Mor Electric and Infrared Internationale have been our life for the last 27 years and we are so happy that you were all a part of it. We thank you all for your years of loyal service, business, and friendship. We are indebted to all of you for making it possible for us to enjoy retirement at an early age. Though we may no longer see or talk to you on a daily basis, you will remain in our hearts and memories forever. We wish it were possible to speak to each of you personally and to reminisce about our experiences together and what each of you have meant to us.

Thanks to Mark and Jay, we had a preview of this retirement thing for the last year while they tried out the jobs of business owners. I guess we all liked the new positions so we now made it official. We have every confidence in their leadership. They are not us, and we don't expect them to be and we hope you don't either. We are firm believers that when one tree falls, is removed, or (God forbid) dies, another smaller, weaker, or previously unnoticed one quickly grows to take its place. We've got two potentially great trees here in Mark and Jay. Give them a little water (or beer), time to grow tall and establish their roots, and they will soon flourish.

We will be spending the holidays in California with our two children and new grandson, then be in Florida for the first three months of 2006 before returning for another great summer season at our home on Lake Michigan. We will continue to visit the office on occasion and hear all the latest news. We hope that you will be a part of that news and that our paths will one day cross again.

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