



WHAT'S HOT

and what's not

July 2005 • Vol. 13 No. 7



Cool Product

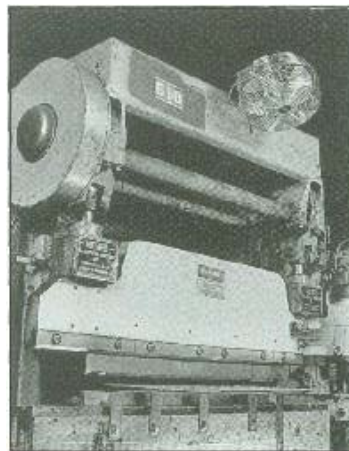
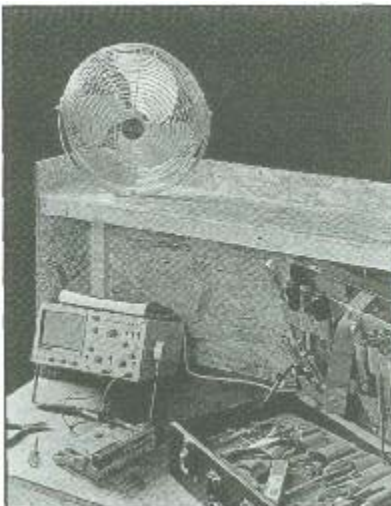
Qmark Bolt On Utility Air Circulators



We are an authorized distributor for Qmark, a division of Marley Engineered Products.

- Work Benches.....Steel Shelving.....Machines.....Ceilings.....I-Beams.....Walls.....Or Any Surface
- 3-speed, 1Ø, 115 volt, sleeve bearing, open drip proof, permanently lubricated motor.
- Fan head rotates 360° in both the horizontal and vertical direction to deliver air flow to any spot in room.
- Catalog # B18TE has 115V 1Ø totally enclosed motor for dirty environments.
- 12" & 14" (1/15 HP, S-pole motor) & 18", 20" (1/8 HP, PSC motor).
- Pull chain switch.
- Coated steel blades.
- 10' long 3 conductor SJT type cord set.
- Double locking chrome plated guards.
- 1 year limited warranty.
- Mounts with one bolt or lag screw
- Meets OSHA standards

CAT. #	BLADE DIA.	CFM HI	CFM MED	CFM LOW
B12P	12"	2,650	2,100	1,550
B14	14"	3,200	2,900	1,600
B18	18"	5,500	4,600	3,400
B18TE	18"	5,500	4,600	3,400
B20P	20"	5,950	4,650	3,500
CDMW	Optional Wall Mounting Bracket			



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



Cool Product

Fostoria Modular Heavy Duty Loading Dock Fan/Light



We are an authorized distributor for Fostoria Industries



- 24", 40" or 60" long arms that can be used with one of 6 light heads and an optional fan.
- With two electrical outlets to accommodate a fan, a light or a fan and a light.
- Meets OSHA Requirements.



UL Listed

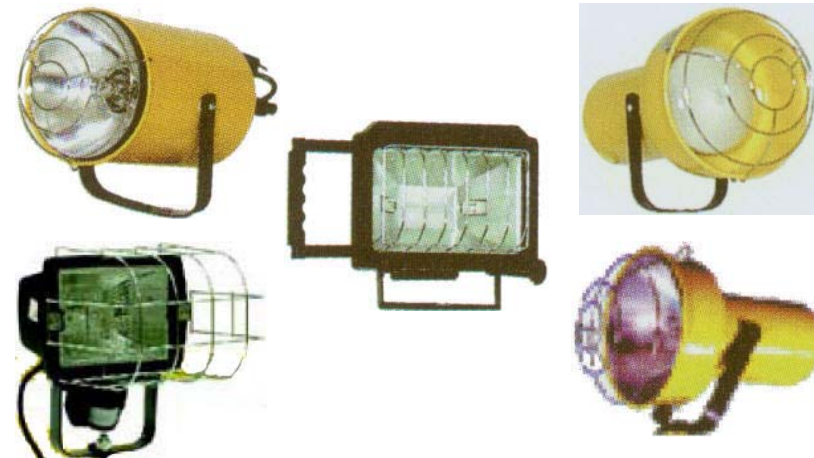
Modular Fan

18" high velocity circulator, with 3 speed, 1/8 HP, 115V, 1phase permanently lubricated, totally enclosed, PSC motor. Modular fan plugs into electrical outlet on arm.

- Chrome plated metal guards.
- Aluminum blades.
- 5750 CFM HIGH
- 4700 CFM MED
- 3200 CFM LOW

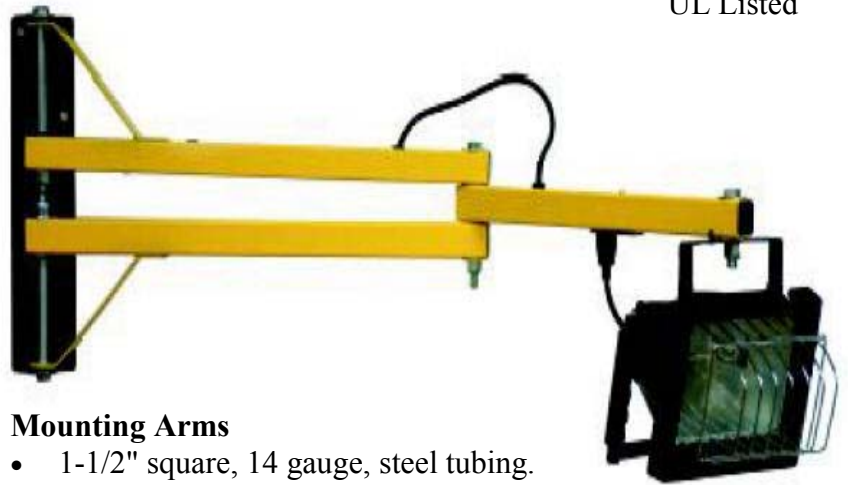
Modular Lights

- Bulb included with all lightheads except Incandescent.
- On/Off switch & wire guard included with each lighthead.
- 18" long cord plugs into electrical junction box on arm.



Mounting Arms

- 1-1/2" square, 14 gauge, steel tubing.
- 3" x 5" x 3/16" mounting plate attaches with (4) 3/8" bolts.
- 5' long., 18/3 SJTW conductor cord and NEMA 5-15 grounded plug.



Catalog #	Description
24-LDA	24" Mounting Arm
40-LDA	40" Mounting Arm
60-LDA	60" mounting arm
LDF-18-TE	18" high velocity circulator
DKL-INC	Incandescent Light Head
DKL-QH	Quartz Halogen Light Head
DKL-HPS	H.P.Sodium Light Head
DKL-MH	Metal Halide Light Head
DKL-SQH	Sensor Quartz Light Head
DKL-FL	Fluorescent Light Head

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

The Strategic Marketing Plan Born from the Strategic Plan



Last month's newsletter featured a "not hot" but equally as important article on Strategic Planning. To review this article, in case you missed it, go to www.infraredheaters.com/newslett.htm. It's important to understand and develop your Strategic Plan because your Strategic Marketing Plan for the year should be developed from it.

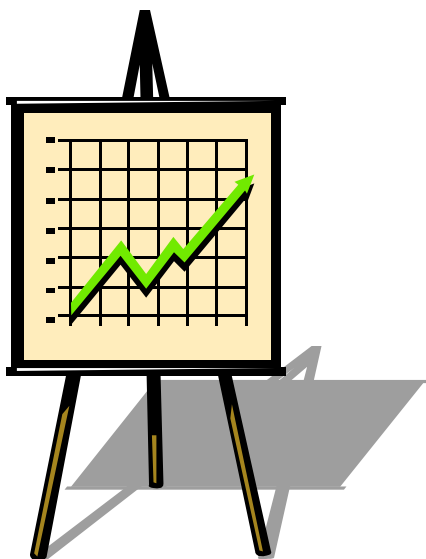
This is not an article about marketing skills. Assuming those are already known, this article is about finding specific marketing targets and choosing which marketing techniques would best accomplish each goal. It is not about analysis, trends, market share or position. Those are issues a marketing department should continuously be exploring and evaluating. A Strategic Marketing Plan is developed "after" products, markets, and areas of penetration have already been established. At this point, analysis is over, it's time to take action.

The first step towards developing your annual Marketing Plan is to look over all of the goals you selected to tackle in the next year. If any of those goals call for some type of marketing, they should be transferred to your marketing person, staff, or division. These goals should be prioritized by whomever does your marketing because they came directly from the company's Strategic Plan for the year. The marketing department, whether it's one person or many, should be the ones to break these goals down into objectives, strategies, action list, time frame and person (s) responsible.



It is important that the marketing people work in sync with the company planners and that their efforts and money spent is going towards the direction that management has planned. If, after reviewing

the goals of the Strategic Plan, you find nothing there that concerns marketing, this should send up an immediate Red Flag. It should be brought to management's attention that none of their chosen goals are directed outside of the company. As wonderful as internal development and improvement can be, most business are sustained by customers and the majority of time and effort should be spent on perpetuating and maintaining them. Promoting your products or services and growth in your industry should dominate your Strategic Plan and these areas call for marketing techniques.



After a Marketing Plan has been developed. It should be formally presented to the company planners for discussion, any revisions, and final approval.



Cool Product

Qmark Retro Styled Air Circulator Fan



- Copper or Chrome Finish
- High Velocity Cooling
- All Steel and Cast Components
- ON/OFF Oscillating Control
- Extra Large Three-Speed Motor
- SUPER-HI-LOW Speed Settings
- Scratch-Resistant Gloss Finish
- Easy Tilt Adjustments
- Packaged Fully Assembled
- 3 Prong Safety Power Cord



We are an authorized distributor for Qmark, a division of Marley Engineered Products.

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



CAT. #	FINISH	BLADE DIA.	CFM HI	CFM MED	CFM LOW
RDF12CU	Copper	12"	2100	1550	1350
RDF16CU	Copper	16"	3200	2850	2300
RDF12CH	Chrome	12"	2100	1550	1350
RDF16CH	Chrome	16"	3200	2850	2300

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