

WHAT'S HOT and what's not

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Isn't it time that you met ALEX?

Our extruded aluminum reflector assembly was first introduced in *The Salamander News* in the July 2002 issue. It is a complete assembly with reflector, outer case and pre-wired terminal blocks. It uses our FTE elements with standard 6" (152.4mm) leads. ALEX has grown up a lot since it made its debut and is quickly becoming one of our most popular and most flexible products.



Pictured is an ALEX-FFF, ALEX-F and ALEX-FF with heaters installed.

New ALEX Packaging

History

The ALEX prototype was designed in 2002 by our chief engineer, Mark Jackson, which makes it unique to the Infrared Internationale *Salamander* product line. Our reflector assemblies had previously been made at our factory in Wales under the product name of SWB by bending and riveting aluminized steel. This was a slow and difficult process and though it served its purpose, the finished product lacked the professional look we desired. They also lacked the flexibility we needed and the intensive hands-on labor they required left us with long delivery times and inadequate inventory.

The New and Improved ALEX

ALuminum **EX**trusions (hence the acronym ALEX) are stocked in an extensive supply of 10 foot lengths which we cut to length holding anywhere from one to five FTE emitters. This allows us the flexibility of controlling our stock by cutting the pieces to any lengths we need and then fabricating the finished assembly. It also makes it easier to hold the physical dimensions making better product consistency. The improvements over the old SWB are numerous and have most to do with the unique design itself. The former assemblies, who's design originated with the European manufacturers, was primarily created for individual use as commercial heaters for buildings where, due to their age, had walls so thick that only surface mounted heaters and outside conduit would work.

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The new ALEX can be used individually but is also designed to be used as building blocks for creating panels. The built-in, interlocking channel design of the assembly lengths allows them to be linked together to create flat or curved patterns of assemblies, depending on the need. This provides great savings in time and money over the alternative of building huge and heavy steel panels or custom designed oven or heat tunnel configurations.

Additional improvements

- Holes in the end caps of the assemblies are provided for 1/2" conduit fittings.
- The internal reflectors that fit within the outer case are made of stainless steel rather than aluminized steel.



Alex

SWB

- The ALEX design is an improvement over the original SWB's in that the wiring is done in back, thereby eliminating the need for a side mounted terminal enclosure.



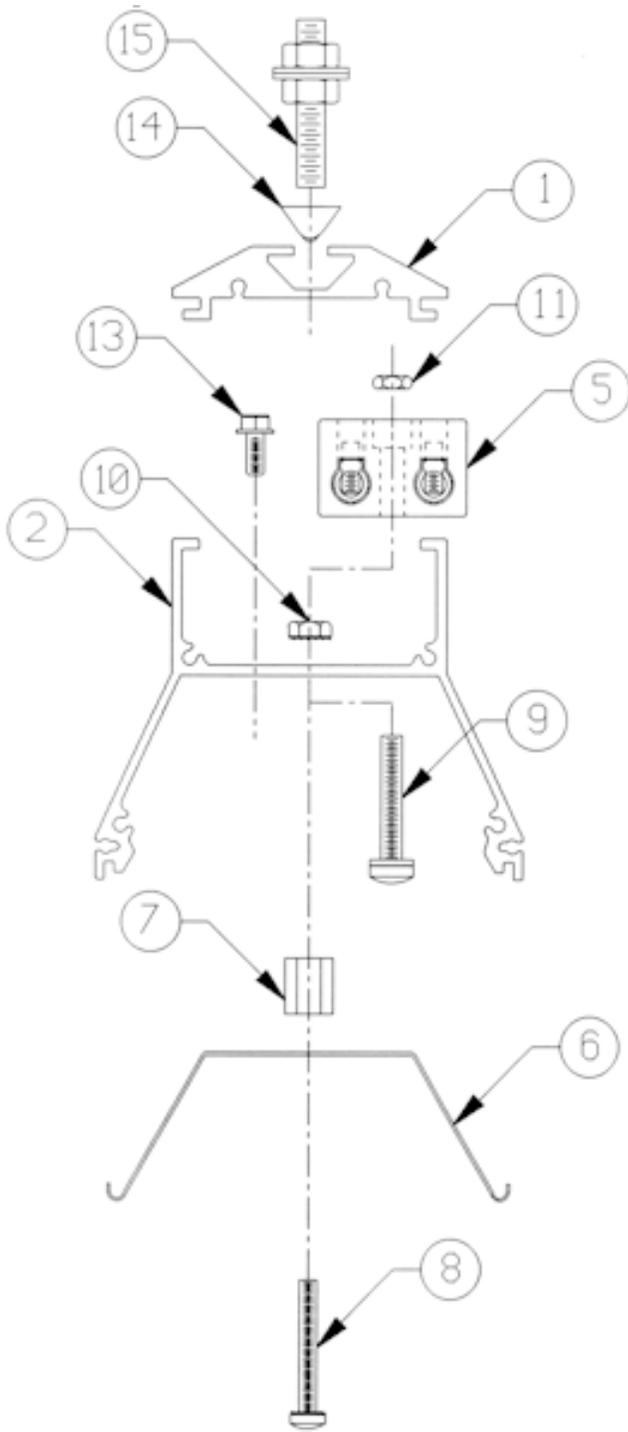
- A channeled top section allows for adjustable and flexible mounting using stud screws in a t-slot nut with ball/spring which can slide the length of the groove. *We are the only manufacturer of ceramic heater assemblies to have this feature.*

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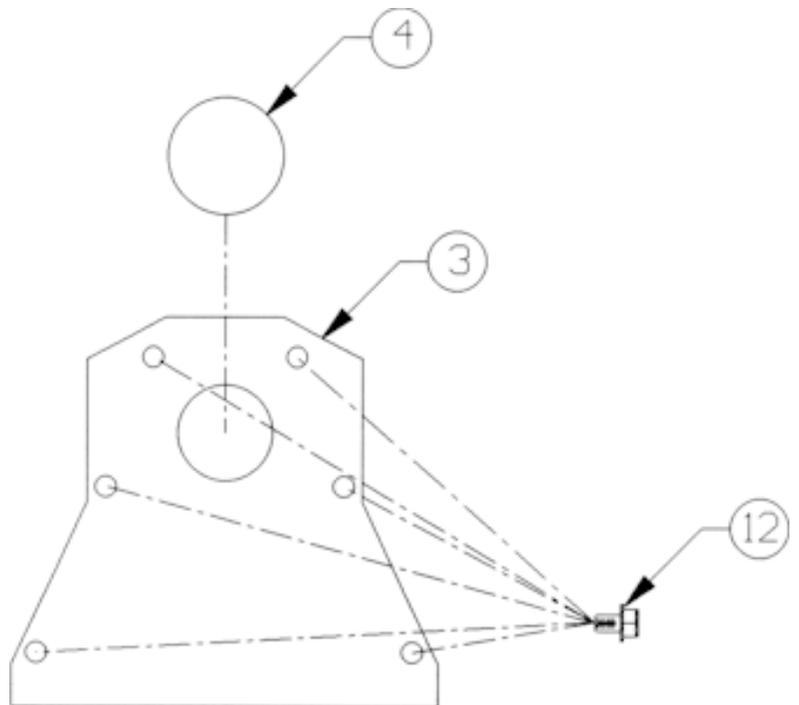
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Now Available in Component Parts

Individual component parts are now available for purchase to be used as replacement pieces for the ALEX assemblies. Using these parts for anything other than ALEX assemblies could be considered unsafe & is not recommended. Consult with a Mor Electric salesman who may be able to recommend something more suitable.



1. Alex: Terminal Cover Extrusion
2. Alex: H Section Extrusion
3. Alex: End Cap
4. Alex: Hole Plug For End Cap
5. TB-2 Ceramic Terminal Block
6. Alex: Ref-1 (Reflector)
7. Stand-Off
8. Screw: #8-32x1.25"
9. Screw: M5x30
10. Hex Nut: #8
11. Hex Nut: M5
12. Screw: #8x.25 Type-B
13. Green Ground Screw: #10-32x.375
14. 1/4-20 T-Slot Nut With Ball/Spring
15. 1/4-20x1.5 Stud, Hex Nuts And Washers



The ALEX at work

Where would you find an ALEX? Anywhere where a medium to long wave infrared heat source could be used, and especially in any application where zone control is needed. Applications are endless. Creativity, imagination, and the ability to think beyond what has been used in the past, are the basic requirements needed to use the ALEX to its fullest potential.

Next Month

- No one has yet guessed the name of our Salamander. Watch for the final, and easiest clue next month. Be the first one to reach us with the correct guess and win this portable heater.



- We will feature our ALEXes at work with a customer's current, on site, application.
- The **Six Promises** made by all of us at Mor Electric Heating to make doing business with you even better.



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

Syd and Mid were on vacation this month, but Syd, once again, got sent home for fighting with the other residents. Now we find our little (big) scrapper alone at work and in the Dog House, waiting for the return of his buddy.



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