



# WHAT'S HOT and what's not

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September 2004 • Vol. 12 No. 9



## Dragon Tales

### Following in our dragon's footsteps

This issue marks the beginning of our 11th year of publishing and distributing *The Salamander News*, now known as *What's Hot and what's not*. Our first issue, in August 1993, was created to promote our *Salamander* ceramic heating element. We found it to be a convenient way to communicate with our customers located around the world and who could not be called on personally. Infrared ceramic heating elements were a new concept in 1993 and selling them required a lot of education on the product. The one-page, two-sided *Salamander News* focused on technical information, was quickly referenced and easily recognized.

A year later, in the June 1994 issue, color was added with the introduction of what we then called our *Salamander BOLD*. We had made lots of changes to our element. The temperature-indicating logo was made bigger, all emitters were made with thermowells allowing them to use our new interchangeable thermocouple, and we designed a new one-piece clip instead of two pieces. All of this was introduced at our exhibit at the National Plastics Exhibition in Chicago that year.

In October, 1995, we published our first four page, full color edition to coincide with our first time to exhibit in the Kunststoffe or "K" Show held in Dusseldorf, Germany. For the first time we incorporated other accessory products, shown and demonstrated in our exhibit, into our newsletter. We had been successfully selling our product long enough to now be able to feature companies using them on specific applications.

In February 1997, we created a new look for our *Salamander* dragon and a new logo that currently appears on our elements, our newsletter and letterhead. We also created our Infrared Internationale website.

In June of 1997, another 4-page, full color, newsletter was published for use and distribution at the National Plastics Exhibition. Our dragon jumps off the page and becomes humanized in the center of the newsletter. Wearing a hard-hat and carrying a lunchbox, we feature our *Salamander* at work. We are now feeling so confident with our product, and proven success with applications that we are encouraging users and distributors to get creative in developing systems for new applications.

In October 1997, we went from the *Salamander BOLD* to the *Salamander Gold*. We introduced our color-changing yellow emitters. Our friendly dragon appears again, this time painting his tail yellow.

It isn't until June of 1999 that our "people-pleasing" dragon begins to take center stage. Being an animal himself (however mythical) he easily demonstrates the effective use of our ESE (Edison Screw Base Emitters) for heating animals. Two months later, he moves into the headline of the newsletter in a one time cameo appearance.

Somewhere in early 2001 we got our digital camera. Watch out everyone, the newsletter suddenly became very graphic and Terry Beasecker, our publisher, hasn't stopped taking pictures since. It's true, a picture IS worth a thousand words.

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It's now becoming too difficult to put all that needs to be said into a two-sided newsletter, so in April of 2003 we "extend" *The Salamander News* into a permanent 4-page newsletter. Though it continues to focus on our ceramic heaters, it is filled with news and information on all product lines.

In May of 2004 we announce a name change of *The Salamander News* to *What's Hot and what's not*. Our dragon is now behind a desk, a hard-working businessdragon. We are moving forward in our cycle of information and communication and also in our circulation. Hundreds of new readers have been added to our mailing list and it continues to grow each month. Now, in addition to product information, technology, applications, and custom design, we felt the need to provide our readers with information that's not *hot*, but we still think pretty *cool*. This information pertains to helping you run a better business both internally with personnel and organizational skills, and externally, with sales tools and practices.

In the June 2004 issue of *What's Hot and what's not*, the dragon finally gets top billing and in this month's issue, he finally gets a name. Our dragon has always been a source of mystery since we acquired him when we bought the original Infrared Internationale company in 1991. The original owner would never tell me why he chose him as a logo. It was too easy to say it matches the dragon found on the Welsh flag, because the company originated in Ireland. No dragon there. And why was he called a "Salamander" when he looks more like a dragon? The American College Dictionary states that a salamander is "a being supposed to be able to live in fire". Since dragons are fictionally fire-breathing, many heat related products are found with this nomenclature. Our dragon, who will soon be named, likes his new role, from stiff, scary and Celtic to more of an American, soft-hearted, Puff. He has taken us on a long and interesting trek of development and we will continue to see where he leads us in the future.



MY NAME IS: S \_ \_ \_ \_ \_

## Guess our Dragon's Name

We've made it easy to win with our visual clue.

The first person to call, fax, or e-mail Terry with the correct guess, **WINS the portable heater.**

Send your guess in **NOW**.

Terry:  
800-442-2581- phone  
616-784-7775- fax  
sales@infraredheaters.com

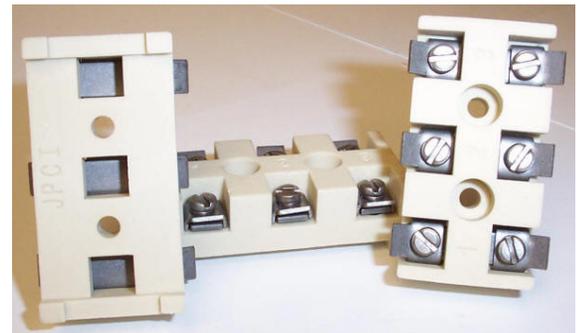
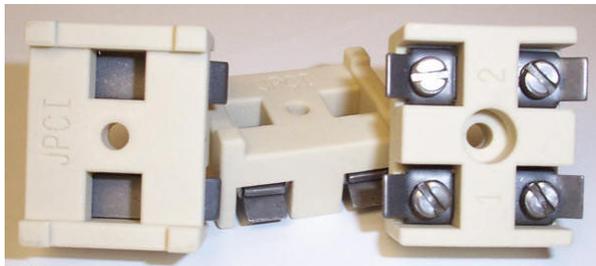
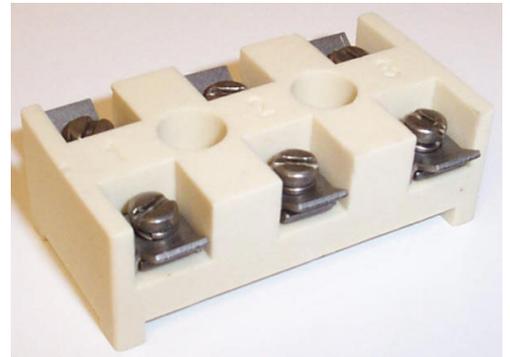
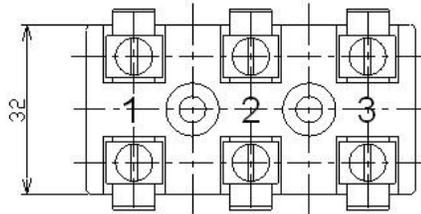
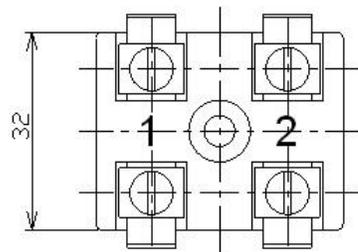
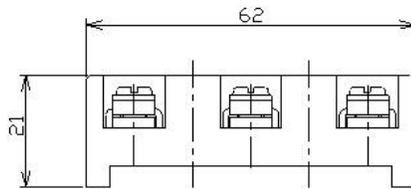
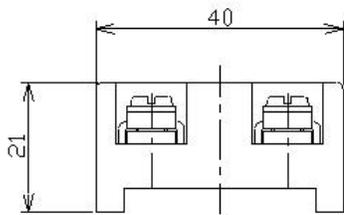
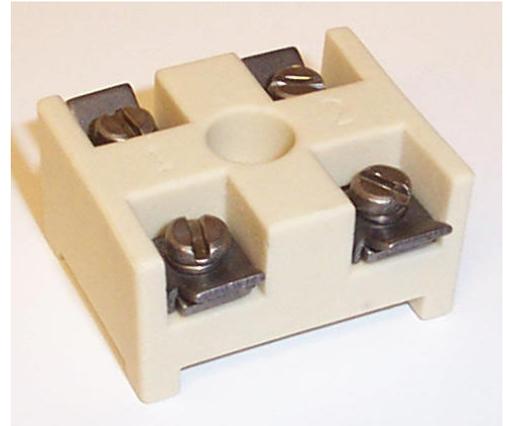


# (New) Product

## Very High Temperature Ceramic Terminal Blocks

Introducing the TB2J-HT (2 Pole) and TB3J-HT (3 Pole) terminal blocks. We are stocking them in large quantities for immediate delivery.

- Maximum ambient temperature: Long term: 900°F (500°C)  
Short time periods: 1292°F (700°C)
- 32 Amps and up to 750Volts maximum rating
- Dimensions : TB2J-HT: 1.57" x 1.26" x 0.83" (40 x 32 x 21 mm)  
TB3J-HT: 2.44" x 1.26" x 0.83" (62 x 32 x 21 mm)
- Designed for increased resistance to permanent high temperature.
- Has 4 legs to avoid fixing plate temperature conduction to ceramic.
- 304 stainless steel screws, saddles, washers and terminals.  
Saddles have a cable bending protection blade.
- Fixing hole dia 5 mm for 4mm diameter screws or equivalent.
- Maximum wire diameter (each connector):
  - accepts 1 stranded wire up to AWG 8 or 2 stranded wire AWG 10.
  - accepts 2 plain wire up to AWG 12.



These higher temperature terminal blocks can be used if your application requires a connector that can withstand extremely high temperatures. Applications such as ovens, furnaces, kilns, infrared heaters and quartz tube heaters.

These high quality electrical connection blocks can solve the problem of failures in the wiring of your application due to excessive temperatures breaking down the components and ceramic in lower temperature connectors. They also make wiring connections to heaters efficient and easy.

Our other, lower temperature terminal blocks are still available and can be used if your application only requires a connector that can withstand 482°F (250°C.) Their lower temperature rating is sufficient for most applications.

For more information on this product:  
[www.InfraredHeaters.com/t-blocks.htm](http://www.InfraredHeaters.com/t-blocks.htm)

## The Six Promises that We Make to You, our Customer

1. We promise to provide the heaters and controls for your electric heating application either through our substantial inventory, drop shipped from our vendor's stock, or custom ordered, which you can find through our literature, on our website, or by giving us a call.
2. We promise to give you dependable, personalized, advice to help you find the most suitable and reliable product and accessories.
3. We promise to care about our customers needs and not ever consider them a one-time "sale", but create an on-going, and long-term relationship.
4. We promise to provide the engineering, technical and designing assistance as we see necessary for each particular heating project we sell.
5. We promise, as a team, to respond quickly to provide the detailed customer services needed, including delivery and information to support the products that we sell through the use of our advanced computer technology, in-depth knowledge, and experience.
6. We promise that we will spend each day working to improve our company and ourselves to provide the type of service and relationship that attract customers and keep them with us for years to come.

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