



OK, I have my display kit. Now what?

If you read last month's newsletter, I hope you checked your inventory to see whether or not you had the "right stuff". What I mean is, do you have at least one each of the products recommended in the "Display Kit"? Do you have these products readily available to show a customer? Remember, hearing about it is one thing, touching and seeing, is another.

The readership of *The Salamander News* is wide and varied. We all may be looking at *Salamander Ceramic Heating Elements* from a different perspective. Though this article is about "selling" ceramic elements, it is mostly about understanding and becoming familiar with what you are selling. So, if you are an end user, you may have not been given this insight when you purchased your ceramic elements, and could benefit from learning it now. If so, go directly to the "Explanation" section below.

How to use your Display Kit, whether it is at a trade show, small exhibition, showroom, or field presentation.

Presentation:

1. Make sure all of the products in your "kit" are clean, new (looking), and up to date.
2. Whether you have them sitting out on display or you are presenting them one at a time, have something to set them on that accentuates the appearance of the product, such as a black or red piece of felt. (Hey, it works for diamonds.)
3. As you are explaining a piece, hand it to the customer to feel and examine as you are describing it.
4. Speak slowly. You know this product well and may have given this "speech" several times, but give every effort to make this time seem like the first time to the customer.

Explanation:

Perhaps the customer has never heard of ceramic elements before, but even if they have, you need to tell them the **Purpose** and **Function** and **Difference** of ceramic heating elements:

Ceramic heating elements are a medium to long wave length infrared emitter that can be used where ever a moderate, gentle heat is needed. They are different from metal sheathed heaters in that they are more efficient, cleaner and more easily controlled. Though they heat up and cool down slower than quartz elements, they are more resilient and more efficient.

You can then go on to expound on these points as you explain each piece:

An **HTE** heater is the smallest size element that is made in either white or yellow glaze. Heaters are usually selected by size determined by the need of the application and if any zoning is required. Each heater is protected by a glazed surface that not only protects the element from humidity, but also provides a clean surface. This element is glazed with a yellow temperature changing glaze which becomes a deep tan when energized.

The **FTE** Element is the most commonly used size. White glaze does not change color, but all ***Salamander*** elements have a color changing decal which turns from red to black when energized to 300°F. All elements are made in the same manner with the terminal wires exiting through the mounting tower.

Thermocouples may be added during the manufacturing process and they would also come out of the back of the tower. (It would be best here to actually have an FRK unit to show). Thermocouples are needed if the application requires a specific temperature to be maintained. Our thermocouples are either "cast" in during manufacturing, as the type K or "potted" in as type J or K with a special cement, after manufacturing.

Our unique **Interchangeable Thermocouple** was designed by Infrared Internationale in 1994 . The spring-formed clip allows it to be inserted into a pre-drilled thermowell. It may be inserted, or withdrawn as needed, or used on another pre-drilled element in a different location or application, as required. (At least one of the elements in your kit should contain a thermowell for use in this demonstration.)

The **LTE** Element is the largest we manufacture (sell). It was designed to be used in the **CRP Panel**. The purpose of manufacturing this element was to provide larger coverage for big applications, and creating radiant panel configurations.

The strange shaped **ESE** Element is named for it's Edison-screw base and can be used like a light bulb for spot heating of a product, or animals needing incubating or natural warming of their environment. A reflector with a high temperature base must be used with this element. They are available but not included with your kit.

The **SWB/R/A/1** is an example of the reflectors used to house the elements. A reflector is needed to direct the infrared energy towards the product. A smaller one is provided for the HTE element. FTE elements may be used end to end in a series in reflectors provided for up to 5 elements in length. These are often used to replace large and heavy steel panels and provide versatility and flexibility. They are made of aluminized steel which provides a lower emissivity, but the strength of steel.

The **SWB/1** is a completed reflector fixture that is made to be used in individual applications.

A variety of **Terminal Blocks** are offered to use as the electrical connection of the terminal wires to the power source. These are very adaptable little connectors that are sold for a variety of high temperature electrical needs, not only ceramic heater users.

When ceramic elements were first introduced, after World War II, they all came with **Two Piece Clips** to attach them to the reflector. Also, in 1994 we designed a **One Piece Clip** to make installation easier and quicker and reduce the number of parts needed. Today, the one piece clip is generally used, but the two piece is available for use with older reflectors or those made with thicker gauge metal.

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