



Salamander News Submittal format

The *Salamander News* has been published on a monthly basis since August 1993. We welcome articles submitted from any of our readers, whether they are industry related or of a personal nature. Of special interest is the unique or unusual application that might help open ideas for similar usage's.

To inform you as to the scope of our readership, we have provided the following guideline. Following this format can help guarantee publication.

Distribution: Two hundred twenty-five issues of *The Salamander News* are mailed within the United States, 125 issues within the United Kingdom, and 75 to at least 36 countries around the world.

Recipients: The majority of issues are sent to our customers which consist of distributors, reps, industrial processors and equipment manufacturers. Issues are also sent to major trade journals, industry associations, and consultants.

Purpose: To inform, educate, and communicate our technical and product information, application possibilities, sales methods, industry related seminars, and marketing activities, on a regular basis.

In your submission, please include the following, if possible:

The Challenge- What is the problem or need?

The Old Way- If this is not a new application, how was it done before and why is a change needed?

The New Way- Describe the new method and what is hoped to be achieved by it.

The Results- Allow some time for the new method to be tried and tested, then evaluate it by the following criteria:

- Did it increase production?**
- Were there any material savings?**
- Does it allow for lower maintenance?**
- Has it reduced pollution?**
- Increased flexibility?**
- Space savings?**
- Safer and/or cleaner?**
- Faster?**
- Energy savings?**
- Improved control?**
- Improved product quality?**
- Improved living or working environment?**
- Cost comparisons**

The Bottom Line-

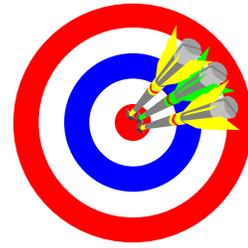
What is the overall effect of what you have done?

Please include a picture if possible. Color photos are acceptable but will be reprinted in black & white. They may be sent in the mail or electronically.

Copy should be **500** words or less, typed, double spaced, and may be mailed, faxed, or e-mailed to Deitz Kracker in the U.S. sales office. Please include a contact name and phone number with each submission.

Application Quiz #1

Question Correction:



As we went to print the answer to our first application question, we found a typing error. The size of the canvas material should be 4ft. X 4ft. If you attempted to answer the question as printed, you should have found that it was an extremely high watt density and that quartz lamps would have been the best heat source. Ceramic heaters would not be able to provide the amount of heat intensity required.

However, ceramic heaters are the best choice for a 4ft. X 4ft. canvas. We just need to know what kind, how many, and the wattage and voltage needed. We have our answer ready, if you would like to try it again, we will print it next month.

How would you quote the application below with the use of *Salamander* ceramic infrared emitters?

The owner of a small printing shop calls and would like information on a way to dry his product. He prints with a water soluble ink on a 4' X 4' canvas material. He can allow 30 seconds for drying the ink before the product is rolled. He produces the product one at a time. The product weighs 1.2 lbs. when dry and 1.6 lbs. when wet. He has access to 240V, single phase. What would you suggest?

Sales Alert

Thermocouple Wells now provided as a requested option

Infrared Internationale has been the only ceramic heater supplier to manufacture elements with a thermowell as standard. The purpose of supplying the well, is to accommodate our spring-formed, interchangeable thermocouple, either at the time of ordering, or at a later date. Most customers seem to be aware of their need for thermocouples at the time of ordering and very seldom do they have the need to change an element into a temperature sensing unit. For this reason, it no longer seems necessary to provide wells in all ceramic emitters manufactured.

As of Nov. 1, thermocouple wells will be considered a “no-charge” option, available by request only. Distributors should ask their customers if their application requires use of a thermocouple and, if so, how many elements they would like to have a thermowell. A better understanding and discussion of this option should 1.) open up sales opportunities for the spring-formed, interchangeable thermocouple, and 2.) help us to process large orders much faster by eliminating the need to drill elements unnecessarily.

Distributors should use this change as an opportunity of communication with their customers. They must be advised that after Nov. 1 they will no longer receive elements with wells unless they have been requested, and it is up to sales personnel to ask that question as part of their discussion of the customer's application needs.

Contact either of our sales locations:

Infrared Internationale of North America, Ltd.

Sales Office: Mor Electric Heating Assoc., Inc.
5880 Alpine Ave. NW, Comstock Park, MI, 49321, USA
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Infrared Internationale Engineering

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