



## So your application requires heat. Now what?

Written by: Deitz Kracker

If first you determine that an application requires heat, then you narrow that down to “electric” heat, and finally decide that “infrared” heat would be the best possible choice, you have only just begun to make the “sale”. Requiring the heat is one thing, applying the heat is quite another. It’s easy to sell replacement elements, but the majority of salespeople shrink back in uncertainty when it comes to the word “layout”.

It’s fun to introduce ceramic heating elements to an interested customer who may have not heard of them before. “It’s the latest thing since sliced bread” you may proudly convince them. They are interested, they bite, they are hooked, you are happy and pleased with yourself, and then they say, “But how can I use them in my application?”

“Who cares!”, you think unto yourself. “Just buy the elements! That’s not my problem, figure it out for yourself!” Unfortunately, it “is” your problem. And equally unfortunate, for the average salesperson, **understanding layout is the key to selling ceramic infrared elements**. I know I have covered this before. The November 2000 issue on “Sizing & Layout” was a huge flop and an even bigger indication that there were problems in the field. I have given workshops and seminars on the subject, but the fear and uncertainty still remain and the question of layout is most often answered with a call to Mor Electric.

The majority of us are not electrical engineers, and most of our customers are not either. It is difficult to explain something to our customer that we, ourselves, don’t fully understand. Complete sizing and layout takes a great deal of time and effort on the part of our staff. They may even resist doing it if they feel it lacks potential as a sale. A typical request might be: *My customer wants to dry fruit using infrared heat. How many elements would be needed and how would he lay them out?*

This type of request, although it may be well intended, will get a negative response. Too much information is missing and too much work is involved to follow through. It’s like any other form of writing. If you want a response, make sure the request is interesting enough to get their attention. It would help if you, the customer or distributor, presented the request with the “groundwork” included. A screening form is needed to quickly assess applications in terms of feasibility. Using this form could allow faster response time in the evaluation of applications.

Please copy and save the Application Request form on the reverse side and use it when submitting any request for sizing and layout.

### Contact either of our sales locations:

[www.InfraredHeaters.com](http://www.InfraredHeaters.com)

#### Infrared Internationale of North America, Ltd.

Sales Office: **mor** Electric Heating Assoc., Inc.  
5880 Alpine Ave. NW, Comstock Park, MI, 49321, USA  
Tel: 616-784-1121, 800-442-2581, Fax: 616-784-7775  
[sales@infraredheaters.com](mailto:sales@infraredheaters.com)

#### Infrared Internationale Engineering

Units 7-11, Granada Park Ind. Estate, Llangattock,  
Crickhowell, Powys, Wales, U.K. NP8 1HW, Great Britain  
Tel: (01873) 810999, Fax: (01873) 810599  
[irintleng@aol.com](mailto:irintleng@aol.com)

# Request for Infrared Application Layout and Design

Please fill out this form as accurately as possible and send it to Mor Electric Heating:  
e-mail (sales@infraredheaters.com) or fax (616-784-7775)

Name \_\_\_\_\_ Phone \_\_\_\_\_

Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Circle one:      R&D Project      New Application      Retrofit

1. What is the application? \_\_\_\_\_  
\_\_\_\_\_

2. Circle one:      Batch Oven      Conveyor      Isolated Heater

3. What is the product? \_\_\_\_\_

4. What do you want the infrared heat to do? \_\_\_\_\_  
\_\_\_\_\_

5. Heated area or product dimensions:

Height \_\_\_\_\_      Length \_\_\_\_\_      Width \_\_\_\_\_

Weight \_\_\_\_\_      Color \_\_\_\_\_

6. If drying, total weight of moisture content in grams (if known) \_\_\_\_\_

7. Starting temperature? \_\_\_\_\_

8. Temperature required? \_\_\_\_\_

9. Application cycle time? \_\_\_\_\_

10. Desired power supply: (circle one)

120V      240V      480V      Single phase      3-Phase      Other \_\_\_\_\_

11. Maximum amperage available?: \_\_\_\_\_

12. Will a control be needed? \_\_\_\_\_

13. Desired Price Range:      0-\$100      \$100 to \$500      \$500-1000      \$1,000+