



It's a Matter of Mind

by: Deitz Kracker

Change is probably the most difficult transformation for even the most progressive person to accept. Old ways are comfortable, non-threatening, easy and understood. And yet change is the most necessary component for growth and development in all areas of life. Even people who say they are eager for change, still show some resistance, apprehension, and fear of the unknown. This is why it is so difficult to sell new concepts and products. Especially when it challenges things that have been accepted for years.

It's been over 10 years since we began manufacturing ceramic infrared heaters and yet, they are still relatively unknown by the majority of end users, distributors, electrical engineers, college professors, and manufacturers. Why? Because no matter how good the marketing program, literature, and sales tactics, it takes a very long time for a product such as ceramic emitters to be placed among the ranks of metal sheath and quartz heaters.

Just think of all of the factories around you that use electric heat in their production process. What are they using? The oldest factories could still possibly be using coiled wire. Archaic in thought, but still in practice. Any updating that was done, still many years ago, was to change the wire to the then more efficient strip heaters or calrods®. (Calrod is a registered tradename of the General Electric Company.) Even passing through the age of energy awareness did not move these companies to the point of change.

Americans are comfortable with metal. They understand it and are not frightened or confused by it. It is "American". Imagine a huge forge, furnaces glowing, a muscled and sweaty man in a grimy t-shirt melding something in the flames. This is representative of our industrial revolution. This is what built America. What is ceramics to Americans? Dishes, fine china, sculptures, pottery, something for artists use. A suggested change to a white (or yellow) ceramic product where the metal wire is not even visible is a concept not trusted anymore than the switch from stove burners to ceramic cook tops. They are comfortable with a glowing, red-hot piece of metal because it assures them that their product is truly being heated, even though the heat loss and efficiency of glowing metal is criminal in today's energy conscience society.

This is a matter of mind. No different than the folks who feel that their house is not being heated unless they hear the furnace running and feel air blowing through their vents. Even with an understanding of the theory of radiant heat and the incredible heat loss they are expending through ducts, lack of control and convection. How can we change it? Slowly, and with the understanding of the difficulties we are facing. We need to sell less, and educate more. We need to change the concept that ceramics is not just for dishes, or vases, or sculptures, but a heating element, 57% more energy efficient than metal with incredible versatility.

Before we can work on changing other people's mindsets, we must make sure we have changed our own. We must adapt our sales methods and approaches to customers with full knowledge and understanding of their natural resistance, doubt, lack of knowledge and fear, fully prepared to meet those challenges. How prepared are you?

Next month's issue will list ways to help you and your customers make this shift of mindset.

Vendor Spotlight

Dalton ELECTRIC HEATING CO., INC.

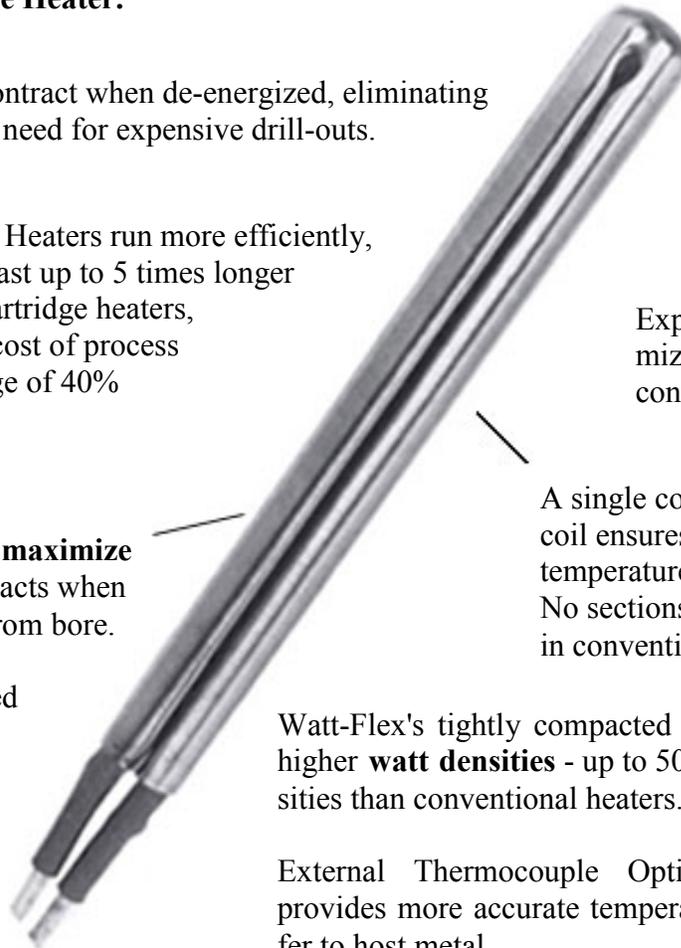
We have been an authorized distributor for Dalton for many years, manufacturer of the Watt-Flex® Split-Sheath Cartridge Heater.

Watt-Flex heaters contract when de-energized, eliminating bore seizure and the need for expensive drill-outs.

Watt-Flex Cartridge Heaters run more efficiently, use less power and last up to 5 times longer than conventional cartridge heaters, reducing your total cost of process heating by an average of 40% over other heaters.

Split-sheath expands to **maximize heat transfer** and contracts when cold for easy removal from bore.

Ideal for use in oversized bores. Eliminates need for tight fits, tight tolerance bores.



Hot Tip or
Cool Tip Option

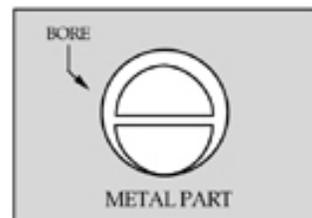
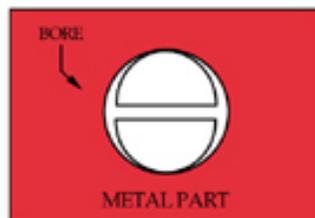
Expands when energized to maximize heat transfer through greater contact with the wall of the bore.

A single continuous heating coil ensures a uniform temperature profile. No sections to burn out as in conventional cartridge heaters

Watt-Flex's tightly compacted MgO dielectric accommodates higher **watt densities** - up to 50% higher warrantable heat densities than conventional heaters.

External Thermocouple Option- a Watt-Flex exclusive- provides more accurate temperature at the point of heat transfer to host metal.

Better heat transfer means **less power** is consumed to maintain the set point temperature, reducing operating costs. **Less downtime** for heater replacements and **lower maintenance** costs.



When energized, the heater expands to make intimate contact with the bore wall. When de-energized the sheath contracts for ease of removal.

For more information on this product:
www.HeatersPlus.com/dalton.htm

(New) Products



We are an authorized distributor for Aube Technologies



XTE5320 Aqua-Thermo Water Thermometer

Forget the era of impossible readings! With large screen and bright colour, this thermometer will make your bathing or fishing days even more enjoyable.

INFORMATION: Water temperature
TEMP. RANGE: 32 °F - 158 °F
DISPLAY: To 1/10 of a degree
INSTALLATION: Pool or boat ladder
SIZE: 83 x 88 x 24 mm

Long-lasting battery included

For more information on this product:
www.HeatersPlus.com/xte5320.htm



TE513 Thermo-Hygro Thermometer/Hygrometer

INFORMATION: Indoor temperature
Relative humidity levels
MEMORY: Max. & min. relative humidity levels
TEMP. RANGE: -58 °F to 158 °F
DISPLAY: To 1/10 of a degree
INSTALLATIONS: Wall mounted or Desk display
SIZE: 3.3 x 2.9 x 0.7 inches

Long-lasting battery included with all models.
 White or Charcoal Gray

For more information on this product:
www.HeatersPlus.com/te513.htm



TE507 Thermo-Vino Thermometer

With our Thermo-Vino, enjoy your favorite wine at its ideal temperature. Simply select your wine type and insert the temperature probe into the bottleneck. If your wine is at the ideal temperature, the thermometer will emit a "beep". If not, the LCD screen will display the actual and optimal temperatures. Long-lasting AAA batteries included

APPLICATIONS : Restaurants, receptions, wine-tasting sessions, dinner with friends, etc.
DISPLAY : Type of wine (19 selections) Optimal temperature of the type of wine selected. Current temperature of the wine. 3 temperature zones: too warm, optimal or too cold.
ALARM : The unit "BEEPS" when the wine temperature enters the ideal tasting zone
INSTALLATION : The unit fits into the wine bottleneck
PROTECTION : Protective cap for the sensor
DIMENSIONS : 8.0 x 1.8 x 1.0 inches

For more information on this product:
www.HeatersPlus.com/te507.htm



TE503 Thermo Int./Ext. Thermometer

INFORMATION: Indoor temperature
Outdoor temperature
MEMORY: Max. & min. indoor temp.
Max. & min. outdoor temp.
TEMP. RANGE: -58 °F to 158 °F
DISPLAY: To 1/10 of a degree
OUTDOOR SENSOR: 3 meter (10 foot) wire
INSTALLATION: Wall mounted or Desk display
SIZE: 3.3 x 2.9 x 0.7 inches

Available in White or Charcoal Gray.
 Long-lasting battery included with all models.

For more information on this product:
www.HeatersPlus.com/te503.htm

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



In Memory of Clayton G. (Gerbil) Gardiner 1999—1/15/2004. Clayton will be missed by not a few, for there is a list which could include you. We watched his travels down the hall, for it was a challenge to dodge the ball. His closest friends, Midnight and Sid, he will be missed by them when we close the lid. His life was short, which seemed so fast, but his memories are with us and will always last.

Mourning the unexpected loss of their furry friend and long-time roommate, Clayton the Office Gerbil.

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