



Factory in Wales to Close

As we wrote in last month's newsletter about all of the changes to take place in 2002, another big decision was made that wasn't mentioned in the newsletter. We have decided that it would be in the best interest of our customers to close our facility in Wales. That may seem like a strange statement, but now that our metal assemblies and reflectors are being made in the United States, and all of the application engineering is done at the U.S. office, there is a clear advantage to buying everything from one location.

Sales through distribution

We are also investigating the possibility of many of the customers who bought from the factory in Wales now buying from a local stocking distributor. Qualified customers chosen from the customer list will be contacted with proposed agreements to act as our stocking distributor for their country or region. This will mean faster delivery, savings on shipping charges, the opportunity to purchase related products from the same source, and local expertise on applications.

New manufacturing locations

A careful analysis of the customers buying from Wales showed that the UK was logistically not the best place from which to serve our overseas customers. While smaller distribution centers may adequately serve small customers in densely populated regions, we feel the need for one or more manufacturing sites strategically placed to serve the growing Asian and Far East markets. Our Central and South American customers will save on freight costs and delivery time by purchasing from North America.

The corporate office advantage

Infrared Internationale of North America and Mor Electric Heating are located in the same building. They are owned by Al and Deitz Kracker, respectively. Buying from the corporate office where the owners of the companies are located has obvious advantages. Decisions are made quicker. Changes are made easier. Quotes are done faster. Engineering is done more professionally. Mor Electric keeps a huge inventory of stock emitters. Our inventory is well managed and designed to meet the needs of most customers "from the shelf". We provide "bulk" packing for orders over 60 pieces, can do "same day" shipments, use a variety of shipping channels, have the latest in UPS tracking technology, and take all major credit cards. We are looking forward to getting to know our overseas customers on a personal basis.

A positive change

This is a big step for us, but a much needed opportunity for growth and expansion. For too many years we were locked into the regimen of the past. It's time to cut loose and show that we are serious about the manufacture and distribution of ceramic emitters. By serious I mean that we do not just "produce" elements. We are committed to product development based on customer needs, discovering new applications, promoting systems, supplying related products and providing the engineering skills needed to implement our technology at its highest potential.

A bittersweet ending

The most needed decisions are often the most difficult, and the decision to close the factory in Wales was one of them. It goes back to our roots, our very beginning of learning about a product foreign to American markets. The people and country of Wales were also foreign to us, but over the last 9 years we have come to love them as friends and appreciate the beauty and history of a land that remains undiscovered by most Americans. I must give a special note of thanks and appreciation to Christine Hughes, our office manager. I'm sure many of you have worked with Chris over the years and know the personalness she has brought to the business. She has truly been the heartbeat of the company. I am grateful for her many years of loyalty and cherish the friends we have become.

The Salamander News will continue to be used in the months ahead to keep you up-to-date on changes and developments as they occur. We will be contacting each customer on an individual basis, but if you have concerns over this change, please call, fax, or e-mail us with your concerns.

Written by Deitz Kracker, President



To order from or to contact Mor Electric Heating:

By phone: 616-784-1121

By fax: 616-784-7775

By e-mail: sales@infraredheaters.com

To place an order or for information: Al Kracker, Jay Gardiner, Mark Jackson or Terry Beasecker
For engineering applications: Al Kracker, Jay Gardiner or Mark Jackson

Depending on your location and quantity needed, you may be directed to the nearest stocking distributor.

Company Name and Re-mit to address:

Mor Electric Heating Assoc., Inc.

5880 Alpine Ave. NW

Comstock Park, MI 49321 U.S.A.

Hours: 8 a.m. - 5 p.m. E.S.T. Monday - Friday

Payment options:

Credit Card: Visa, MasterCard, American Express, Discover

Proforma invoice in U.S. Dollars

For a **Wire Transfer** contact us for our banking details (Bank name and address, ABA# and Account #)

Open account: Net 30 days purchase order on open account with approved credit.

Credit will be offered based on your payment history with the factory in Wales (Infrared Internationale Engineering)

Billing Department contact: Linda Robbins, linda@morelectric.com

Shipping Methods: We use several shipping companies including Emery Worldwide, U.P.S., FedEx, Burlington and Airborne Express.



Infrared Internationale of North America, Ltd.

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