

The Salamander News has been in publication since August 1993 and we think it's time he grew up, as in got bigger. The Infrared product has become so enmeshed with Mor Electric's other products that it has become increasingly hard to write about one without the other. There is also soooooo much else to say, that we thought adding a couple more pages might help. So, welcome to the first edition of the "extended" *Salamander News*.

The *Salamander*



News

April 2003

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Tower Control

The only non-heated portion of a ceramic element is what we refer to as the "tower". This is the ceramic protrusion on the back of the element, created for the purpose of attaching the element to the reflector. The tower is designed in an "H" shaped pattern for use with either our one or two piece clips. The tower dimensions should be just slightly less than 1.61" (41mm) long and .59" (15mm) wide, which is the industry standard size of the stamped openings of all standard reflectors. Not only should the tower fit easily through the metal opening, but the clip should slide on firmly, but without force. In theory, this is a dream come true, but in reality, it can be quite another story.

Should there be difficulty sliding on a clip in the field, force should never be used. Forcing the clip on could break the element (not warranted) or easily chip the unglazed clay causing the element to have a loose or crooked attachment to the reflector. If the element does not fit easily through



the reflector opening, chances are the reflector was stamped incorrectly and the measurements should be checked, to equal mentioned in the first paragraph above. If the clip will not slide on, it could mean that some glaze crept up too high on the element, some other ceramic "debris" became lodged into the groove and hardened there during firing, or perhaps your reflector is not made of thin enough gauge sheet

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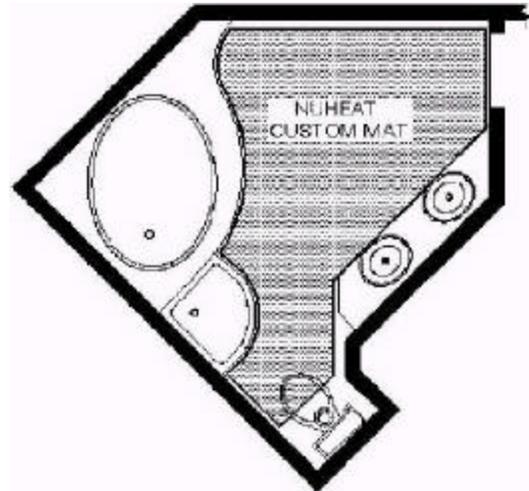
Tower Control continued . . .

metal. We recommend using 22-24 gauge and never thicker than 20 gauge.

Try putting the clip on in the reverse direction. If it will still not go on, you may be able to safely clear the groove with a sharp object such as a small screw driver, knife or nail file. Remember to be very gentle and use an even back-and-forth motion. If the clip will still not go on, this element is subject to full warranty replacement. If you damage or break the element by using a hammer... it is not.

We do the best we can to ensure that all element towers are “under control” as they leave the factory. Along with the check during the fettling stage, they are checked again before beading and tagging. Knowing the limitations of a ceramic product and what is expected of our finished product, can help installation go smoother and the elements last longer.

Hot (New) Product NUHEAT's Tile & Stone Floor-Warming System



NUHEAT's floor-warming mats provide barefoot comfort for bathrooms, kitchens and any other room. Square or rectangular rooms can be covered with standard mats and custom mats can be made for spaces with angles, curves and protruding fixtures. NUHEAT mats are bonded to your subfloor with thinset before laying your tile. A 120 or 240 volt programmable floor-sensing thermostat lets you set your floor temperature to your own personal comfort level. See more at: www.HeatersPlus.com/nuheat.htm.



Making Business Better

In-House Training

The opportunity to learn never stops. If you do stop, you are dead. Perhaps not physically 6-feet under, but you are no longer growing or becoming better as a person. Many of us have the misconception that the only place you learn is in school, when in reality, it's after school that the learning just begins.

No matter what the business, continuous training is essential in all areas, from customer service to advanced engineering. Training can be found in many areas: by professionals in training sites, seminars and workshops offered locally, factory reps at their location or yours, or do-it-yourself using the many books out on the subject. But, one of the easiest and most overlooked sources of training are right in front of you and free: your employees.

Art Dibell is the newest salesman at Mor Electric Heating and even though he has been with us for over a year now and received basic, but extensive training for the first few months, he made a list of the additional training he felt he needed. The list was quite extensive and, rather than bring in factory reps, I assigned each topic to the most experienced salesman and scheduled weekly “classes” and invited anyone who felt they could use a refresher course from an “expert” could attend along with Art. When you stop to think about it, who knows your products, applications, and pit-falls better than your experienced employees? Chances are your staff contains a wealth of knowledge if only given the opportunity to share it with the others.

Customer Feedback*

On the Right Track with Snow Melt Mats

In August of last year we were contacted by a potential customer from Connecticut who was interested in a snow melting system for his driveway. He wanted two 18" strips down a 70 foot inclined driveway. It was an existing asphalt driveway that would be torn up and replaced with the new driveway paving stones. We designed and sold him a system of 14 mats (www.HeatersPlus.com/mats.htm) and an automatic snow sensing control (www.HeatersPlus.com/lcd-1.htm) and his local contractor installed it. He left for California Sunday morning, February 16th, with the system on automatic. When he heard that a storm dumped 27" of snow in his area, he really didn't expect to see his driveway surface when he returned Friday night. He was wrong! The two strips of driveway above the snow melt mats were clear of snow! He couldn't have been more pleased. (It also gave a "lived in" appearance to the house while they were away.)

He went through his electric bill and figured out exactly what it will cost him to run the snow melt system. His total cost per kilowatt hour is 9.4 cents and that makes the system of 14 mats (drawing 10,500 watts of power) cost 99 cents per hour to run. An average snowfall will cost less than \$10 and quick storms should be \$6 to \$8. He stated, "Try to get a kid to shovel your driveway for that (there aren't any in my neighborhood at ANY price). Or compare it to a private snowplow service. You know what that costs, and they don't start plowing when the first flake of snow hits the driveway, either. And, of course, freezing rain can't be dealt with until its over, and even then sand and salt are the only answers -- with side effects such as sand accumulation and surface damage to deal with later. All in all, these mats represent a great alternative for dealing with all the weather that Connecticut has to offer! But, I still hope spring arrives soon!"



*If you are a customer that would like to send us any feedback about any of our products that you have purchased, please send an e-mail or fax and we will consider your story for future articles in this newsletter.

Industry News

For the first time in many years, Infrared Internationale will not be exhibiting in the NPE 20003 exhibition in Chicago this June 23-27. This National Plastics Exhibition is held every three years and is one of the largest in the world. The inception of our website and e-commerce success convinced us that we were reaching more customers over the Worldwide Web than we could possibly meet at the exhibition. Our latest research shows that our website was visited by 30,865 users in February '03 from all over the world. This is an average per working day of 1,543 customers we made contact with. That would mean a very busy day in a booth at McCormick Place.

We do however, want to invite any of you who are going to the show to take a side trip up the other (better) side of Lake Michigan and visit the Mor Electric and Infrared Internationale facility and meet the members of our staff.

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



Midnight (left) found Sydney (right) on his favorite chair in Val's office and decided to join him. Val is not the biggest cat lover in the office. That's why they like him so much.

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