



May 2003

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## We CAN make it YOUR way.

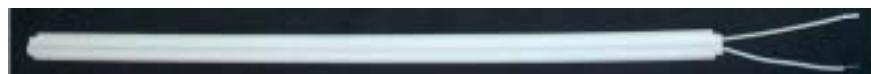
We recently had a call asking if we had any LTE ceramic heaters that were flat instead of curved. Our first answer was, "No, but if you use two HSE emitters close together you can create something similar. What we sometimes forget to mention, because the request is unusual, is that some customers deliberately want a custom designed emitter, or prototype, to make their product not only unique, but one-of-a-kind and difficult to duplicate. If this is the case, we need to remember to inform the customer that if he wants a particular size, shape, color or curve of a ceramic emitter, we are more than willing to develop it for them.

The most important step in the development of a new style emitter is the design and purchase of the mold. A master mold is the rubberized form needed to make the plaster molds into which the ceramic mixture is poured and forms the ultimate desired shape. The mold would have to be purchased by the customer. The average cost of a mold is approximately \$800.00. The customer would then have exclusive ownership of this mold, and it could not be used for any other customers.

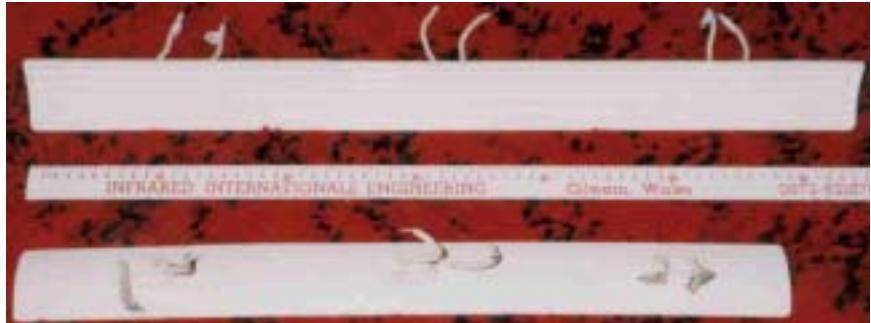
Mor Electric Heating has designed and worked with prototypes in the past, some of which are pictured below. Oftentimes, though the original idea might not work out, other products or ideas emerge from the experimentation. Research and development are keys to new product development, existing product refinement and results in the formation of unique niche markets for the creative entrepreneur.



Mold for a Round Heater



Ceramic Twin Tube Tubular Designed for a Sauna



30" FTE for Infant Isollette

# Making Business Better

Even in today's technology of fax machines and e-mail, the most important and most used piece of office equipment is the telephone. It is the most used entrance into your company and gives an immediate first impression. The question is: is it the impression you want? Have you ever called yourself? Answering the telephone is not as simple as it seems. The caller cannot see you, so your voice and telephone "etiquette" are of great importance.

Pass this simple check list out to your staff or observe them in action. Do they pass the "telephone test"?

## TELEPHONE SKILLS SELF CHECK LIST

DID I.....

answer the phone promptly?

transfer the call to the right person the first time?

use the caller's name?

identify myself?

speak slowly and clearly, so that I was not asked to repeat myself?

give a proper greeting?

apologize if needed?

give them enough time?

use active listening (yes,uh-huh, I see, oh).

leave them on hold too long?

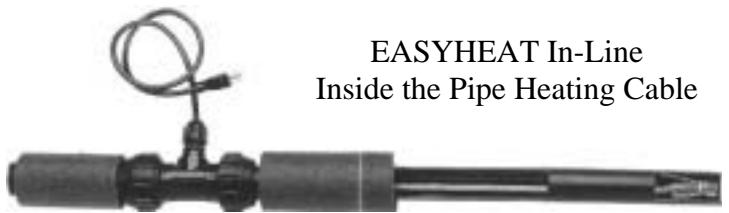
was helpful enough to make them satisfied when they hung up?

make it clear of what to expect?

say thank you?

let them hang up first?

## Hot (New) Product

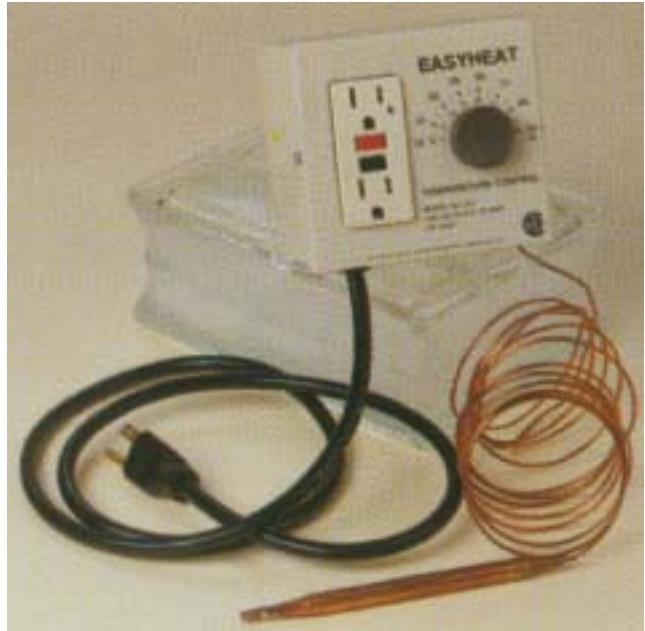


MAINTAINS WATER SUPPLY THROUGHOUT THE WINTER IN YOUR HOME, COTTAGE, OR BARN.

Provides economical, effective in-pipe freeze protection for water supply lines. The cable consists of dual conductor resistance wire with P.V.C. insulation, continuous ground braid, and clear food grade outer P.V.C. jacket.

### FEATURES:

- User friendly plug-in installation and flexible cable.
- GFCI with test/reset and pilot light
- CSA approved for drinking water supply
- 17 lengths from 10 ft. to 270 ft.
- Non-restrictive Tee assembly fitting (no 90° turn)
- Will not burn through pipe if dryout occurs
- 120 Volt operation (5Watts/ft)



A 12 Amp energy saving thermostat c/w Ground Fault Circuit Interrupter (G.F.C.I.) receptacle is also included. Equipped with a 6ft capillary bulb sensor to detect and control temperature changes and a 4ft three-wire cord and plug. Adjustable temperature settings range from 34°-95°F (1°-35°C.).

## Vendor Spotlight



Mor Electric Heating has been a Chromalox distributor since 1970 and it continues to be our biggest product line. Chromalox, has been a leading name in electric heater manufacturing since 1915 when its founder, Edwin L. Wiegand, invented and patented the first metal sheathed electric heater. It has since grown to include a vast and varied product line. Mor Electric stocks many of these products, especially heat tracing and controls.



The entire range of products is displayed in their comprehensive and easy-to-read catalog, "The Big Red Book". This is a great reference book for your business library. If you don't have one, all you need to do is call, fax, or e-mail Mor Electric to receive one, or enter our drawing below and indicate that you would like one.

Mor Electric is proud to distribute what we consider to be the "Cadillac" of electric heating products. Our staff of salesmen and engineers have been well trained and accumulated years of experience in Chromalox's various divisions of products. Call for a quote or just with a question. We may have a Chromalox solution.

- Heating Cable
- Heat Transfer Systems and Boilers
- Cartridge and Tubular Heaters
- Immersion Heaters
- Strip & Ring Heaters
- Radiant Heaters
- Band & Nozzle Heaters
- Circulation Heaters
- Corrosion Resistant Heaters
- Comfort Heaters
- Process Air Heaters
- Flexible Molded Products
- Controls
- Sensors
- Process Controllers
- Power Controllers



### Free Contest Drawing Chromalox Remote Control Race Car

Fill out the form below and fax it to 616-784-7775 to be entered in the drawing to be held on May 30th for one of the remote control race cars from Chromalox's recent advertising campaign. We will ship the cars out June 1st via UPS Ground. U.S.A. entries only please.



Chromalox is a registered trademark of Emerson Electric Co., used by and through its Wiegand Industrial Division.

### Fax Back Form for Drawing

Your Name \_\_\_\_\_

Phone Number \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Please list any names you want removed or added on this mailing list: \_\_\_\_\_

Literature request: Please send me a Chromalox Catalog

I would like engineering assistance. (Phone call from a Sales Engineer)

I would like to be entered in the drawing for the **Chromalox Race Cars**

# Important Notice

While most of our products are sold with wire extensions, our clamp-on reflector designed to hold our ESES ceramic lamp, comes with UL approval and a standard US 120V plug and cord set. **This plug is not designed for use in any countries other than the United States and Canada.** If this reflector is sold to other countries, the plug must be replaced with one designed for that country's voltage and receptacle. For example: anyone in England that buys this reflector and a 100 watt ceramic ESES, must use a standard UK plug. Your customers must be told of this important difference.



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

**Looking for Spring**



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