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## Training Update

Al and Deitz Kracker had the pleasure of visiting one of our distributors in the Netherlands last month. We had a training session with them that educated them as well as us! It was a wonderful opportunity for feedback on the organizational as well as technical aspects of Infrared Internationale. We were surprised that what we took for granted, was new to them. We'd like to use *The Salamander News* to share some of the training session information with you.

On the reverse side, you will find an organizational chart for Infrared Internationale North America, and Infrared Wales complete with position and phone number. Hopefully, this will help you get to the right place quickly.

Below, you'll find a list to test your knowledge of our product description. We were surprised that even we didn't know what some of those letters stood for. Fill it out, fax it to Deitz, and you will be sent one of our new *Salamander* baseball caps. (Use your brochure it helps.)

FTE- _____	ESE- _____
HTE- _____	ESES- _____
FFE- _____	FRK- _____
HFE- _____	CRP- _____
LTE- _____	

### What is the difference between:

SWB/1 and SWB/R/A/1 \_\_\_\_\_

### What is an:

SWB/L? \_\_\_\_\_

SWB/2/S \_\_\_\_\_

Name \_\_\_\_\_

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

Address \_\_\_\_\_

Country \_\_\_\_\_

### Contact either of our sales locations:

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

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

Sales Office:  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

# Company Structure

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

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**Satellite  
Company**

**Master  
Distributor**

### **Infrared Internationale Engineering**

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**Deitz Kracker**

Office Manager  
**Christine Hughes**

Production Manager  
**Dave Huson**

Engineering  
**Mike Channing**

President  
**Deitz Kracker**

Sales Engineers  
**Al Kracker**  
**Mark Jackson**  
**Jay Gardiner**

Controller  
**Bruce Mosier**

Marketing and e-commerce  
**Terry Beasecker**

Production  
**Matt Meyering**

### **Mor Electric Heating Assoc., Inc.**

Comstock Park MI USA  
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President  
**Al Kracker**

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**Mark Jackson**  
**Val Katelnieks**  
**Phil Wardlow**