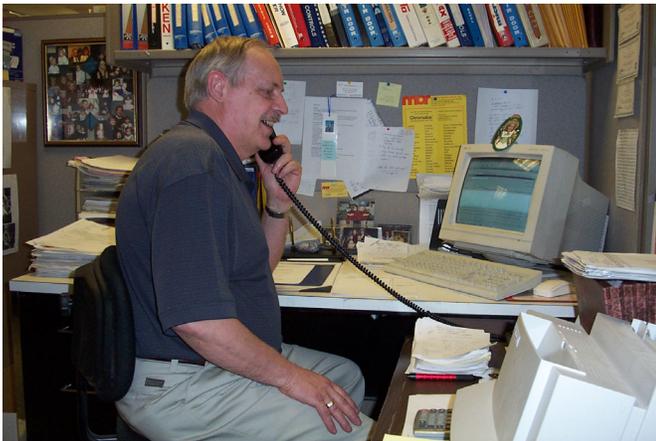


Longevity- A Key Issue

by: Deitz Kracker



Norm VanderStel, a Mor Electric employee of 8 years, spends his days calling customers asking how our products are working for them. Recently, I asked him to specifically call *Salamander* customers. Sales had been slow and I was wondering if it was a reflection of the war, the economic recession or our competition. Though many customers did blame the sluggish economy for their lapse in purchasing, to our surprise a large portion of them stated that the heaters just lasted too long to need any replacements. Another said that the reason they bought ours is that the others (competitor's brand) burned out too quickly. Call after call, the feedback was the same. No replacements needed, the

heaters are running just fine. Is making a good, long lasting product like shooting yourself in the foot?

There are a lot of ceramic elements for sale that are cheaper than ours. Less money invariably means less of a product, and that is usually shown in performance. In this case, life of the heater or longevity. A price conscious purchaser may think that he/she has been a wise buyer by purchasing cheap elements and is unaware that production is being hampered by early burn-outs. So the question here is: are you buying them for less, but having to buy more?

Salamander ceramic elements have a one year warranty against burnout and an estimated life in excess of 10,000 hours. The number of elements we replace each year under warranty is so small it is not measurable. When we do receive elements back that have failed it is of great importance to us to understand why. I'm afraid that the majority of the failures are caused by problems in the workplace.

Element failure can be caused in the following circumstances:

Breakage- If the element is dropped, or something is dropped on it, a break in the ceramic body would probably not affect the performance of the element. But if the breakage affects the wire it could cause the element to short out.

Vibration- Constant movement within a production process can cause the elements to crack. Continued vibration will cause the entire element to eventually collapse. Vibration can also cause wire fatigue on the leads and they will break off or lose their connection.

Excessive temperatures- Running them too high, or too close to the product in some cases will cause the element to overheat and fail. Our maximum surface operating temperature is 1300° F. 700° C.

Continued from Page 2 . . .

Excessive contamination- One of the benefits of using a heater with a ceramic body is that they can be cleaned off. Any collection of debris that falls on the element, either accidentally or over time, can cause it to overheat and burn out. If possible, wiping or dusting the elements off periodically will add to the life span and performance.

If you are a *Salamander* customer, I hope that Norm calls you. This is not just a pitch for additional sales. We are truly interested in how the heaters are working for you. Hearing your concerns, suggestions, and compliments can only help us improve our product and our service.



Vendor Spotlight

Chromalox[®]

PRECISION HEAT AND CONTROL

Chromalox MicroTherm Water Circulating Mold Temperature Controller

Completely self-contained water heating and cooling systems are compact and versatile. Can be used in any application where precision temperature control of a heating and cooling water circulation system is needed.



- Used for injection molding machines.
- Water and Water/Glycol Solutions to 250°F
- 4.5 - 24 kW (15 - 82 Mbh)
- 240 and 480V, 3 Phase, 60 Hz

Free Contest Drawing

We have another

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 July 23rd for one of the remote control race cars from Chromalox's recent advertising campaign. We will ship the car out with the August Newsletter 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 Car**



Cool (New) Products



Qmark Bathroom Ventilating Fan. Model 680FRD has a built-In Fire Radiation Damper which offers the best protection against flame penetration and radiant heat. Intended for use in bathrooms, but can be used in other areas where ventilation is required. Model 680FRD meets the building code requirements for both commercial and multi-family construction when a fire rating of up to 3 hours is required.

- Completely factory-assembled to insure consistent quality and safety.
- Rugged, 22-gage rust resistant plated steel housing.
- 4" steel duct adapter with integral back draft damper.
- Plug-in totally enclosed permanently lubricated motor.
- Spring-mounted white painted low profile steel grille.
- Installation between ceiling joists or drop ceilings.
- Performance: 80 CFM @ 2.5 sones.



UL/cUL listed "Ceiling Fire-Stop Damper"



Qmark Snugger Decorative Ceiling Fan for Low Ceiling Areas

- Three 42" Models.
- Three 52" Models.
- Flush Mount Design With Reversible Blades.
- 5400 High CFM.
- Operates at 0.60 Amps.
- 3-Speeds (190/165/70 RPMs).



Qmark Gulf Stream Decorative Ceiling Fan

- A 30" Size With Six Reversible Blades For Smaller Rooms.
- Five 42" Five-Blade Models In Popular Finishes.
- Eight 52" Five-Blade Models In a Broad Range of Finishes.
- Streamlined Nouveau Finishes Capture Contemporary Fashion Flair.



Qmark Gillespie Decorative Ceiling Fan

- Standard 52" Size.
- 5 Blade Installation; Reversible On Many Models.
- Operates at 0.9 Amps.
- 3-Speed (181/110/40 RPMs).
- Contemporary Finishes Appeal to a Wide Variety of Decors.
- Assembled in U.S.A.
- 8120 High CFM.

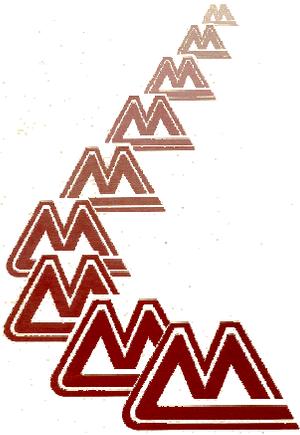
Other Accessories:

- A Large Assortment of Lamp Selections.
- An Assortment of Light Fixtures.
- Sloped Ceiling Adapter.
- Close Mounting Kit.
- Hang Safe™ Selection.
- Standard and Universal Remotes.



Wall Mounted Speed Controls
3-speed fan and light control with white face plate controls one to five fans and lights.

And the Winner Is . . .



Ross Whiting,
Heat Specialist Salesman
Medler Electric Company.
Caro, MI branch,

was the winner of last months
Payne Engineering baseball
drawing and has been one of
our best customers for over 10
years, buying a wide variety
of products from us.

They have fourteen locations
throughout Michigan and have been serving the
electrical industry for over 80 years. Ross has been
with the company for 17 years, beginning when it was
Diamond Electric. Diamond was purchased by Medler
Electric six years ago.

His interest in baseball? He likes it as long as he can
watch and not play. This baseball will never see action,
but be kept as a memento. He likes reading trivia,
entering contests and, obviously, reading business
newsletters.

Congratulations Ross!

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

Realizing that their basket is not big enough for the
two of them at the same time.

Infrared Internationale of North America, Ltd.

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