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## Customer Spotlight:

### Magnetic North Monitoring Station in Canada Strange, But True.

We were recently contacted by an electrical distributor and their customer in Nova Scotia, Canada, with an application for a monitoring station in Nova Scotia which will help study the properties of the geophysical Earthly state of "Magnetic North." The position of the North Pole varies by hundreds of miles every year while the center of rotation stays relatively the same. The Earth has wide fluctuations in energy properties because of the chaotic nature of the Universe. The magnetic field of the Earth has actually flipped North and South directions over 170 times throughout history, according to analysis of a pattern of stripes on the expanding Ocean floor. Some scientists believe we are overdue for a reversal.

The customer wanted us to manufacture an ESE element with a coiled element that had no magnetic characteristics. Although there are wires that are non-magnetic, none are suitable for making an ESE element. The customer decided to calibrate for the amount of magnetic waves emitted from the ESE. They ended up purchasing 11 of our ESE 250Watt 240Volt Edison Screw Base Elements and 7 porcelain holders (ESE-H). We are able to manufacture any of our **Salamander** elements with a variety of coil metals. Kanthal is standard, but Nichrome and other metals can be used.

If you encounter an application that could require any type of modifications to any of our elements, be sure to contact us because we make extremely custom elements frequently. Unfortunately the customers intentions were not possible, but once again **Salamander** elements were able to be used in an unusual application. It is very important to understand and monitor the position of magnetic north because it can bring understanding to "all unified forces." It was very inexpensive because the most important part is ESE's with no extra charge for engineering assistance from Infrared Internationale.

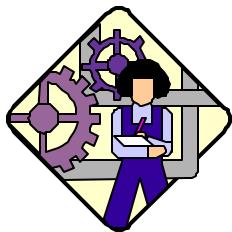


## How to keep a Customer

If you are having difficulty competing with other brands of ceramic elements, or your existing customer is talking about switching suppliers due to price differences, a customer-saving alternative could be to offer them a **stocking agreement**. Our factory stocking agreement was detailed in our April newsletter and has caught on quickly with several agreements already in place.

Product delivery is not only an important issue, but an important issue of value. Often times, immediate shipment of a product is worth more to a customer than a monetary price break. A stocking agreement offers assurances of product availability and helps create and strengthen a bond with the customer.

If you missed the April article, copies are still available from the US office. Complete details can also be found on our web site at [www.InfraredHeaters.com/Stocking.htm](http://www.InfraredHeaters.com/Stocking.htm). Either office may be contacted for assistance.



## Application Focus: Preheating Aluminum and Steel

The preheating of metals is often necessary for improving processes of painting, bonding, forming, and the stamping of metal. The low emissivity of metal can make preheating difficult. The process can be more effectively done if the metal is coated or painted before being heated.

If the metal is coated, ceramic heaters can be very effective as an infrared heat source for conveyorized systems. Using ceramic emitters in oven applications enhances the heating by adding infrared heat to the convection process.

Industries that may require the preheating of metals are, furniture manufacturing, aerospace, building products, or automotive. Plastics has replaced metal in so many applications, that identifying end products containing metal may be the best way to pursue potential metal preheating markets.



## New ESE Web Page with Electronic Commerce Coming Soon

We are in the process of adding online ordering to our ESE web page, which was improved several months ago. The page can be found at [www.InfraredHeaters.com/ESE.htm](http://www.InfraredHeaters.com/ESE.htm), and contains information about pet warming which provides animals with the warmth they require, whether it be for comfort, incubating or therapeutic needs. The ESE fits into an ordinary light bulb socket (of sufficient wattage rating) and was originally designed specifically for use with pets such as lizards, iguanas, geckos and other reptiles, birds, domestic pets, exotic and tropical animals, and arboreal snakes. The gentle, uniform, heat pattern of the ESE offers a vast improvement over heat rocks or mats, ruby red heat lamps or regular light bulbs. The element is already widely used for larger domestic pets and farm animals for comfort, breeding, incubation and heat therapy.

Use of the ESE is not limited to animals. Food warming and spot drying are additional markets, but they can be adapted or customized for an unlimited number of applications as mentioned in the article on the reverse side of this newsletter.

Edison base ceramic emitters can be sold to children for use with their pets, zoos, veterinary clinics, animal boarding or breeding houses, farms and restaurants. Our page will securely accept credit card orders and will offer the ESE and reflector.

E-commerce can be used by both individual internet shoppers or distributors buying for resale. It can provide fast and easy access to purchase, unrestricted by operating hours or time zones.

A new and more complete stock of ESE's will also be available at both sales locations. Our goal is to provide immediate shipment. This stock list will be included in our web site as soon as possible and updated on a regular basis.

### Contact either of our sales locations:

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

Sales Office: Mor Electric Heating Assoc., Inc.  
5880 Alpine Ave. NW, Comstock Park, MI, 49321, USA  
Tel: 616-784-1121, Tel: 800-442-2581  
Fax: 616-784-7775, E-mail: [infrared@infraredheaters.com](mailto:infrared@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  
E-mail: [irintleng@aol.com](mailto:irintleng@aol.com)