



## 10 Ways to Become (and Stay) a 10

I am going to admittedly steal the idea for this article from Process Heating magazine. I am a large fan of the magazine and admirer of editor, Linda Becker, so I hope she will forgive my small form of plagiarism. Their August issue is called their "Ten Tips Issue" and after reading it, I decided to adapt our own form of "10" specifically towards *Salamander* ceramic heaters. Thanks, Linda.

Supposedly, if you are considered a "10" then you are the best at whatever you are being measured for. I've never been sure who does the measuring but for the sake of brevity, we can assume that it must mean that you are better than those 9 and below and that some effort had to have been taken to reach that number. It also can't hurt your ego to know that you are a head, or number, above the others when it comes to a particular field. So, let me lead you through the Ten Steps of becoming a Ten in your expertise of *Salamander* heaters.

### 10 Differences Between Ours and the Other Guys

1. Our lead wires are constructed of 14 strands of 29-gage wire, the heaviest in the industry.
2. Are the lead wires twisted or welded to the internal coil. *Salamander* only uses a solid weld to avoid disconnection
3. *Salamander* is one of the few manufacturers to use steatite tubes to strengthen the lead wire leading from the tower and add extra dielectric strength to the tower area.
4. We use high quality steatite beads with a deep ball and socket interlock so that when the leads make a sharp bend you don't see the lead wire.
5. Our lead wire is made of 80-20 alloy for maximum flexibility with minimum wire fatigue.
6. We have the only replaceable thermocouple in the industry. They come in both J and K.
7. We offer 3 thermocouple options, replaceable, "FRK", Fast Response Type K cast in, and the traditional potted in Type J or Type K.
8. We offer the option of the standard one-piece quick clip or traditional two piece clip.
9. Did you know that we offer custom engineering of products and assemblies?
10. We're nicer.

## 10 Steps for the Selection of Ceramic Heaters

1. Find out the wattage needed.
2. Find out the voltage needed.
3. Will the application need any thermocouple options?
4. How much lead wire is required? Our standard now is six inches.
5. Select your termination options.
6. Decide now if you would like thermowells for use now or possibly later for use with our replaceable thermocouple.
7. Would you like white or yellow glaze?
8. Which heater style will you need? FTE, HTE, LTE, etc;
9. Our logo or private labeling?
10. How about bulk packaging? We are the only manufacturer to offer this timesaving option.

## 10 of the Best Selling Points of Ceramic Heaters

1. Know that ceramic heaters are 96% infrared energy efficient, leading all other types of infrared emitters.
2. They have an incredibly long life and come with a 1-year warranty, so they make a very good cost effective investment.
3. They are the best heaters on the market for zone control. Their small size facilitates complex zoning patterns.
4. Watt density can be easily controlled to produce the most gentle heat on the market.
5. They are very durable, splash resistant, corrosion resistant, and a clean source of heat.
6. They are easy to get. A large stock is immediately available, even for large orders.
7. *Salamander* ceramic elements are UL, cUL and CE listed.
8. We are the only manufacturer to have two locations to serve you, one in the U.S. and one in the U.K.
9. No other type of process heater has a built in temperature indicator such as our red *Salamander* logo or our optional color changing glaze.
10. Ceramic infrared heats objects not the air, so they do not waste energy trying to heat the air in an open conveyor type oven, as would convection style heating elements. Also, in an enclosed heating application you would have the benefits of both radiant and convection to heat your product faster.

**Congratulations** . If you read this entire newsletter (and have an average retention level)

**You are a Perfect "10"**

**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  
[irintleng@aol.com](mailto:irintleng@aol.com)