

## Manufacturer Profile...



Lithonia Lighting is North America's largest manufacturer

**LITHONIA LIGHTING**

of lighting equipment for commercial, industrial, outdoor, and residential

applications. Headquartered in

Conyers, GA; Lithonia operates fifteen

manufacturing facilities, seven distribution centers, and a vast network of regional warehouses. The company employs more than 8,000 people.

### Emergency Lighting Specialists

Long renowned as a world leader in emergency lighting systems, Lithonia

recently introduced

Indura™, a

revolutionary family

of industrial emergency lighting units. The

Indura™ line was created after many months

of listening to customers, designing, testing,

and refining. The end result... a system

that's durable, reliable, and energy efficient.

### Winkle... a Local Stocking Distributor

As one of the area's highest volume

distributors of Lithonia products, Winkle

Electric maintains an impressive inventory

of the manufacturer's vast product line...

and offers the advice of specialists trained to

recommend the best

possible solution to

your organization's

lighting needs. For more information about

Indura™ or any other Lithonia products,

contact your Winkle sales rep or call Mike

Sell, our Lithonia sales representative.



## Get Switched On...

to the

### Winkle Advantage Rewards Program

At Winkle Electric, there's nothing we value more than a loyal customer. That's why we recently introduced *Winkle Advantage*, a loyalty program that rewards

customers for allowing us to earn their repeat business. As a *Winkle Advantage* member, you earn *Advantage Miles* with every purchase.

These *Advantage Miles* can then be redeemed for any of literally hundreds of award choices...

a tropical vacation, a state-of-the-art computer, new golf clubs, and much more. Rewards may

be earned (and redeemed) by individuals, groups of

employees, or organizations. Miles may also be donated to

a variety of charitable organizations.

### Enrollment, Earning & Redemption

Enrolling in *Winkle Advantage* is easy! All you have to do is contact your Winkle sales representative.

Once you've enrolled, you'll begin earning:

- one *Winkle Advantage* Mile for every \$4 of non-project, paid purchases
- one *Winkle Advantage* Mile for every \$10 of paid project/direct business done with Winkle Electric.

Upon registration, you'll receive 500 bonus Miles and will begin receiving regular statements detailing purchase

activities and account balances.

When it's time to

redeem your

Miles, just go to

[www.laser-biz.com](http://www.laser-biz.com),

log in, and choose



your reward. A catalog with complete descriptions of all the available award selections will be provided at the time of enrollment.

If you're already a Winkle Electric customer, contact your

sales representative today to enroll. If not, *Winkle*

*Advantage* is a great reason to give us a try!



Winkle Electric, Inc.  
1900 Hubbard Road  
Youngstown Ohio 44501



## The Need for Speed! Winkle Electric Sponsors 2001 Charlotte NASCAR Client Trip... Plans Another for 2002

On October 10-13 a group of sixteen race-ready Winkle Electric customers, vendors, and associates attended



the 2001 Busch Grand National 300 and the NASCAR UAW/GM 500 at the Lowe's Motor Speedway in Charlotte, North Carolina.

Those who made the "all expenses paid" trip, qualified by meeting

mutually agreed upon sales objectives... and, upon their return, said it was one of the best such adventures Winkle has ever sponsored.

If you missed the 2001 trip, don't despair. For 2002, we're doing it again. But this

year, Winkle is doubling the number of trip participants... and a number of seats

are still available. Qualifying customers will enjoy:

- roundtrip transportation on a private motorcoach (with "on board" food and beverage included)
- a welcome dinner/party Friday night at Jillians, and Fourth Turn Terrace Box Seats for both races (which

includes covered, outdoor chairback seats with kneebars, closed circuit TV's, Pre Race Pit access, and all day, unlimited open buffet services)

- three nights (in a private room) at the Holiday Inn Express
- ground transportation, and a tour of Childress Racing Headquarters.

To see about qualifying for this exciting, fall 2002 adventure, please contact your Winkle Electric sales representative.



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WINKLE ELECTRIC COMPANY INC.

January/February 2002  
**Current**  
EVENTS

### In this issue...

- Employee Spotlight: *Meet Rod Waller*
- Manufacturer Profile: *Lithonia Lighting*
- Featured Products: *What's New from Siemens, Hoffman & Allen-Bradley*
- Rockwell's February Automation Events in Cleveland/Pittsburgh
- Tech Corner: *Energy Conservation*

**Winkle Customer Service**  
**STAR**  
**Meet Rod Waller**

In this issue, our *Winkle Customer Service Star* is Rod Waller, who has been a member of the Winkle Electric team since July of 1989. Rod now serves as Winkle's Quotations Manager, and is responsible for preparing all project cost estimations. Before joining Winkle Electric, Rod had several years of experience in the local electrical parts and supplies industry.

When asked what he likes most about working here, Rod says, "the people are great to work with... and every day is different. Over the last few years, we've built our base of contractor customers considerably...it's been fun being part of penetrating this vital market," he adds.



Rod Waller

When he's not "sharpening his pencil" to give Winkle customers the best possible deals, Rod and his wife Mary Ann enjoy bowling and attending car shows.

**Local Delivery... IT'S FREE!**

In what we'll all admit is a "soft" economy, some of our competitors are cutting costs by trimming delivery expenses... but **NOT** at Winkle Electric.

We still own and operate a fleet of four trucks... and have four full-time drivers.

At Winkle, service comes first... and it always will.

**FEATURED PRODUCTS...**

In this and every issue of *Current Events*, we feature certain products because they... (1) offer a distinct benefit we believe to be highly relevant to the markets served by Winkle Electric, or (2) feature new or improved technology that's likely to assist our customers in their quest to become more productive, efficient, and profitable.

Here are three such products that certainly meet the above criteria.

**Siemens Type VBII Safety Switch**

In their quest to create the toughest, most reliable, most hassle-free enclosed safety switch in the business, Siemens asked contractors and industrial professionals what they wanted in such a product.



The result is the *Siemens Type VBII Safety Switch*.

**Double-Break Switching Action**

This line is right for any commercial, industrial, or special use application. Like the time-proven Vacu-Break design, the Siemens VBII Double-Break switching action breaks the arc in two places. This reduces heat generation and increases switching speed by doubling the breaking distance, which enhances performance and longevity.

**The Ultimate Blade Design**

The new line incorporates the most visible blade design available. Unlike conventional knife blade switches, these blades are self-aligned to ensure positive contact. Also, the "electrical hinge" has been eliminated, so there's no wear and friction point.

**Hoffman Commercial Products**

Winkle Electric is proud to be an authorized distributor of Hoffman Commercial Products... one of the industry's leading manufacturers of top-quality junction boxes, wireway and troughs, weatherproof outdoor enclosures, and basic panel enclosures.

Together, Hoffman and Winkle strive to provide demanding contractors with the right products, at the right time, at the right place, and at the right price.

For a full catalog and current pricing, please call your Winkle Electric sales representative.



**Allen-Bradley Safety Light Curtains**

Whether their primary purpose is area access control, point-of-operation, or perimeter guarding... Allen-Bradley Guardmaster® Safety Light Curtains protect your personnel and increase productivity.



Area Access Control (AAC)

These photoelectric safeguards offer specialized features designed for use in a variety of applications, including robotic welding, machining centers, stamping, hydraulic presses, filter presses, and packaging equipment.

**Preventing Injuries**

Safety Light Curtains are most simply described as photoelectric presence sensors specifically designed to protect plant personnel from injuries related to hazardous machine motion.



Point of Operation Control (POC)

**Enhancing Productivity**

Also known as AOPD's (Active Opto-electronic Protective Devices), Light Curtains offer optimal safety, yet they allow for greater productivity and are the more ergonomically sound solution (compared to mechanical guards).

**Local Availability**

Winkle Electric maintains a vast inventory of Allen-Bradley safety light system products. For additional information, please call our in-house safety specialist, Darren Ahlstrom, at 330-744-5303.



Perimeter Access Control (PAC)



**Complete Automation on the Move**

Rockwell Automation is "on the road" again. In February, the company will present *Complete Automation on the Move...* an outstanding collection of exhibits, hands-on labs, and technical sessions. If automation matters to your organization, this is one event you won't want to miss. The two nearest events are listed below.

**Cleveland**

- *WHERE?* Rockwell's offices in Mayfield Heights
- *WHEN?* February 6th & 7th, 8am-4:30pm
- *FOR DETAILS* - call Cindy at 440-746-4792 or visit [RockwellAutomation.com/cleveland](http://RockwellAutomation.com/cleveland)

**Pittsburgh**

- *WHERE?* The Radisson Greentree Hotel
- *WHEN?* February 13th & 14th, 8am-4:30pm
- *FOR DETAILS* - call Barb at 724-873-7787 or visit [RockwellAutomation.com/pittsburgh](http://RockwellAutomation.com/pittsburgh)

**Winkle Group Attends Automation Fair in Atlanta**

For the sixth straight year, Winkle Electric has arranged travel packages to assist key customers in attending major automation fairs. Most recently, a group of Mahoning Valley clients, accompanied by Winkle associates, attended Allen-Bradley's *Automation Fair 2001* in Atlanta.

They flew in for the November 15<sup>th</sup> Fair to participate in their choices of forty-nine technical sessions and hands-on labs. The Winkle group participated in sessions and labs having to do with automation-related topics such as processes, tips & tools, simulation, standards, communication, applications, drives & motors, management, and information integration.

Members of the group also visited more than 120 exhibits... and returned home more knowledgeable about specifications, installation, programming,

start-ups, and support for their existing (or future) products and business solutions.

The Allen-Bradley *Automation Fair* is renowned for "bridging the gap" between new technologies and their actual applications in a



typical plant. The fair tends to focus more on solutions (rather than products) and addresses the challenges of price pressure, increased globalization, greater competition, and erosion of margins.

Next year's Allen-Bradley *Automation Fair* will be held November 20<sup>th</sup> - 21<sup>st</sup> in Anaheim, California.

If your organization might benefit from exposure to the very latest in automation technology, please contact Winkle Electric for additional information.

**TECH CORNER**

*The Tech Corner*, a regular feature in *Current Events*, offers "common sense" advice that we hope is useful to virtually any type of business. This month, we suggest the following:  
**Energy Conservation Tips for Businesses**

**Heating, Ventilation & Air Conditioning** - Participate in N.S.P.'s *Saver's Switch for Business* program by installing a switch for HVAC systems of 10 tons or less to save energy during peak demand hours.

**Lighting** - Install occupancy sensors that will turn your lights on and off automatically. Also, split the lighting load on two switches to reduce light levels before and after "public" hours.

**Electric Motors** - Install adjustable speed drives on motors that operate at variable loading. Adjustable speed drives often save more energy than high efficiency motors by running the motors at their proper loading level.