

IN THIS ISSUE

EVENTS

Safety Seminar: Arc Flash,
Risk & Hazard Assessments

Rockwell Automation *on the move*

Need for Speed 2009

PRODUCTS

Hoffman SysPend Vertical
Motion Arms

Ferraz Shawmut Fuse Control™

Rockwell Automation FanMaster™
Energy Saving Package

ECO-FEATURE

Veolia Environmental Services:
Lamp and Ballast Recycling

TECHNICAL SPECIALISTS LOOK AT TOTAL COST OF OWNERSHIP

In a sluggish economy, it can be tempting to adopt a single-minded quest for the lowest possible prices on the products that keep your business going. But sacrificing service, knowledge and big-picture solutions in pursuit of the “lowest costs” can end up hurting your business. The best managers are the ones that realize a balance exists—a happy medium where affordability meets service and solutions replace quick-fixes—by focusing on *value*, not just on the lowest dollar amount.

Consider this scenario: you’ve found a vendor that can provide Widget A at a slightly lower cost than your current vendor, the vendor with whom you’ve established a relationship over the past few years. Given the current tough times, and wanting to squeeze the most out of every dollar, you switch to the new vendor.

I know what you’re thinking—what’s the downside to saving money on widgets while padding the bottom line? Something’s got to give, and vendors who focus single-mindedly on price will likely result in them making up for their bargain-basement prices through lower quality or non-existent customer service. Is this really a solution?

The logo for Winkle Electric Company Inc. features the word "Winkle" in a stylized, red, cursive font. The letters are interconnected, with the 'i' and 'l' having loops that cross over each other. The logo is set against a background of a white grid of lines that recedes into the distance, creating a sense of depth and perspective.

WINKLE ELECTRIC COMPANY INC.



(continued)

Vendors must offer products at a competitive price in order to be considered, that's a given. But a truly great vendor goes beyond simply offering affordable products; they look at total cost of ownership and work with their partners to devise lean control solutions.

At Winkle Electric, we are constantly searching for ways to reduce customers' costs by improving processes while providing the products they need at a cost that makes sense. This approach, combined with the power of four specialized divisions, allows Winkle to streamline customers' operations and ultimately save them more money than cheap products ever will.

If you're on a never-ending search for the lowest prices, instead of lasting solutions, it's probably time to call Winkle Electric. Our specialists will help you save money now *and* in the future.



ECO-FRIENDLY PRODUCT PICK OF THE MONTH

Veolia Environmental Services: LAMP AND BALLAST RECYCLING



Winkle realizes the importance of protecting the environment and has teamed with Veolia Environmental Services in an effort to help reduce our industry's carbon footprint.

While lighting systems have become more energy efficient and earth-friendly, hazardous materials used in their composition still pose an environmental threat if not disposed of properly. Veolia, one of the largest commercial recyclers of lamps and ballasts in the world, has identified several ways in which these potentially dangerous products can be disposed of safely, while reducing their impact on the environment.

The recycling solutions offered by Veolia are cost-effective, compliant with federal regulations that require lighting waste to be monitored and can be tailored to suit your needs. The company recycles a variety of lamps and ballasts, including straight fluorescent lamps, high intensity discharge lamps, neon lamps, shatterproof and other specialty lamps. Veolia's recycling programs include packaging, transportation, tracking documents, waste processing and written documentation that details what materials were recycled in accordance with environmental regulations.

For additional information about lamp and ballast recycling options, contact your sales representative.

UPCOMING EVENTS YOU DO NOT WANT TO MISS

Safety Seminar: Arc Flash, Risk & Hazard Assessments

Along with a keynote address from Michael Duta, a PE Machine Safety Consultant with over 22 years of engineering experience, attendees will learn about requirements for Arc Flash analysis, the building blocks of a successful machine safety program, OSHA requirements and insights to compliance, basic risk assessment methodology and general application knowledge relating to safeguarding devices.

July 16, 2009

Winkle Electric Training Center
1900 Hubbard Road
Youngstown, OH

Rockwell Automation on the Move

Rockwell Automation is pleased to announce that Rockwell Automation *on the Move* is coming to Pittsburgh. Learn about the latest trends in manufacturing, recent developments in control technology, and the hottest items in the Rockwell Automation suite of products and services that can help you meet your business needs. Winkle will have buses going to this event, register today!

July 22-23, 2009

Regional Learning Alliance
850 Cranberry Woods Drive
Cranberry Township, PA

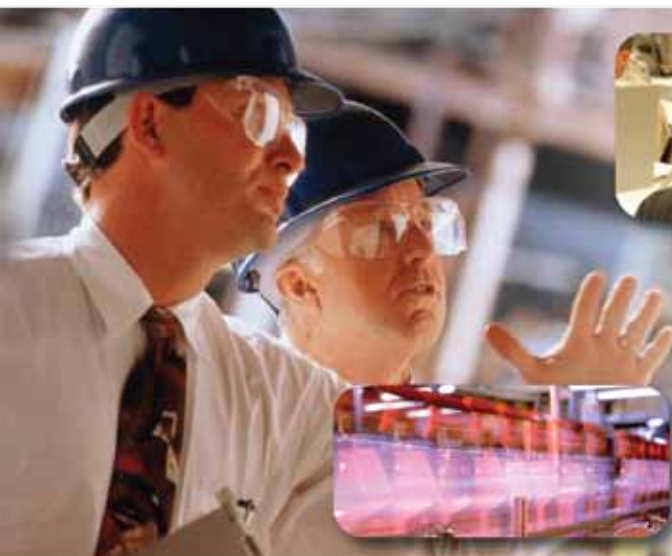


Need for Speed 2009

Get plugged into NASCAR with Winkle Electric! Join us in Charlotte, North Carolina for the *2009 Dollar General 300* and the *Bank of America 500*. This trip is limited to the first 30 Race Ready VIP Customers. Qualifying customers will receive:

- Round trip transportation on private motor coach, including food and beverage, departing Thursday, October 15 and returning Sunday, October 18
- 3 nights in a private room at the Holiday Inn Express, Concord, NC
- All ground transportation at the event
- Welcome party Thursday night at Concord Hooters
- Optional round of golf Friday and Saturday mornings at Rocky River Golf Club
- Optional Lake Norman fishing expedition on Saturday morning
- Pool party Saturday morning
- Fourth turn terrace box seats for both races
- Closed-circuit televisions
- Pre-race pit access
- Open buffet dinner

REGISTER BY CONTACTING JOY RUSSELL
(YOUNGSTOWN LOCATION) AT 330-744-5303
OR LOIS FETTERMAN (ERIE LOCATION) AT
814-838-1900.



WINKLE ELECTRIC
BRINGS YOU THE
LATEST INDUSTRY
EVENTS, NEWS AND
INNOVATIONS.

NEW PRODUCTS IN THIS ISSUE



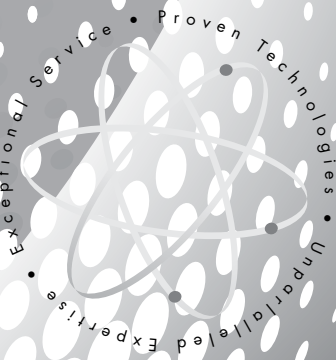
HOFFMAN
SysPend Vertical Motion Arms



FERRAZ SHAWMUT
Fuse Control™



ROCKWELL AUTOMATION
FanMaster™ Energy Saving
Package



HERE ARE THE LATEST OFFERINGS FROM WINKLE—FROM FERRAZ SHAWMUT'S FUSE CONTROL PROGRAM TO FIELD-CALIBRATED SUPPORT SOLUTIONS FOR ERGONOMIC OPERATION OF HMI AND OI DEVICES

HOFFMAN **SysPend Vertical Motion Arms**

Vertical Motion Arms by Hoffman enhance the efficiency and ergonomics of a work cell or machine. Unique features facilitate easy adjustment of an operator interface or monitor to the access preferences of each operator to reduce user fatigue and increase productivity. Unlike conventional arms whose lifting counterbalances are pre-set by the manufacturer, SysPend Vertical Motion Arms let you easily field-adjust the lifting force as needed to accommodate user configurations and equipment changes.

Other SysPend Vertical Motion Arm features include:

- Weight capacity up to 125 lbs.
- Integrated cable pathways or cable managers protecting cords
- Wall, machine and post top-mounting options
- 12 inches of vertical travel adjustment, 340 degree monitor swivel, 15° forward/45° back tilt, position locking and fold-up keyboard/mouse tray

To learn more, contact your Winkle representative.

FERRAZ SHAWMUT **Fuse Control™**

Get Control of Your Plant's Assets with Fuse Control

You feel the pressure every day. Pressure to get control of electrical safety hazards and reduce risk to workers. Pressure to comply with more complicated electrical safety regulations. Pressure to streamline inventory and reduce costs. Before the pressure gets the best of you, get control with Ferraz Shawmut's Fuse Control program.

The Fuse Control program is a powerful combination of circuit protection products and services designed to help you pinpoint obsolete fuses, duplicate inventory and potential hazards in your circuit protection. It will give you the edge you need to mitigate arc flash hazards, achieve code compliance and reduce inventory by 25% or more—all while offering the highest grade of overcurrent protection available.

A global leader with more than a century of experience, Ferraz Shawmut is the most trusted brand in the electrical protection industry. Let us put our experience to work for you. Contact us today to learn more about Fuse Control and receive a FREE fuse audit and analysis report.

ROCKWELL AUTOMATION **FanMaster™ Energy Saving Package**

Providing you with an easy upgrade to your heating, ventilation and air conditioning equipment, the Allen-Bradley FanMaster Energy Saving Package converts a constant volume air handler to variable air flow without changes to your existing mechanical and controls systems.

This exciting new offering allows you to convert a constant-volume HVAC air handler to variable air flow, distributes heating and cooling BTUs in the same proportion as the original system design and calculates potential savings for your specific application. All of these features contribute to both your plant's efficiency and your bottom line. Contact Winkle today to find out how the FanMaster Energy Saving Package can work for you.

VISIT WWW.WINKLE.COM FOR ADDITIONAL PRODUCT INFORMATION OR CONTACT YOUR WINKLE SALES REPRESENTATIVE.