


## A Bit of History...

A century ago, the entrepreneurial spirit of Stanton Allen, the inventive mind of Lynde Bradley, and the mechanical genius of Harry Bradley all came together. The result? An organization that has since set the industry's standards for machine control and manufacturing quality.  That organization is now known as Allen-Bradley/Rockwell Automation.

# Congratulations

## Allen-Bradley/Rockwell Automation Celebrates 100<sup>th</sup> Anniversary!

Among resellers of electric-related equipment and supplies, becoming an authorized distributor of Allen-Bradley/Rockwell Automation products is a significant accomplishment. To ensure adherence to stringent quality standards, the company awards only one exclusive distributorship in any geographic area. Winkle Electric is proud to have earned this privilege in two market areas, Erie (in 2002) and Youngstown (in 1952). Please join us in wishing our "partner" a happy anniversary!

# Winkle

Winkle Electric Company, Inc.  
1900 Hubbard Road  
Youngstown, Ohio 44503-6014

PRESORTED STANDARD  
U.S. POSTAGE  
**PAID**  
YOUNGSTOWN OH  
PERMIT #740

# Winkle

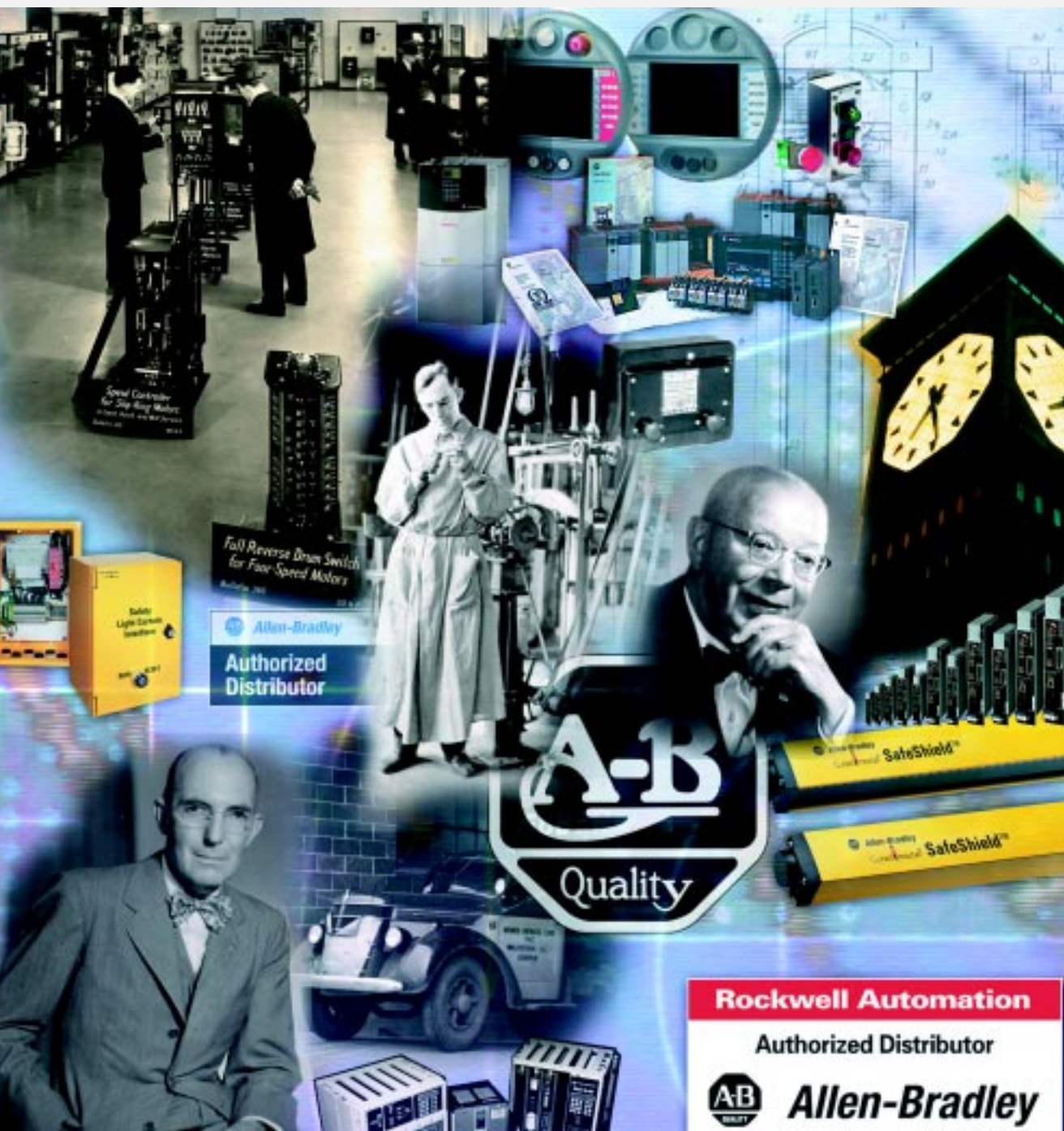
WINKLE ELECTRIC COMPANY INC.

March/April 2003

# Current Events

In this issue...

- Featured Products from...  
*Siemens & Grace Engineered Products*
- Complete the crossword inside to win a *Rockwell Racing Shirt!!*
- Manufacturer Profile:  
*Edwards Signaling*
- Customer Service Star... *Mark Dickey*
- TECH Corner... Considering Metal Halide Pulse Start Technology



# Winkle

## Arc Flash Hazards Seminars Scheduled

Expert to address **significant** code regulation changes

Recent changes in the 2002 National Electric Code and the NFPA 70E (used by OSHA for safety rule enforcement) are being considered the most controversial and expensive safety code changes in the history of code regulation. The technical and legal challenges created by these changes could literally "make or break" your career... or your company!

As part of our ongoing quest to help customers comply with ever-changing safety codes, Winkle Electric has invited Jack Bené, P.E., President of Electro-Specialties, to conduct seminars at both our Youngstown and Erie locations. Dates, times, and other registration information appear below.

**Erie** - April 22, 2003  
8am - 12noon • \$100.00 per attendee  
to register, call Jillian at (814) 838-1900

**Youngstown** - April 23, 2003  
8am - 12noon • \$100.00 per attendee  
to register, call Amy at (330) 747-0043

• prospective attendees may also register on-line at [www.winkle.com](http://www.winkle.com) •

Reservations will be accepted on a first-come, first served basis. So reserve early to make sure you have the knowledge necessary to help your organization avoid costly violations.

### contact us!

A summary of addresses, phone numbers, and fax numbers for our existing locations:

**Erie** • 4727 Pittsburgh Avenue • Erie, Pennsylvania 16509  
Phone: (814) 838-1900 • Fax: (814) 838-1975  
**Meadville** • Phone: (814) 724-5177 • Fax: (814) 724-5186

**Seneca** • PO Box 505 • 224 S. Main Street, Suite 216  
Seneca, Pennsylvania 16346  
Phone: (814) 678-5303 • Fax: (814) 678-5304  
**Youngstown** • PO Box 6014 • 1900 Hubbard Road  
Youngstown, Ohio 44503-6014  
Phone: (330) 744-5303 • Fax: (330) 744-1635

Rockwell Automation

Authorized Distributor



Allen-Bradley



**Manufacturer Profile...  
EDWARDS®  
SIGNALING**

Winkle Electric is proud to be an authorized distributor for Edwards® Signaling, manufacturers of an impressive variety of top-quality signaling devices.

Edwards® products offer solutions in a wide variety of environments... including industrial, OEM, and commercial. Their product mix features visual, audible, and combination signaling devices.

For more than 130 years, Edwards® has been an industry leader... making the latest technology easily understood with advice, documentation, and training showing their vast line of signals at work.

From the bells that begin (and end) each session of the New York Stock Exchange, to the complex signaling systems in petrochemical plants, Edwards® products continue to provide signaling solutions to businesses of all types and sizes.

Among the types of products made by Edwards® (and sold by Winkle) are:

- heat, smoke, and fire alarm systems
- beacons, lights, and strobes
- bells and buzzers
- horns and sirens
- hospital signaling devices

For information about these and many other Edwards® products, please contact your Winkle Electric sales representative.

**NEW PRODUCTS** - Below are brief announcements about new products available from Winkle Electric.

Our web site ([www.winkle.com](http://www.winkle.com)) contains more details about these and other new products.

Just follow the links labeled *New Products*, *Products by Category*, and/or *Solutions by Manufacturer*.

**Siemens Type VBII Heavy-Duty Switches with Viewing Window**

Siemens, the industry's leading manufacturer of switches, features the type VBII line of heavy-duty switches with viewing window for additional safety, productivity, and convenience. Below is a summary of the line's features and specifications.

- available in Type 12 & 4X stainless steel enclosures
- 30-200A switches allowing viewing of both blade position fuse types
- rugged "installer-friendly" enclosure - featuring a gasket flange with continuously welded seams
- stainless steel, tool-free cover latches
- 2, 3, and 4 point mounting
- metal handle with insulating grip features a positive stop on both ON and OFF positions



**Grace Engineered Products introduces**



RemLive®, a new product from Grace Engineered Products, was created for two reasons... because people forget, and equipment fails.

With RemLive® installed, a continuous flashing light serves as a constant reminder of live voltage, which helps to prevent equipment damage and injuries.

This "one-size-fits-all" device detects the presence of stored energy, is suitable for DIN rail mounting, and can be used for AC single phase, 3-phase, or DC operation. For more details, contact your Winkle rep.

**Win a ROCKWELL RACING SHIRT from Winkle**

Visit [www.winkle.com](http://www.winkle.com) and read this issue of *Currents* carefully to find the information needed to correctly complete the crossword puzzle below. Of all the correctly completed submissions, one "winner" (of an authentic racing shirt featuring the Rockwell Automation logo) will be drawn before May 15th, 2003.

**Fax submissions...**  
Bob Conger at 330-744-1635

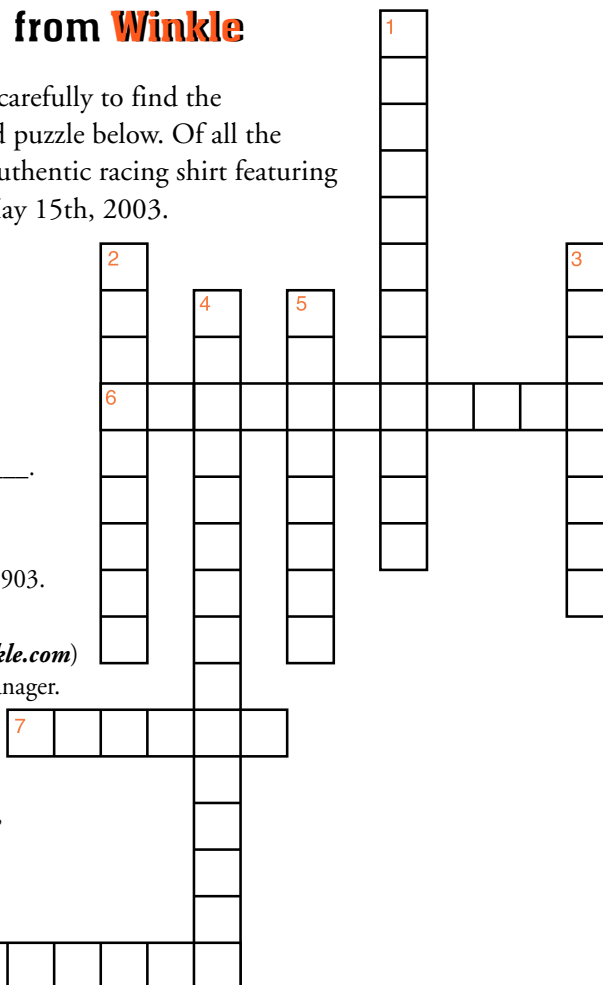
**Mail submissions...**  
Bob Conger • Winkle Electric  
P.O. Box 6014 • Youngstown, Ohio 44501-6014

**Across...**

6. Search [www.winkle.com](http://www.winkle.com), on the Solutions page, to find that Ferraz Shawmut offers FREE fuse selection software called \_\_\_\_\_.
7. A feature of the new Siemens VBII Heavy Duty Switches is the viewing \_\_\_\_\_.
8. Stanton \_\_\_\_\_ and Lynde \_\_\_\_\_ founded Allen-Bradley in 1903.

**Down...**

1. By clicking on Ken Dama's name (in Our Team at [www.winkle.com](http://www.winkle.com)) his business card appears showing his title, \_\_\_\_\_ Division Manager.
2. \_\_\_\_\_ Industrial Computers & Monitors, by Rockwell Automation are New Products featured at [www.winkle.com](http://www.winkle.com).
3. Winkle's Electrical Supply Division offers customized, automated \_\_\_\_\_ and shipping to accommodate "just in time" arrival of components.
4. Metal Halide Pulse Start Technology has superior \_\_\_\_\_.
5. Winkle's April seminar covers \_\_\_\_\_ hazard.



**Winkle Presents Seminar Series In Erie... *Understanding Basic Electricity***



Winkle Electric recently hosted the first in a series of seminars designed to enhance the knowledge and skills of maintenance personnel (and others) whose job responsibilities require them to deal with electrical components. The seminars examined electrical systems applications in an industrial setting... focusing on procedures, applications, and safety.

The location was Winkle's state-of-the-art training facility in the Grandview Industrial Park (Erie) in which over thirty electrical professionals were in attendance.

These were just the first of a number of Erie-area seminars we're planning. For specifics on future seminar opportunities, *visit [www.winkle.com](http://www.winkle.com)* or call Jillian at (814) 838-1900.



**Winkle Customer Service**



Mark Dickey is the High-Tech Inside Sales Specialist based in our Erie location. Before he joined our team, Mark held a similar position with another electrical distributor in Erie.

Mark provides sales and tech support for high technology products... such as PLCs, drives, and motor control centers.

For the past nineteen years, Mark has served as a volunteer fireman and EMT in his home town (Ripley, NY). He and his wife, Sheila, have been married for twelve years.

**The Metal Halide Pulse Start Lamp Advantage**

Metal halide lamps were first introduced in the 1960's. Then, they consisted of a cylindrical tube of quartz, with the ends "pinched shut" to form an arc tube. Pulse start lamps are different. They feature arc tubes with molded shapes. These shapes provide more uniform surface temperatures, resulting in several advantages, including:

**Higher Light Levels** - New manufacturing technology used to produce metal halide pulse start lamps results in a higher performing arc chamber... which allows the lamps to produce more lumens per watt. This means fewer light fixtures, and lower operating costs. In many cases, the energy savings can justify a complete relighting project.

**Superior Color Uniformity** - The consistency of the arc chamber's wall thickness and shape ensures identical thermal characteristics... resulting in minimal color variation from one lamp to another.

**Faster Warm Up/Hot Restrike** - Pulse start lamps provide faster warm up and hot restrike (up to 60% faster).

**Quicker, More Reliable Starting** - Standard metal halide lamps take up to two minutes to ignite. Pulse start lamps, however, ignite immediately. The high voltage pulse that makes immediate ignition possible also ensures reliable starting, even in cold weather!

**Longer Life** - Other benefits of pulse start technology are reduced electrode damage with use, reduced arc tube darkening, and improved lumen maintenance... which means longer lamp life!

These are just a few of the benefits of using pulse start lamps. For more info, call your Winkle sales representative.

