

**Load Centers from Siemens
Feature INSTA-WIRE™**

The Ultimate Load Centers from Siemens were designed with busy electrical contractors in mind. Thanks to the innovative INSTA-WIRE™



feature, contractors can increase profits with faster installations... while still



using products from one of the most respected manufacturers in the industry. For more information about *The Ultimate Load Centers* from Siemens, contact your Winkle sales representative.

***a little more about...*
WINKLE ELECTRIC'S
NEW FULL-SERVICE
FACILITY IN ERIE**

The building which will serve as the site of Winkle Electric's new Erie sales office and distribution center has 20,000 square feet of flexible space.

The company plans to enhance the existing facility considerably, with the addition of a state-of-the-art training center and a high-tech conference room. A kitchen and lunch area will also be added for the convenience of both customers and associates. Most of the remaining space will serve as a warehouse for Winkle's vast, on-site inventory of frequently ordered parts and supplies.

Initially, fifteen associates will be employed at the new location.

Expansion Announced!
**WINKLE TO OPEN ERIE, SENECA,
AND MEADVILLE LOCATIONS**

Winkle Electric, a full-service provider of electrical parts, supplies, and solutions, will open a new distribution center and sales office at 4727 Pittsburgh Avenue in Erie on May 15th, 2002. As part of this expansion initiative, the firm is also opening facilities in Meadville and Seneca.

Erie's Exclusive Allen-Bradley Distributor

A significant factor in the firm's decision to open the new facility is its recent acquisition of exclusive rights to distribute Allen-Bradley products throughout the Erie metropolitan area. Winkle Electric has been the Youngstown area's exclusive distributor of Allen-Bradley products since 1952.

"Allen-Bradley is one of the most dominant and respected manufacturers of electrical parts and supplies in the industry and already has an installed base in the Erie market," says Rick Teaberry, President of Winkle Electric. "Allen-Bradley's choice of Winkle Electric to represent their line in this new market is a testament to the hard work of our talented group of local employees. Another factor that made this expansion possible is the long-term loyalty and support of our current customers... and for that, we are truly grateful," Teaberry concludes.

Spring & Summer Openings Scheduled

In addition to Allen-Bradley, the new Pennsylvania locations will offer virtually all the products and services currently provided from the Youngstown location. The Seneca sales office is now open, and the Erie location will open in the middle of May. The Meadville facility is slated to open in July.



Above, the exterior of Winkle Electric's new distribution center and sales office in Erie.

Winkle Electric's Integrated Services Division

Of Winkle Electric's four divisions (Electrical Parts & Supplies, Integrated Services, Motor Repair, and Custom Control), the "typical" Winkle customer is probably least aware of Integrated Services. Below is a summary of the benefits offered by this service-oriented arm of the company.

In-House Training - Our Integrated Services Division exists to provide clients with solutions that go far beyond top-quality tangible products.



At the core of this division's mission is **training**. The Integrated Services Division offers "open to all" instruction

attended by professionals from a variety of companies and industries... as well as custom-created courses for specific organizations. If your training challenges involve anything electrical... chances are Winkle Electric has the perfect solution.

Motor Maintenance -

We've come to embrace the timeless expression that "an ounce of prevention is worth a pound of cure". As a



result, our Integrated Services Division offers a variety of innovative motor maintenance programs.

Because electric motors are an integral part of virtually all of our clients' day-to-day operations, well-conceived maintenance programs can help minimize down time... and maximize both productivity and efficiency.

Inventory Management - When it comes to managing an organization's critical inventory of parts and supplies, Winkle offers a variety of valuable services.

Several of the area's most respected manufacturers have chosen to "outsource" their crib/storeroom management function to our Integrated Services Division. Others depend on us for custom packaging, custom bar coding, and "kitting"... a service through which



Winkle consolidates several items as a single product in order to simplify ordering, receiving, and storage of related parts and supplies.

A Valued Partnership - Ultimately, the role of our Integrated Services Division is to match the distinct competencies of our organization with the training, maintenance, and inventory management challenges faced by your organization. This is



accomplished through a long-term "partnership" based on mutual trust and common goals.

contact us!

A summary of addresses, phone numbers, and fax numbers for our existing and "soon-to-open" 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 207B
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



WINKLE ELECTRIC COMPANY INC.

May/June 2002
Current
EVENTS

In this issue...

- More about Winkle Electric's new Pennsylvania Facilities
- "Beat the Heat" this Summer
- Featured Products: *Allen-Bradley PowerFlex 4, Hoffman A.C. Units, & Siemens Load Center*
- Executive Appointments: *Bob Conger & Brian Vennetti*

Manufacturer Profile
FERRAZ SHAWMUT

Companies in virtually every industry require reliable circuit protection. That's why Ferraz Shawmut offers the widest scope of circuit protection solutions on the market today. Ferraz Shawmut makes innovative products ranging from industrial fuses and accessories to devices for thermal and power management. Their products meet every major global standard.

Ferraz Shawmut manufactures a variety of fuses (for general purpose or specialized applications), fuse holders, power distribution blocks, and many related products.

The company is known for working with both end-user customers and distributors (like Winkle Electric) to uncover requirements that lead to exciting ideas and solutions. They invest heavily in research and development... seeking creative answers to the most challenging problems.

Winkle Electric maintains a vast on-site inventory of Ferraz Shawmut products... which means prompt delivery of the products you need to stay "up and running."



FEATURED PRODUCTS... In this issue of *Current Events*, we're featuring specially selected products from two of the top manufacturers represented by Winkle Electric... Powerflex 4 Drives from Allen-Bradley, and Hoffman Air Conditioning Units.

POWERFLEX 4 DRIVE by Allen-Bradley...
 Providing users with powerful motor speed control in a compact, space saving design, the Allen-Bradley PowerFlex 4 AC drive is the smallest and most cost-effective member of the PowerFlex family of drives.

Available in power ratings from 0.2 to 3.7 kW (0.25 to 5 hp) and in voltage classes of 120, 240, and 480 volts, the PowerFlex 4 is designed to meet global OEM and end-user demands for flexibility, space savings, and ease-of-use. The PowerFlex 4 is a cost-effective alternative for speed control of applications such as machine tools, fans, pumps, conveyors, and material handling systems.

Easy to Start-Up and Operate...

- The PowerFlex 4 has an integral keypad featuring a

four-digit display plus 10 additional LED indicators, providing an intuitive display of drive status info.

Other features include...

- The keypad control keys and local potentiometer are active out of the box, simplifying start up.
- The 10 most common application parameters are contained in the Basic Program Group, making programming fast and easy.
- The programming keys have the same functions as all other PowerFlex drives, so if you can program one PowerFlex drive, you can program them all.
- Sensorless vector performance meets the requirements of a variety of demanding applications.

PowerFlex 4 Drives are now in stock at Winkle Electric. Please contact your sales representative for additional information.

Hoffman AIR CONDITIONERS...

Without proper temperature within your enclosures, you run the risk of every mode of failure imaginable.



Side-Mount Mid-Size

Experienced technicians know that if temperatures run too high, you can expect the unexpected.

Hoffman offers six different types of air conditioners, all designed to control the environment inside your enclosure efficiently. The six models (all probably smaller, faster and more powerful than



Corrosive/Outdoor

the ones you're currently using) include Side-Mount Compact, Side-Mount Mid-Size, Side-Mount Full-Size, Top-Mount, Compact to Full-Size, and Corrosive/Outdoor.

Although there are many differences in the specifications of Hoffman's various air conditioners, all are designed and built for long life, energy efficiency, and ease of repair.



Side-Mount Compact



Compact to Full-Size

All models feature a thermostat control with digital display of enclosure temperature and a high temperature alarm. Most inside components are accessible by removing the grill and filter.

For additional information about enclosure air conditioners and any of Hoffman's other top-quality products, please contact your Winkle sales representative.



Top-Mount

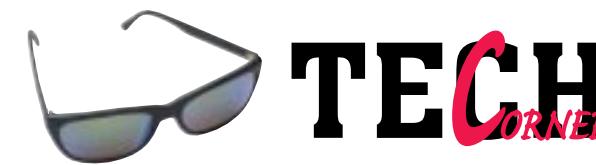


Customer Service
STAR
 Bev Easton

If you're a Winkle Electric customer, vendor, or friend... you've undoubtedly heard her voice dozens of times. That's because, more often than not, it's Bev Easton answering your incoming call.

As Winkle Electric's main receptionist (she also works in accounts receivable), Bev is often the first "point of contact" with callers, a responsibility she takes seriously. "I love being part of this team, and I want callers to know it," says Bev. "Too many companies choose a voice mail machine as the initial greeting callers hear... but I think having the 'personal touch' of a real, human voice makes a difference."

Beverly, a Youngstown resident, is the mother of three children (ages 15-27) and has one grandchild. Her hobbies include boating and camping.



"Beat the Heat" this Summer

Don't wait for the summer electric bills to arrive before taking steps to reduce your energy costs. Here are a few simple tips to help you control utility costs (at your home and your business) as the temperature rises.

- Buy an automatic, programmable thermostat to increase temperature settings when people are away from your home or business.
- Paint the exterior of your home or business a lighter color... and consider applying a reflective coating to the roof to reduce the amount of heat retention.
- Install passive vents (under eaves, at a roof gable, or along the ridge) to allow hot air to escape.
- Use curtains, blinds, and natural landscaping to keep the sun from "fighting" your air conditioner.
- If possible, operate machines and appliances that generate heat in the early morning and evening.

EXECUTIVE APPOINTMENTS

As the result of Winkle Electric's recently announced expansion initiatives (into Erie, Meadville, and Seneca, PA) the company has named two talented individuals to new career positions.



Robert Conger
 V. P. of Sales

Robert Conger, formerly the company's Sales Manager, has been

named Vice President of Sales. He will manage sales and marketing activities at all four Winkle locations. Conger, a resident of Poland, has been with the company since 1980.

Winkle Electric also recently named Brian



Brian Vennetti
 Corporate Controller

Vennetti as the company's Corporate Controller. Vennetti, a YSU graduate and a CPA, was most recently a Senior Accountant with Hill, Barth, and King. He and his family reside in Cortland.

About the appointments, Winkle President Richard Teaberry said, "We're committed to growing this company... and in order to do that, we have to retain and attract the right people. These are the kind of people, who can make an invaluable contribution to this mission."

COMING SOON!

A "New & Improved" Winkle Electric Web Site

In the very near future, Winkle Electric will have completed a major revision to the company's web site. Among the most significant enhancements will be useful technical information about products and solutions from many of the manufacturers we represent. The site address is (and will continue to be) www.winkle.com.