

**Coming Soon!**



Rockwell Automation's Allen-Bradley Automation Fair 2003 is coming soon... Winkle Electric has arranged a travel package to help our key customers attend this premier event. Visit [www.winkle.com](http://www.winkle.com) or call Amy Barker at (330) 744-5303 or (814) 838-1900 to reserve your space.

**Winkle Customer Service**

**STAR**  
Meet Tom Smith



Tom Smith, one of Winkle Electric's Inside Sales Representatives, will have worked for the company for 27 years in October (17 years in the Panel Shop and 10 years in Sales).

He enjoys working with Winkle because every day is different. He says "It seems like nothing ever happens exactly the same way twice."

When asked about the most challenging part of his job Tom said, "I always try to find something that will benefit our customers... suggestions that might minimize downtime or solve other problems. I find that if I focus on solutions, the 'sales' part of the job takes care of itself," Tom concludes.

Tom has been married to wife, Joanne, for 22 years. The couple has four children (ranging in age from 23 to 26 years) and two grandchildren. In his free time Tom enjoys bicycling, walking, and working out at the gym.



On Tour

presented by  
**Winkle**  
and  
**Rockwell Automation**

**Get Front Row Tickets to NetLinx on Tour.**

*NetLinx on Tour* is a hands-on seminar that will introduce networks in the NetLinx Open Networks Architecture (including DeviceNet, ControlNet, and EtherNet/IP). The seminar includes an overview of NetLinx Open Architecture and each NetLinx-based network, as well as hands-on exercises that let you try and apply NetLinx communication technology.

NetLinx Open Networks Architecture enables you to lower cost, improve integration, increase quality, reduce downtime, and increase flexibility!

Contact us to attend any of these three regional seminars.

**When:** September 17<sup>th</sup> and 18<sup>th</sup>

**Where:** Winkle Electric Training Center (*Erie, PA*)

**Contact:** Kelly Gebler at (814) 838-1900

**When:** September 23<sup>rd</sup>

**Where:** Regional Conference and Training Center (*Meadville, PA*)

**Contact:** Kelly Gebler at (814) 838-1900

**When:** September 30<sup>th</sup> and October 1<sup>st</sup>

**Where:** Winkle Electric Training Center (*Youngstown, OH*)

**Contact:** Amy Barker at (330) 744-5303

This is a terrific learning and training opportunity... and admission and registration are FREE! If you're interested in attending call Winkle or visit [www.winkle.com](http://www.winkle.com) and hit the "events" link on the home page. If you've not "signed up" yet, do so soon... because capacities are limited.



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

**Announcing the PANDUIT FREE-FOR-ALL Promotion!**

Winkle Electric and Panduit are proud to announce the Panduit customer rewards FREE-FOR-ALL Promotion.

It's really simple! Just purchase the specified Panduit® products and receive the corresponding tool FREE! The Panduit FREE-FOR-ALL Promotion is an easy (*and inexpensive*) way to build your toolbox.

Obtain an order form from your Winkle sales representative. Send it to Panduit with copies of your Winkle Electric invoices and Panduit will ship your free products. Offer expires 12/31/03... so contact your Winkle Electric sales representative today for program details and additional information on Panduit products.

*Allow 4-6 weeks for delivery. Limit 3 tools per company.*

**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

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WINKLE ELECTRIC COMPANY INC.

September/October 2003  
**Current**  
EVENTS

*In this issue...*

- Featured Products from... Allen-Bradley, Edwards Signaling Hoffman, and Siemens,
- New Product Line by... Brad Harrison
- Panduit's FREE-FOR-ALL Promotion
- Customer Service Star *Meet Tom Smith*
- TECH Corner... Why Surge Protection

Winkle Electric recently became an



authorized distributor for Brad Harrison®, a manufacturer of *input device connectivity* products for use

on the factory floor. Brad Harrison is the world's leading industrial brand for quick disconnect connectors, multi-port interconnection systems, and sensor actuator bus systems.

As part of Woodhead Connectivity, Brad Harrison products offer the broadest, deepest, most customizable line of connector systems (*for both passive and network-based applications*).

Their products have easy-to-use patented features, backed and supported by the industry's only product-specific AutoCAD® specification software.

Brad Harrison Products include:

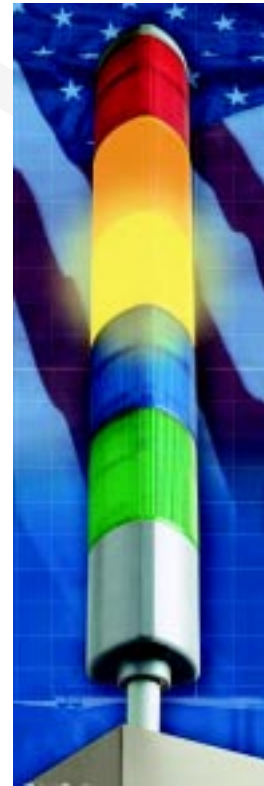
- Quick Disconnect® Connectors
- Mini-Change® Connectors
- Micro-Change® Connectors
- Nano-Change® Connectors
- Quick-Change® Connectors
- Multi-Port Interconnection Systems MPIS®
- Sensor Actuator Bus Systems

For additional information regarding Brad Harrison products, please contact your Winkle Electric sales representative.



## NEW PRODUCTS

Below (*and at right*) 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.



### EDWARDS® SIGNALING HSL Series Homeland Security Threat-Level Indicator

The world has changed since September 11<sup>th</sup>. Because the threat of terrorist attacks remains very real... Edwards Signaling® has developed a threat-level indicator. The Edwards HSL Series Homeland Security Light is a stackable, multi-status visual signal whose five lens colors correspond to those used in the Homeland Security System devised by the Department of Homeland Security (DHS).

The light will visibly communicate the current risk level issued by the DHS by illuminating the appropriate color. Standard models are available with steady-on LED or incandescent light sources, which can be flashed through the use of a relay or PLC.

Additionally, a multi-tone horn module in the base of the unit provides audible notification. Custom units with flashing halogen, incandescent or strobe light sources are available on request. The HSL Series Homeland Security Threat-Level Indicator was designed to maximize viewing surface while minimizing the mounting foot-print. The unit can be easily mounted on 3/4" (19mm) NPT conduit and is designed for use in NEMA 3R and 4X applications. Please contact your Winkle sales representative for additional details.

### SIEMENS Sentron™ Panelboard

**The Siemens Sentron™ Panelboard is the most versatile panelboard available.** They feature field convertible mains, which allow users to easily switch from main lug to main breaker (and vice versa). Field expandable sub-feed or feed-through lug kits may be installed without increasing box height. Horizontally-mounted main breakers make Sentron's field-convertible top or bottom feeds even more practical. Each panel is labeled as "*Suitable for use as service entrance equipment.*"

**Customer-oriented design adds convenience.** The Sentron Panelboard is very user-friendly. Instead of "muscling" cables between the main bus bar and the main breaker, Sentron has a simple bus to do the job. Lay-in construction makes wiring the main and neutral lug easy and fast. To further speed wiring (and reduce clutter), Sentron features split neutral design and branch neutral connections next to each breaker. Sentron Panelboards are currently in stock at Winkle Electric. Contact your Winkle sales representative for details.



### Modification Services and Custom Enclosures

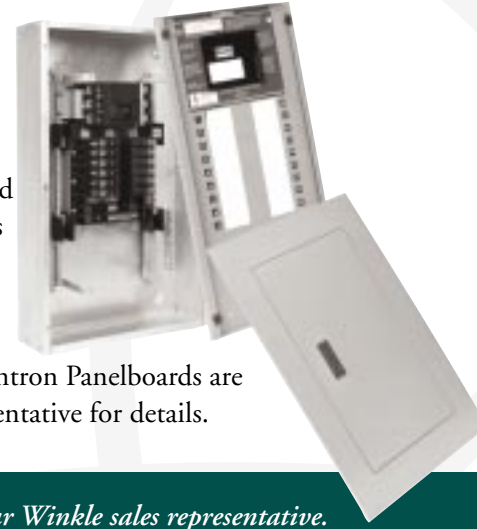
It can be tough to get the exact enclosure you need. But not when you specify Hoffman. **They build millions of enclosures just one way. Yours.**

Hoffman offers more than 8,000 standard enclosures, so finding a pre-manufactured model that's perfect for your application is easy.

And if your requirements are even more specialized, your Winkle sales rep can see that they're met... with Hoffman's Modification Services and, of course, advice from Winkle's own team of technical specialists.

But for those extra special applications (when neither a standard or modified enclosure will do), Hoffman builds more custom designed enclosures than anyone in the business.

Whether you are looking for a Hoffman standard enclosure, a custom enclosure, or something in between... chances are Winkle Electric can help you find a solution.



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

### Allen-Bradley CENTERLINE® Motor Control Center

Motor control centers require a substantial initial investment, and you'll probably live with your decision for twenty-plus years. So below we offer information about Allen-Bradley's CENTERLINE® to consider when purchasing an MCC.



**Structure...** CENTERLINE MCCs are easy to install and provide protection for personnel. Two-side sheets on every section, non-conductive barriers enclosing power buses, and a plug-in ground bus are just a few of the standard features of every CENTERLINE MCC section.

**Units & Components...** The units are designed to minimize space, and maximize accessibility and ease of use. Standard features include top, sides, bottom, ground stab, and pull-apart terminal blocks.

**Variety...** Allen-Bradley offers more than two billion variations of size one starters (in addition to offering AC variable frequency drives, solid state controllers, solid state overload relays, PCL I/O chassis, and power monitors).

**Delivery...** Almost 50% of all complete MCC line-ups ship in just 7-10 days.

**Extras...** Winkle salespeople receive extensive MCC training every year and enter, price, and create drawings for all MCCs in-house quickly and accurately. Contact your Winkle sales representative for additional information.

### Why Surge Protection?

Just when did the power we've used for years get to be so dirty? The answer... it's always been that way! But in the past, equipment wasn't quite so sensitive. Machines could work night and day, unfettered by spikes or other changes in voltage. Electric equipment, from lights to heavy machinery, was unfazed by EMI (*electro-magnetic interference*).

Today, the devices we take for granted (from PCs, mainframes, FAX machines, and PBX terminals... to complex facilities with robotic equipment and more) have become increasingly sophisticated. As a result, machines that contain modern, electronic printed circuit boards are very sensitive to power source changes and disturbances. Now, there are few electric products that aren't controlled by new electronic microchips and circuit boards.

Electric power, on the other hand, has changed very little in the past few decades. Words like surge, spike, transient suppressing, and fluctuations are now part of our everyday language. But for a user of sensitive computer equipment, any one of these electrical abnormalities can spell disaster. Other types of power fluctuations (like lightning strikes, plus internally-generated spikes from motors and other high amperage equipment start-ups) can be just as harmful.

But there **is** a way to "clean up" the electricity you use (before it can cause damage). The key is to eliminate the disturbances at the source.

Winkle Electric offers a vast assortment of surge suppression products... and the expertise you need to make the right choices.

*For more information about these and other new products... contact your Winkle sales representative.*

