

WINKLE ELECTRIC COMPANY INC.

October/November 2004

Current EVENTS

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The Best \$790 Investment You Will Ever Make!

ROCKWELL AUTOMATION



The 13th annual Rockwell Automation Fair is just around the corner... but there are still opportunities to register! The Automation Fair is a **free** educational forum created to showcase the latest industrial automation solutions from Rockwell Automation and its partner companies.

Registration deadlines are approaching, so register now to be one of the 10,000 attendees who will work directly with Rockwell Automation products in lab sessions. You'll also have access to new offerings that can help improve productivity and address specific industry challenges.

When: October 27th & 28th, 2004 • 8:30am-5:30pm daily

Where: Orange County Convention Center: Orlando, FL

Why: Featuring more than 100 exhibitors, 49 technical sessions, and more than 20 hands-on laboratory exhibits, Automation Fair is North America's premier event for sharing automation knowledge aimed at driving manufacturing productivity.

Registration: If you're interested in attending this unique training opportunity, visit www.winkle.com.

Winkle's travel package includes Automation Fair access, airfare, hotel accommodations, transportation, and a welcome dinner. Cost per attendee is \$790.

Winkle Electric has been a partner of Allen-Bradley's for over 50 years and one of our first distributors for programmable controllers. Winkle's progressive approach to the sales, marketing, and support of their products and services has allowed them to carve a niche as the dominant supplier of automation products in their marketplace.

As a locally owned and operated company they are nimble on their feet and have been able to adapt quickly to changing market conditions as well as unique customer requirements.

I'd like to congratulate Winkle on their 60th anniversary and thank them for their unwavering support of our products and services.

John Genovesi,
Cleveland District
Manager -
Rockwell Automation



Below and at right are brief announcements about several featured products available from Winkle Electric.

Our web site, www.winkle.com, features further details about these and other products. Follow the links labeled *New Products*, *Products by Category*, and/or *Solutions by Manufacturer*.

Hoffman
20° Sloped Top
CONCEPT® Enclosures

Hoffman's new line of customizable Sloped Top CONCEPT® Enclosures protect sensitive electronic equipment against harsh industrial environments. The enclosure increases functionality with a variety of features, including:

- a 20° sloped top, allowing the enclosure to function as a combination control and operator interface cabinet
- a 210° door opening to provide easy access to large panel
- quarter-turn latch configuration, supporting interchangeable inserts
- direct-mounting capabilities
- more than 20 accessories for easy customization

Contact your Winkle representative today and ask about the new line of Hoffman CONCEPT® Enclosures.



Siemens
Global Busway Solutions

With the importance of reliable performance in mind, Siemens has developed Global Busway Solutions that comply with industry standards worldwide and adapt to a variety of specific applications.



Sentron Busway Ideal for construction and industrial application. Ampacities range from 225A to 5000A UL and IEC.

BD Busway Offering superior performance in automotive or commercial construction environments for more than 70 years, the stable design allows for easy reordering.

XL-U Busway For use in heavy-duty welding cycles. Bus plugs available up to 800A.

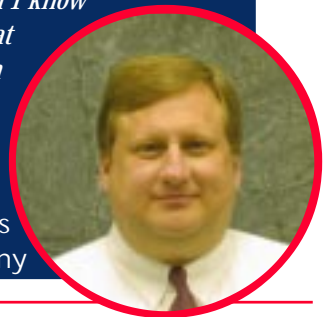
XJ-L Busway Ideal for light industrial and high-tech environments. Available from 15A to 100A, with a variety of add-on features.

Trol-E-Duct (ITD) Designed to keep pace with a wide variety of portable power applications. Available in straight or curved sections.

Contact your Winkle sales representative and find out what Busway Solution is right for you.

October 5, 1980: It was almost 24 years ago that I first walked through the doors of Winkle Electric as an employee. I remember attending meetings in which former owners, Larry Teaberry Sr. and Joe Hartman, shared their vision of where they wanted to take our company. Little did I know that 15 years later I'd be helping formulate and initiate the plans and strategies that have brought us to where we are today. I've had the pleasure of working closely with many astute and dedicated customers, suppliers, and fellow associates. But our job is far from finished. We will continue to invest in our employees, systems, and infrastructure to enable us to be your preferred supplier for the next 60 years.

Robert Conger, Vice President of Sales
Winkle Electric Company





Ferraz Shawmut High Speed/Class J Fuse

A monster of a fuse to prevent one monster of a problem... The majority of today's drives and soft-starters do not have internal high-speed fusing to protect the sensitive internal semiconductors. And while branch circuit protection with traditional fuses or circuit breakers meets NEC® requirements, it leaves these controllers vulnerable to unnecessary damage and costly downtime.

Ferraz Shawmut's new Amp-Trap® High Speed J Fuse is specifically designed for the operating characteristics of electronic motor controllers. With the overload capacity and dimensions of a Class J Fuse, and the performance of a semiconductor fuse, it provides the branch circuit protection required by the NEC and the high-speed protection needed.

Don't get caught unprotected... contact your Winkle Electric sales representative to learn more about Ferraz Shawmut's High-Speed/Class J Fuse.

Congratulations on your 60th Anniversary!

Winkle's greatest asset is their employees - they are knowledgeable, obliging, and will go to great lengths to help their customers. The inventory is excellent and what they don't keep in stock, they can usually locate very quickly.

We have been working with Winkle since our company's start-up as a systems integrator almost 17 years ago. With their help, we hope to continue for many years to come. Special thanks to Tom Smith (inside sales) and Mark Cercel (outside sales rep) for their outstanding service.

Howard Jenkins, President - Youngstown Systems Inc.



Allen-Bradley Bulletin 900 Family of Temperature/Heater Controllers

Rockwell Automation's Bulletin 900 Family of single-loop, panel-mount, on/off, and analog output Temperature/Heater Controllers provide quick setup and precise temperature management, along with a variety of features for reliable on/off temperature/heater control.

Increased Panel Space Three form factors (1/32, 1/16, and 1/8 DIN) offer controller-size choice without compromising function.

Improved Efficiency PID control with analog or on/off outputs reduces temperature swings, stabilizes workload temperature, increases component life, and reduces energy costs.

LED Display Technology The LED display helps ensure excellent process parameter visibility in many levels of ambient light and uses less power than other technologies, reducing maintenance and power costs.



For more information about these or other products, contact your Winkle Electric sales representative.



The Past 60 Years...
by Rick & Larry Teaberry

Over the past 60 years, technology has advanced in many ways that would have shocked and amazed in 1944. Amazingly, our industry proves to be just as new and exciting as it was 60 years ago, with advances taking place almost daily.

As we approach Winkle Electric's 60th birthday, it is comforting to realize that we have intentionally and successfully left one thing unchanged... our values. For this achievement we would like to hand out a few well-deserved... words of thanks.

To our employees, thank you. Without your dedication, hard work, and commitment to quality (a foundation of our company since 1944), this anniversary might not have been possible.

We must also thank our customers, both long-term and brand-new, who confirm daily that our decision to uphold the highest standards of quality and the best possible level of service is the right one.

With these standards in mind, we will continue to forge new relationships while making our existing ones even stronger.

As we look toward the future, we realize that many opportunities lie ahead. However, we are confident that we will face these changes and opportunities with the same quality-conscious outlook that has been Winkle Electric's cornerstone for the past 60 years.

Rick Teaberry *Larry A Teaberry Jr.*

Rick Teaberry

Larry Teaberry Jr.



Allen-Bradley Safety Products



A safe work environment can result in increased productivity, fewer accidents and injuries, less accident-related downtime, and reduced legal costs. Simply put, safety is good business.

As an authorized distributor of Allen-Bradley products, Winkle Electric offers a variety of reliable, cost-effective safety products, including:

- Light Curtains
- Safety Contactors
- E-Stop & Cable Pull Devices
- Floor Mats and Edges
- Guardlocking Interlock Switches
- Hinge, Key, Noncontact, and Position Interlock Switches
- Relays and Control Units
- Trapped Keys
- E-Stop & Zero Force Buttons

Winkle Electric continues to offer cutting-edge safety products to keep your most valuable asset, your employees, injury free. Contact your Winkle sales representative to discuss what safety solutions are right for your business or visit www.winkle.com.

Winkle Electric Company... a brief history



Winkle Electric, originally an electrical apparatus service shop and induction heating equipment manufacturer, is now a full-service provider of quality automation products and electrical supplies. Over the past 60 years, Winkle has evolved from that original service shop into the Winkle Electric of today.

The company was founded in 1944 by Vic and Jack Winkle. By 1952, Joseph A. Hartman Jr. and Larry Teaberry Sr. joined the company in sales positions. They purchased the company's assets in 1961, and in 1992, Winkle Electric was purchased by current owners Richard Teaberry and Larry Teaberry Jr. In 2002, we further expanded with the addition of our Erie (PA) distribution branch and our sales office in Seneca (PA).

While much has changed over the years, the basic principles on which the company was founded have not. Winkle Electric is committed to being the premier provider of quality electrical products and services in the Ohio/Pennsylvania corridor and will continue this 60-year-old tradition for years to come.

