

# a.e.f.

# F.Y.I.

## WINTER 1991

On January 1st, 1842, Phineas T. Barnum took over operation of the American Museum, on the corner of Broadway and Ann Street in lower Manhattan. The museum had fallen on hard times, but Barnum was able to introduce a series of new exhibits that caught the fancy of New Yorkers: the left arm of a pirate named Tom Trouble, a genuine Feejee Island mermaid, and Chang and Eng, the original Siamese twins.

In a short time, Barnum had a new problem on his hands: business was so good that the legal

occupancy of the Museum, established and monitored by the Fire Department, would be reached early in the day. Potential customers had to wait in line outside until earlier visitors left the premises.

So Barnum had an elaborate and alluring sign painted, which read: "*This way to the Egress.*" Thrill seekers, who had seen all manner of exciting things but were pretty sure that they had not seen an Egress yet, followed the sign along a hallway and down a flight of stairs, through a door – and out a side exit onto Ann Street.

At A.E.F. Sales, each of the product categories we work with has its own set of buzzwords. And often we are involved in selling these products to people who are working in areas outside of their own expertise. But, unlike old Phineas, we'll translate those buzzwords into plain English and do our best to make sure that the decision they make is doesn't leave them out in the cold.

Do you ever get the feeling that one of your vendors is trying to baffle you with buzzwords? Show them the egress! And call in the A.E.F. Sales team.

## MEMO

## ... From the desk of Tony Fasolino

Through the years we at A.E.F. Sales have evaluated potential new principal companies based on the quality of their products, their reputation in the marketplace, and how well their product lines blend with our mix of products and services.

One advantage of this approach is that it has helped us to assemble a group of principal companies whose products cover a wide range of applications effectively. By having the right variety of products, we can be in a position to recommend equipment that is right for a customer's unique application.

For example, power protection for computers and telecommunications equipment might not require a UPS. Maybe an isolation transformer or power conditioner is the most cost effective solution. We can offer both with Rapid Power Technologies.

Is a UPS the answer? If so, what kind? Again, we've got the variety to select the size and type of UPS to match a customer's application. By working with both Best Power Technologies and the newly expanded LorTec line, we can offer the customer exactly what he needs – not just what we happen to have.

Or take the growing market for firestops. We can

offer Multi-Cable Transit to provide the ultimate in fire protection and cable support in a single product. And we have a complete range of "soft seal" firestops – putty, caulk, and compounds – to closely match the product to each unique field condition.

And then there is heater cable. Some people regard self-limiting cable as a "one-size-fits-all" solution. But nearly three decades of experience have shown us that many applications are not right for self limiting cable – not even for our own Limitrace. So we'll offer mineral insulated cable or constant wattage cable when they are more appropriate for solving a particular problem.

What if – with all this flexibility – we still don't have the right solution for your problem? In that case, we'll try our best to refer you to someone who can help – even if it's one of our competitors. We might lose an order or two that way, but we keep our customers coming back. By keeping your confidence, we can earn the right to be your first phone call when you have a problem.

*Tony Fasolino*

**INSIDE THIS ISSUE: New Lineup from LorTec . . .  
Nelson's 5F6 Switch . . . And More!**



**aef/FYI . . . aef/FYI . . . aef/FYI**

## **LorTec Unveils New Series LE3000 UPS**

Since the last issue of FYI, LorTec Power Systems has introduced extensions and additions to its lineup of UPS systems.

The ContinuAC line, a proven performer since 1963, includes three phase systems from 8 to 80kva. The rugged "Delta Magnetic" design can operate in temperatures up to 122 degrees F, and design updates have packed that technology into a smaller, quieter package than ever before. New sizes include 8, 15, and 60

kva configurations that enable a closer match between standard UPS sizes and the customer's critical load. ContinuAC's features make it the first choice for telecommunications and industrial applications.

To better serve the data processing market, LorTec has introduced its new LE3000 Series. With sizes ranging from 15 to 150 kva, the LE3000 features PWM (pulse width modulation) inverter design for a small footprint and high

operating efficiencies – up to 91%. The new units feature microprocessor controlled logic and digital monitoring panels that provide instant and continuous readings on virtually every critical UPS operating parameter. And every unit is backed by the quality service that people have come to expect from LorTec.

If you've got a requirement for a UPS system – or if you've just got a question – give us a call.

## **Voicemail System Enhanced for 1991**

At the stroke of midnight on January 1st, thousands and thousands of revelers packed Times Square. Millions more watched on television screens as 1991 made its appearance amid noise and bright lights. But in the darkened offices of A.E.F. Sales, the only light was an eerie amber glow emanating from the monitor of a computer.

The holiday period was chosen as the time to "burn in" A.E.F. Sales new voicemail system. So from the close of business on December 28th until re-opening on January 2nd, the new system was in operation 24 hours a day. Beginning on January 2nd, the system went "officially" on line, with operating hours from 6:00 AM to 10:00PM every day.

A.E.F. Sales first adopted voicemail during the summer of 1990. The current upgrade offers customers and staffers a variety of features to make the system more "user friendly".

First, there are longer hours. When bids are due, our customers often find that their work day is extended. By accessing voicemail late in the evening, a customer can leave a detailed message for his salesman and usually get a reply early the following morning.

Longer hours benefit staffers, too. Since a salesman typically spends time each evening catching up on paperwork and preparing for the next day's calls, A.E.F. team members can conveniently exchange information during these evening sessions. And as more of our customers adopt voicemail, these "after hours" hours will become even more productive. Salesmen will be able to leave pricing, order status,

and other critical information in customer's mailboxes, for retrieval first thing in the morning.

It's easier than ever to access individual mailboxes. The new system eliminates use of the "pound" key – that tic-tac-toe board on the lower right of the telephone keypad. To reach any mailbox now, a caller simply presses firmly the correct mailbox number – one touch does it.

Finally, every salesman also has a direct dial line. This means that if your salesman is at his desk, you can reach him without going through voicemail. If he is away, every line offers the opportunity to leave a message – either by forwarding the call to the voicemail center, or with a free-standing answering device.

The key to using voicemail productively is to leave as much information as possible in the voice mailbox. When a customer asks for a call back, that is all he gets. But if he asks for a quote or help with a particular application, his answer will be as detailed as his question was. The end result: vital information moves faster and more accurately than ever before.

It's true that some of our customers "don't like talking to machines." But studies show that, on average, 75% of all business calls don't get through to the intended party on the first try. Given those odds, the next best thing is to be able to leave a detailed message quickly, and with digital accuracy. In these tough times, anything that enhances communication – productivity – can't be overlooked. Give us a call – *and let us know how we can help!*



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## **Nelson Electric Introduces SF6 Switch**

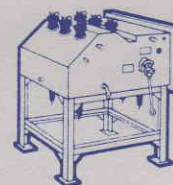
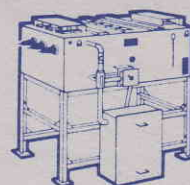
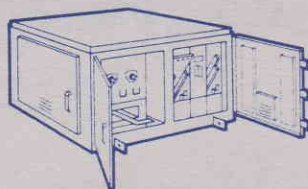
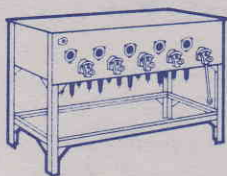
The Switching Product Division of Nelson Electric has introduced a new line of SF6 switches for the utility and industrial market. The switch uses sulfur hexafluoride gas for an insulating medium. SF6 is non-toxic, chemically inert, and non-ignitable, making it ideal for applications where other switches would be unsuitable. And unlike air switches, SF6 is unaffected by salt fog, conductive dust, or water.

The new switch, called the ARCWHIPPER, comes in a wide variety of configurations for installations above or below grade, with ratings up to 27kv and 600 amps. The key to ARCWHIPPER's outstanding performance is its high speed opening and closing action. The arc trip actually travels at speeds greater

than 80 miles per hour during operation. This keeps average arcing times during operation to little more than 1/2 cycle.

ARCWHIPPER is the most recent addition to the Nelson Switching Products line. Nelson has been in the switch business since 1971, when it developed an oil switch that set new standards for the industry.

For more information on the ARCWHIPPER, call us and ask for a copy of the Quik-Pick Catalog. With more than forty standard configurations, we're pretty sure that the switch of your dreams is in there somewhere. And if it's not, our engineering group will be glad to assist.



## **New from Nehring -- For Utilities Only!**

Nehring Electrical Works has added several new products designed especially for their electrical utility customers.

Two new entries are in the tie wire market. Nehring has long been a leading supplier of these products – since 1916, in fact. Now, Nehring is offering "Utility Grade" tie wire that is dead soft annealed.

Some companies rely on an in-line resistance annealing system, which meets the requirements of ASTM B-3 for soft-drawn wire. And it's certainly adequate for commercial applications.

But for its Utility Grade product Nehring uses a

an "old-fashioned" two-step process.

First, the cable is drawn down to its desired gauge. Second, each reel goes into a batch annealing furnace. Aluminum is annealed at 1000 degrees Fahrenheit, and copper is annealed at 1260 degrees. This extra step makes it easier for linemen to tie down insulators – a real plus when working on a hot line.

Nehring has also expanded its product offerings in service drop cable. Whether copper or aluminum, PE or XLP, every product is fabricated – from drawing of stock to extrusion of the jacket – in Nehring's Dekalb facility.

This means a completely domestic product – with the quality and fast delivery that Nehring customers have come to expect.

These products join the Alumaclad line which Nehring launched just about two years ago. These aluminum clad cables have enjoyed excellent acceptance in the marketplace. Customers can choose a "Made in the USA" product with fast delivery – under three weeks in most cases – and competitive prices.

For catalog data, product samples, or a quick quote on any of Nehring's fine family of utility wire and cable products – just give us a call!



## **Around Town**

Recently, two special visitors spent some time in the offices of A.E.F. Sales. They were members of Boy Scout Troop 2, which meets at the United Methodist Church here in Mamaroneck, just up the road, and where Peter Fasolino, a member of the A.E.F. Sales team, serves as Scoutmaster.

The scouts, Evan Davis and Robert Duboff, were here as part of their work on the Computer Merit Badge. One requirement is to visit an office where computers are used and report back to their merit badge counselor on what they learned.

During their visit, the boys saw applications for database management, graphics based word processing, spreadsheets, voice processing, desktop publishing, contact management, and random information processing.

Robert and Evan are the first boys from the troop to earn the Computer Badge, which is relatively new to Scouting. Troop 2 is relatively old to Scouting, having been in continuous operation at the Church for over 75 years.

Congratulations to Evan and Robert from all of the staff at A.E.F. Sales!

## **Closing Thoughts**

*Results! Why, man, I have gotten a lot of results. I know several thousand things that won't work.*

*—Thomas Edison*

*If A equals success, then the formula is A equals X plus Y and Z, with X being work, Y play, and Z keeping your mouth shut.*

*—Albert Einstein*

## **A.E.F. Sales Engineering Company is pleased to offer these products.**

**BEST POWER TECHNOLOGY** (*Authorized Reseller*)  
Ferrups Single Phase UPS to 18kva

**LORTEC POWER SYSTEMS**  
On-Line Three Phase UPS to 125kva  
Specialty Inverters

**RAPID POWER TECHNOLOGIES**  
Power Conditioners and Voltage Regulators to 1000kva  
Isolation Transformers to 750kva

**CENTRAL MOLONEY TRANSFORMERS**  
Single Phase Oil Filled Transformers to 500kva  
Overhead, Padmounted, Submersible  
Bushings and Transformer Components

**R.E. UPTGRAFF MANUFACTURING COMPANY**  
Liquid-Filled Transformers to 15mva, 69kv  
Subsufact, Load Center, LTC, Station Type  
Warranted Rebuilding and Rewinding Services

**NELSON ELECTRIC SWITCHING PRODUCTS**  
Load-break Oil Switches to 34.5kv, 1200 Amps  
Load-break SF6 Switches to 27kv, 600 Amps  
Padmounted, tank, and subsurface types

**NELSON ELECTRIC FIRESTOPS**  
Soft Seals: Flameseal Putty, Caulk, Compound  
Mechanical Seals: Multi-Cable Transit

**NELSON ELECTRIC HEATER PRODUCTS**  
Mineral Insulated Cable for Pipe Tracing and Snow Melting  
Self Regulating Cable and Constant Wattage Cable for Pipe Tracing  
Thermostats, Control and Monitoring Panels

**ELECTRICAL POWER SYSTEMS, INC.**  
Low and Medium Voltage Switchgear and Motor Control  
Powerhouses: Special Purpose Buildings for Distribution and Control

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Type R Motor Starting, Type E General Purpose

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