



a.e.f./FYI

FOR YOUR INFORMATION

A.E.F. Sales Engineering Company's Newsletter for the Electric Industry

Winter 1989

Another year is past; a new one is beginning. 1988 was an especially busy one at A.E.F. Sales. We moved to new and larger offices here in Mamaroneck. We made changes in principal companies, changes in personnel, changes in the computers and telecommunications equipment that we rely on to serve our customers.

The net result of all these changes has been very positive, and we fully expect that 1989 will be a year of record growth. The foundation of that growth will be-- as it has always been with us-- putting the customer's interests first.

We realize that when you place an order with us, you are placing something else just as important: your trust. For those of you who placed your trust in us during 1988, our sincere thanks. For the rest of you-- don't let another year go by! Give us a call and put us to work.

MEMO . . . from the desk of Tony Fasolino

As we begin 1989-- our twenty-fifth year at A.E.F. Sales Engineering Company-- we realize how much the electrical industry has changed.

Engineering consultants are designing and specifying systems and equipment that are more complex and more demanding of their time-- systems and equipment which did not even exist twenty-five years ago. At the same time, competition forces reductions in the number of manhours available to complete these designs.

Constructors-- the **electrical contractors**-- are installing, testing, and commissioning these same complex systems under increasingly competitive conditions.

Under these conditions, it is in the best interests of consultants, contractors, and end users that *specifications must clearly define the type and quality of equipment to be provided.* All systems are not created equal.

Is the UPS system truly a UPS system? If downtime and outages are not important, why specify a UPS system at all? If they are important, the consultant owes it to himself and to his client to insure that the units specified are in fact provided.

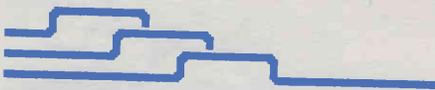
Heater cable is another area where, without a doubt, there are differing quality levels on the market. Specifying a manufacturer *does not* specify a level of quality. Would you go to an General Motors showroom, specify a four wheeled vehicle with an internal combustion engine, and buy a car? You might be thinking Cadillac-- but buying Nova. **Quality specifications can save time and effort, since they avoid costly redesigns and change orders later.**

From the *contractors* standpoint, it is obvious that equipment becomes more cost effective when installers get detailed, practical instruction from manufacturers' representatives. *The installed cost of equipment may be difficult to measure precisely, but it is what determines the profitability of a job.*

At A.E.F. Sales, we think that our methods of operation over the last twenty-five years have addressed the industry's needs. We provide detailed assistance in the design stage of a project and field-wise instruction and recommendations during the installation phase.

We want to be actively involved with your design and construction projects. We want your business, and we are willing to get it the old fashioned way. We want to earn it.





Cross-Reference Now Available For Norberg Fuses

Norberg Industries, manufacturers of a broad line of medium voltage current limiting fuses, has issued a convenient cross reference to help customers convert the catalog numbers of other fuse suppliers into Norberg catalog numbers.

Included in the list are fuses made by Westinghouse, General Electric, ITE, Siemens, and Allis-Chalmers. *What advantage does a customer get by ordering fuses from the Norberg cross reference list?*

"First off, he gets a top quality fuse," explains Bob Brashear, Norberg sales manager. "Fuses aren't just a sideline around here. They're our whole business."

"Another important thing is responsiveness. We can usually do in a matter of days what it takes the other guys three or four weeks to do. If you need a fuse fast, a three or four week lead time just isn't good enough."

Norberg builds a wide variety of Type E General Purpose and Type R Motor Starting fuses in its Tulsa production facility. If you'd like a copy of this cross reference list, or other information about Norberg Fuses, just give us a call!

If all the year were playing holidays, to sport would be as tedious as to work.
—Shakespeare

Inside Lortec

Recently, A.E.F. Sales representative Tony Napolitano took time out from his Long Island territory to attend a seminar on UPS systems at Lortec's plant in Elyria, Ohio.

Tony came away impressed by the 127,000 square foot facility, and even more impressed by the dedication of the sales and service staff.

"A Lortec engineer is available within fifteen minutes of a call to the factory-- twenty-four hours a day, seven days a week," Tony explains. "On top of that, the service department keeps \$400,000 of spare parts on hand at all times."

One reason for the large parts inventory is Lortec's unique twenty year money back Performance Guarantee, available to every buyer of a Lortec three phase UPS system. "They feel that every customer has the right to expect twenty years of service from a Lortec UPS, so that's how long they keep spare parts available," Tony points out.

During visits to the engineering department, the reasons for Lortec's remarkable reliability became clear. The designs are very conservative, with no component running at more than 80% of its rated capacity in normal operation. That gives Lortec longer component life-- and it gives Lortec users plenty of overload capability without ever exceeding thermal limits.

"Even the shipping department was interesting," Tony enthuses. "Lortec ships their UPS systems by common carrier. Most of our competitors ship by electronic equipment van. What does that tell you about ruggedness? And if somebody buys a system from one of the other guys-- wait until he gets the freight bill!"

The association between Lortec and A.E.F. Sales only goes back a year, but the Lortec design has been proving itself in the field for more than twenty-five years. The result: a measured MTBF of more than 155,000 hours.

"Lortec is truly the expert in the UPS business," Tony concludes. "What I learned about Lortec should help our customers for years to come-- *Just ask me!*"

I have left orders to be awakened at any time in case of national emergency, even if I'm in a cabinet meeting.
Ronald Reagan

*Thirty days hath September,
April, June, and November;
All the rest have thirty-one,
Except January, which has eighty.*

Nehring Electrical Works Chooses A.E.F. Sales As Utility Rep

Ken Hamilton, Marketing Vice President of Nehring Electrical Works in DeKalb, Illinois, has appointed the A.E.F. Sales Engineering team to be his utility sales representatives in the metropolitan area. Account responsibilities include Con Edison and Long Island Lighting in New York, and New Jersey's Public Service Electric & Gas.

Nehring manufactures and markets a variety of cables, including bare copper and aluminum. A recent acquisition makes Nehring the only domestic manufacturer of Aluminum Clad Steel Wire.

Over the last ten years, the utility market has become an increasingly important part of A.E.F. Sales growth. During that time, the R.E. Uptegraff Manufacturing Company, another A.E.F. Sales principal, has become an established supplier of distribution, specialty, and network transformers in our area.

The opportunity to represent Nehring ties into that pattern of growth, according to Peter Fasolino, a rep with A.E.F. Sales for fourteen years. "With the Uptegraff transformer line, I think we have developed very good working relationships with the engineering, purchasing, and stores people at our local utilities. We are service oriented, and our customers appreciate that. Nehring has given us the opportunity to broaden those relationships."

All of us here extend a warm welcome to our newest principal company. *Welcome Aboard!*

Failure is the opportunity to begin again more intelligently.
--Henry Ford

Ed Chociey Begins 23rd Year at A.E.F. Sales

Where were you in 1966? That's the year that Ed Chociey joined A.E.F. Sales Engineering Company, following a twelve year hitch with Appleton Electric.

At the time, Ed's arrival doubled the A.E.F. Sales staff. The company had only one principal company in 1966-- Nelson Electric. Among Nelson's product lines back then was a cast products group. It was a product area and a marketplace that Ed knew well.

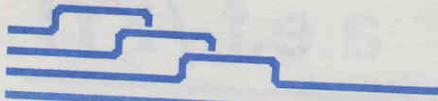
And it was a marketplace that knew Ed well, as a professional and as a gentleman. It was a good beginning, and Ed continued to grow professionally. Building on his contacts in the marketplace and drawing on his background as a graduate electrical engineer (Manhattan College, 1949), Ed learned to sell a variety of products that were new to him at the time: heater cable, switchgear, motor control centers. As time went by, Ed and A.E.F. Sales grew together, adding new principal companies and product lines. Today, in addition to his account responsibilities, Ed holds the title of Executive Vice President of the company.

Ed lives in Morris Plains, New Jersey with his wife, Pat. For most of the year, the Chociey children are off at school. Ed, Jr. is in his third year at the University of Pennsylvania. Daughter Patsy is in the middle of her freshman year at N.Y.U.

CONGRATULATIONS, ED! And best wishes for your continued success.

I was so naive as a kid I used to sneak behind the barn and do nothing.
--Johnny Carson

There are two million interesting people in New York and only seventy-eight in Los Angeles.
--Neil Simon



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**NJ Cogen Plant Chooses
AEF Sales for Pipe Tracing**

The largest cogeneration plant in New Jersey was recently put into service. The project provides electricity to two electrical utility companies and steam to a large petrochemical refinery and terminal. Heater cable and controls for the entire project were handled by A.E.F. Sales Engineering's man in New Jersey, Ed Chociey.

"This project required cables suitable for exposure temperatures of 900 degrees Fahrenheit, 500 degrees, and 250 degrees-- as well as simple freeze protection," Ed tells us. He was able to select the most efficient and cost-effective product for each specific application and environmental condition from Nelson Electric's broad line of heater cables and controls.

"We used inconel sheathed Mineral Insulated cables on 900 and 500 degree lines, HLT [high temperature Limitrace] cables on the 250 degree lines, and standard Limitrace self-regulating cables for the freeze protection systems. I've always felt that no single cable is right for every application, and this job proves it", Ed continues.

Another critical aspect of the project was Ed Chociey's total involvement in the design and selection the products used. "I was able to work closely with the contractor to make field measurements and sketches. I used that information to generate bills of material and final installation drawings." It took a lot a hard work, but the end result was that the job went in right-- and right on schedule.

We at A.E.F. Sales would like to work with you on your next job . . . even if it isn't as large as this cogeneration project. You'll get a first-class heat tracing system, on time, and at a competitive price.

PHONE: 914-698-0432

Switchboard Hours 9:00-12:00, 1:00-5:00

24 Hour FAX Line: 914-698-7279

Lortec Power Systems

- On-Line UPS Systems to 160 kva
- Specialty Inverter Systems for Telephone Applications

R.E. Uptegraff Manufacturing Company

- Liquid-filled transformers to 10,000 kva, 69kv
- Warranted Rewinding and Rebuilding Services

Nelson Electric

- Firestops: Flameseal Putty, Caulk, MCT, Cable Coating
- Heater Cable and Controls: Pipe Tracing, Snow Melting
- Switching Products: Load Break Oil Switches to 38kv

Electrical Power Systems

- Low and Medium Voltage Switchgear
- Low and Medium Voltage Motor Control
- Powerhouses: Special purpose buildings with power distribution and control

Norberg Industries

- Current Limiting Fuses, 2.4kv to 38kv

Pace

- Transfer Switches: Automatic, Manual, Bypass Isolation
- Generator Control Switchgear: Manual, Automatic Paralleling

Myron Zucker, Inc.

- Low Voltage Power Capacitors to 600 volts
- Custom Industrial Capacitors to 34kv

AeroMotive

- Cable and Hose Handling Equipment: Reels, Festooning
- Tool Handling: Balancers, Workstations

Nehring Electrical Works (for Electrical Utilities)

- Bare copper and aluminum cable
- Copperweld and Alumaweld
- Guy Wire
- Insulated Distribution and Service Drop Cable