

ELPRO Update

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ELPRO is the only Industrial Wireless Manufacturer with a Lifetime Warranty!



Thank you from ELPRO

I hope that your Christmas and New Year holidays were peaceful and fulfilling, and that you, like me, have returned to work energized and ready to make 2007 our best year ever.

Let me begin by thanking each and every one of you for your accomplishments in 2006. Closing the first half-year book, although we didn't have spectacular revenue numbers like our other regions, Asia/Middle East is accelerating with remarkable forward pace and is exceeding the first half-year budgeted revenue target pretty safely.

This represents more than 43% growth compared with last year YTD actual number. Thanks for all your hard work and dedication. However, let's not get complacent to the past achievement. The best is yet to come.



Be Aware of Too Much Radio Signal



A customer recently complained about some of our radio modules because they couldn't get them to work on the bench.

"Your units kept losing data packets" the customer said. "We tried one of your competitors and they worked first time!"

This didn't sound right - so we questioned a bit more. "The other units really were a lot better - your units wouldn't work and the others worked great, even without antennas!"

Aha, the penny drops, the smoke clears. "Did you by any chance have antennas connected to our units when you tested?"

"Yes, of course, your BU-3 antennas, but the antennas wouldn't connect to the other units because it used a different connector. But the other units didn't need antennas - they tested fine without them."

Ever been to a rock concert? Did anyone say "It sounds much better if you put your ear up close to the big speaker"?

Radios have the same problem - you can saturate the receiver if they get too much RF signal. When testing units on the bench, you need no antennas, or small antennas. It depends on how far apart they are, how they are aligned etc. Sometimes they work well without antennas. Some times you need a small antenna on just one unit. You can tell by looking at the Radio LED's. If the units are not working well, check the RF signal strength and separate the units.



Sales Tips:

Give Your Customer A Good Reason To Buy



This is one of the most basic principles of salesmanship and probably one of the most overlooked as well.

If you give your prospects and customers a reason to buy, there is a good chance they will.

A new Westfield Super Mall opened last month within 5

kms of my home. Of course you know last month was one of the biggest shopping days in the entire year. Our new Super Mall, which includes a Starbucks coffee shop, was scheduled to open early at 6 a.m.

Why did they open so early? They subtly passed a message to every customer that if the customers want to get a sip of good coffee, they either have to wait behind a long queue, or come as earlier as possible to avoid the queue. Starbucks let it be known they would be selling (not giving away for free) Starbucks coffee to people arriving early. They gave their customers a reason to show up early and eventually to buy.

There are all kinds of reasons to buy - here are just some examples.

Quantities are limited. (In fact, in the Starbucks example, all the cakes were gone before 9:00am!!!)

Special pricing is available up to a certain date.

Add-ons / accessories are available at no charge for a limited time.

Special training is included at no charge for a limited time.

Buy two and get a third one at no charge for a limited time.

Free site survey service / report is available for a limited time.

The first 10 customers to buy will also receive a special something.

Offering an extended warranty for the first 20 customers to buy.

Showing the customer the dollarization of his problem and the dollarization of your solutions.

If you don't give your prospect a reason to buy they usually end up not buying. And then tell you they're going to think about it...

City of Tulsa Saves with ELPRO

ELPRO distributors often inform us of any new application they have been working on.

The following example details how ELPRO products have saved considerable installation costs for the City of Tulsa.



Mohawk WTP purchased a new multi-output HACH analyser for their clear-well and needed an inexpensive and reliable method of getting these signals (4-20mA) to the DCS in the control room at the other end of the plant. This is a 150MGD plant with a 2MGAL clearwell.

In addition to the above, the filter basin area needed to send signals (4-20mA) of flow rate, levels and chemical flow rates to the DCS.

The installation sees 2 remote sites using 105U-2 and 105S-2 modules. There are communicating with 105U-3 and 105S-3 modules at the DCS I/O cabinets just below the DCS operator console in the main control building. Estimated cost saving against wiring cable is around US\$25-30K.

In addition to the above, a remote DCS operator station will be added at the far end of the plant and we will use 2 x 105U-Es to communicate from the control room DCS Ethernet router/switch to the remote operator station.

The units were tested not too long ago and both the antennas and 905U-E were mounted inside the two buildings and still communicated through glass windows using CFD890EL antennas and our demo set; they were indeed very pleased! Estimated cost savings of CAT6 or Fiber modems is another US\$15-22K.

The City of Tulsa is very pleased with all the ELPRO product that have purchased. They have in service or bought, every ELPRO model except the new 240U-E and the new 455U modems.

Make sure you send in any similar satisfactory installation examples as they are welcomed and appreciated by ELPRO. We will always post them out as regular features in our future regional updates.



New Wireless Gateway Demo Sets

Some distributors have been looking for a new way to present 105U-G units with Siemens, Rockwell, Schneider or other PLC's. The format should be easy to transport and look professional.

We have developed metal frames which can hold a 105U-G, PLC, battery and switch for demonstration purposes.

Prices on each of the different models are available on request. This should allow simpler presentation and more effective sales.



Industrial Wireless Handbook and Marketing Literature

We are starting to prepare the second edition of our wireless handbook. The tentative plan is to print the new version some time early this year.

Could you look at the Handbook again and let me know what you think and any suggestions. A few of you already dropped me emails with excellent suggestions and a couple of error corrections requests. I would encourage each of you to do the same. We need you to help us to help you.

We are also planning to phase out all the printed versions of brochures in favour of the Handbook as we do not see the need to print both. In the future when you ask us for more brochures, we will send you the Handbooks instead.

Having said that, ELPRO will still develop data sheets for individual products but these will be for the web site

Adding New Items to Your Existing Order...

Lately many of you have been adding new items after sending your original orders. This is fine, you can make additions, but we would suggest that this should be a SEPARATE purchase order to the original one showing the ADDITIONAL items, not a replacement order for the whole order. These replacement orders have been causing confusion and duplicated items, and subsequently delays in shipment.

If it is just simple changes like change of frequency band, power, address, description, etc., it is OK to use the same existing order number. But if you want to add new items, please send a separate purchase order. We can still organize them to be shipped together.

**Best Regards,
From Richard Lee and your mates at ELPRO**

Happy New Year!



Head Office

ELPRO Technologies Ltd

9/12 Billabong Street, Brisbane, Queensland, Australia

Sales Manager Asia & Middle East

Richard Lee

Richard.Lee@elprotech.com

Tech support 24 hours

+617 3352 5276

support@elprotech.com

New orders / repairs

Lorraine Rice

Lorraine.Rice@elprotech.com

www.elprotech.com

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