

AUTOMATIONDIRECT.com

Overview

#1 Value
in
Automation

VOTED#1
Best in
SERVICE
8 YEARS
2001 - 2008

Why you should try

AUTOMATIONDIRECT.com



Our prices are very low, we can't help it!

Our everyday prices on industrial control products are well below the list prices of more traditional automation companies because, with our direct business model and focus on high efficiency, AUTOMATIONDIRECT has the lowest overhead in the industry. We pass the savings on to you by offering high-quality products at low prices.

We make ordering easy

Shop online with our exhaustive product listings or use our interactive catalog. You don't have to register to see prices or create quotes. If you don't order online, just fax or phone us - you'll get friendly, efficient service from the most helpful sales team in the business. We accept purchase orders, major credit cards and even I-checks.

Our FREE service is exceptional

Our technical support team is staffed by field service veterans, and it shows. Almost 99% of AutomationDirect customers responding to surveys say they would recommend us to someone else, and they do! And we've been voted tops in service by independent control magazine surveys

eight years running.

We ship super-fast The majority of our products are stocked for same-day shipping, when you place your order by 6 p.m. E.T. (with approved company credit or credit card, see Web site or catalog for details and exceptions). Our central warehouse is one of the most automated in the industry, with a ship complete rate of 97% (all items on an order are in stock) and an order accuracy of 99.98%. So you can order today and install tomorrow (overnight shipping charges extra).

We guarantee it! We want you to be pleased with every order. That's why we offer a 30-day money-back guarantee on almost every stock product we sell, including our software (see catalog or online Terms and Conditions for minor exclusions).

See inside for a product overview and resource guide to get you started.

www.automationdirect.com

1-800-633-0405

PLCs
HMI
Drives
Motors
Sensors
Wire
Tools
Relays
Fuses
Enclosures
Pilot Devices
more...



Product Line Overview



CLICK micro PLCs

Stand-alone CPU models with:

- Discrete CPUs start at \$69.00
- Analog CPUs start at \$129.00
- 14 built-in I/O plus snap-on expansion modules for up to 142 total I/O
- Two built-in communication ports
- Removable terminal blocks
- Snap-on DC power supply options

DirectLOGIC DL05/DL06/DL105 PLCs

DL05 and DL06 micro bricks with built-in I/O and expansion slots; DL105 fixed I/O series



DirectLOGIC DL205/DL305/DL405 PLCs

DL205, DL305 and DL405 micromodular series



Terminator Universal Field I/O



Operator Panels and Monitors



Think & Do PC Control Software



HMI/Data Monitoring & Collection Software



AC Drives

From 1/2 to 100 hp



Motor Controls and Contactors

Up to 300 hp



AC Motors & Worm Gearboxes



- IronHorse 1800 RPM general purpose motors up to 300 HP (1200 RPM & 3600 RPM in some models)
- IronHorseTC-Frame (C-Face) cast iron motors
- Marathon inverter duty motors up to 100 HP
- Marathon NEMA Premium Efficiency XRI® Inverter Duty Motors from 1 to 10 HP
- Worm Gearboxes for C-face electric motors

Stepper and Servo Systems



- SureStep drives and NEMA motors
- SureServo drives and motors, up to 3kW

Hubbell-Wiegmann Enclosures

NEMA metallic and non-metallic



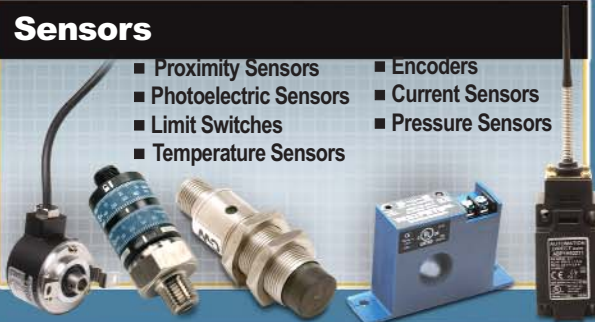
Pilot Devices, Stacklights & Foot Switches

- 22 and 30 mm pilot devices
- Stacklights and foot switches



Sensors

- Proximity Sensors
- Photoelectric Sensors
- Limit Switches
- Temperature Sensors
- Encoders
- Current Sensors
- Pressure Sensors



SOLO Process Controllers

In 1/32 to 1/4 DIN sizes, with universal inputs



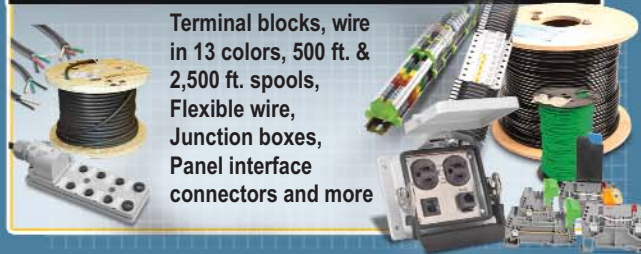
Pneumatics

Tubing, fittings, connectors, valves, and cylinders in a wide variety of configurations



Terminal Blocks and Wire Supplies

Terminal blocks, wire in 13 colors, 500 ft. & 2,500 ft. spools, Flexible wire, Junction boxes, Panel interface connectors and more



Tools

- Step drill bits and jobber length drill bits, machine taps, knockout punches
- Wire strippers and crimpers

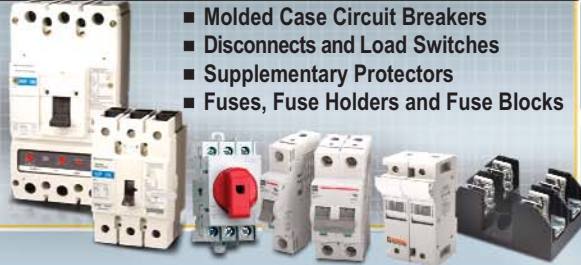


Wire Duct and Flexible Tubing



Circuit Protection

- Molded Case Circuit Breakers
- Disconnects and Load Switches
- Supplementary Protectors
- Fuses, Fuse Holders and Fuse Blocks



Power Products

- DC Power Supplies and Signal Conditioners
- Control and Encapsulated Transformers
- DC - DC Converters



Relays and Timers

- Electromechanical and solid state relays
- Timers



Communication Products









- Serial modems and converters
- Ethernet Switches



If it's in your cabinet, it's in our catalog!

Starting with the enclosure, we carry everything you need to build an electrical control system, right down to the wire and tools. And we have the devices that go in the panel, such as logic controllers, HMI, AC drives, relays, and motor controls. If you're maintaining existing systems, we've got great prices on MRO parts such as circuit breakers, fuses, AC motors and pilot devices. Check out just a few of our everyday prices on the control products you need.

CHECK OUT OUR PRICES

Product	AutomationDirect Price/Part Number	VS.	Competitor Price/Part Number
Proximity sensor, 18 mm, 3-wire NPN DC shielded, with 2-meter cable	\$18.50 AK1-AN-1A		\$78.00 A-B 872C-DH5NN18-E2 
AC Drive, 5 hp, 460V	\$393.00 GS2-45P0		\$965.00 A-B 22B-D010N104 
Supplementary Protector, Single pole, 5 AMP, D trip curve	\$9.25 WMS1D05		\$39.90 A-B 1492-SP1D050 
NEMA 12 Enclosure, steel, wall mount (20" x 16" x 8")	\$214.00 N12201608		\$450.50 Hoffman A-201608LP 

*All prices are U.S. published prices. AutomationDirect prices are as of April 2009. Hoffman prices are taken from Hoffman price list dated 06/16/08. Allen-Bradley prices are taken from <http://shop.rockwellautomation.com> 01/26/09. Prices may vary by dealer. Many other part numbers are available from vendors. All prices subject to change without notice.

Our expertise is at your fingertips

Visit our primary Web site at www.automationdirect.com and take advantage of the wealth of information and assistance available. Access complete information and pricing on over 7,000 products, place orders, ask a technical question of our award-winning support staff, or get help or opinions from your peers on the Customer Forum. Other online resources support specific products as well as offer general industry information.

<http://support.automationdirect.com>

Contains FAQs, demo programs, firmware and software updates/downloads, FREE product manuals (PDF downloads), example programs, application notes

www.automationnotebook.com

AutomationDirect's online technical magazine (also available for FREE hard copy subscription) features all archived issues, with application stories, technology features and practical how-to articles.

<http://learn.automationdirect.com>

Online streaming tutorial site offering training and information on a wide range of automation products and topics [Flash plug-in required]

www.automationtalk.com

Live and pre-recorded seminars on hardware and software, from product overviews to PLC programming

www.aboutplcs.com

This site offers product selection guides, specifications and programming information for the CLICK and DirectLOGIC PLCs.

<http://www.c-morehmi.com>

C-more touch panels

<http://www.c-moremicro.com>

C-more micro-graphic panels

<http://motors.automationdirect.com>

General purpose and inverter-duty motors

www.durapulse.com


Complete line of AC variable frequency drives

www.sureservo.com

Servo drives, motors, cables and software

Not convinced that buying direct can give you great quality, low prices, AND top-notch service?

Read the reprinted article (at right) from the October 2008 issue of Automation World, and you'll see that you CAN get it all!




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October 2008

Expanding Choices

To buy online,
or to use a distributor?
That is the question.



for Automation Buying

By James R. Koelsch,
Contributing Editor

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www.automationdirect.com/directrequest

Expanding Choices for Automation Buying

Reprinted with permission from one of the most trusted automation magazines in the industry

Procurement poses problems for every company from time to time, and it was one of those times for Samuel Jackson Inc., of Lubbock, Texas. Nestled in the heart of the largest cotton patch in the world, the builder of cotton-gin equipment learned that its programmable logic controller (PLC) of choice had become obsolete and would no longer be available. Its engineering staff would have to find a new one that made sense for its dryers, heaters and other moisture-control equipment.

It was then that the staff came across an advertisement for a brand of PLC that was much cheaper than the one its distributor was offering. The downside was that these controllers were available by mail order over the Internet from AutomationDirect, a supplier halfway across the country in Cumming, Ga. So, besides wondering about the reliability of a controller unknown to them, the engineers also wondered whether a faraway company would be able to stand by its products and provide technical support when they needed it.

These are the typical concerns that arise whenever users consider buying automation from the relatively new class of online suppliers that have adopted an Amazon.com-type business model. Making the decision even more difficult is the fact that many of these suppliers disappeared when the dot-com bubble burst earlier in the decade, and many of the survivors have been seeing only slow growth since then. So, the natural question is, why should an end user give up its relationship with its local distributor?

Five to one

For Jackson, the initial answer was price. "We could buy five of the PLCs for the cost of one of the ones that we had been using,"

explains Mark Gentry, a controls specialist at Jackson. "We decided that, even if the product was not reliable, we could replace it a few times before we would spend as much money." He and his colleagues decided to give the Koyo PLC from AutomationDirect a try, and developed a new heater based on it. They discovered that their initial fears were unfounded. Not only was the product reliable, but so was the technical support. In addition to providing tutorials and documentation online, AutomationDirect runs a phone-support hotline that usually connects callers to "hands-on" technicians within three minutes.

"The technicians on our staff have live equipment in their offices," explains Gary Marchuk, the supplier's director of business development. "So, if someone is calling about a PLC programming question, our technician is looking at the same software, live, with the caller."

This service is important to Jackson because its engineers do their own programming in order to reap the greatest return from the company's investment in both the PLC and its designs. "We buy a fairly inexpensive PLC and pack it with 36 analog inputs that we update every 50 milliseconds," says Gentry. "In the past, we learned any PLC that we've used better than the local distributor did.

In the company's heaters, for example, a PLC modulates the gas valves directly, rather than overseeing a prepackaged combustion controller from one of the big automation manufacturers. So the engineering staff writes and optimizes its own combustion-control logic for the burners that it has designed for drying cotton. They also program the PLCs to extract diagnostics and provide the necessary safety interlocks. "A cotton gin is a fairly unique environment because it runs 24-seven for about three months of the year," says Gentry. "Then, it is shut down, the doors are locked and nobody looks at it again until the next year."

He reports that he has not been able to stump AutomationDirect's technicians nearly as often as he used to stump his old distributors'.

The reason is that these technicians have an advantage: They are supporting the PLCs and human-machine interfaces (HMIs) made by their employer's parent company. The technicians, therefore, have access to more resources and tend to know more about their own company's products than most distributors would. In the few cases in which Gentry did stump technical support, the technician was able to contact the design engineers in Japan and have an answer for him the next day. In a couple of cases, the solution involved new firmware. "When you attempt to do that through a distributor, it can take two weeks before you even get to the right person to ask the question," says Gentry.

Is it in stock?

Another kind of reliability that he likes is availability: AutomationDirect almost always has what he needs on the shelf when he needs it, and ships 99 percent of orders received by six o'clock on the same day. The ability to receive PLCs within a few days is important because Jackson's business has a seasonal

component to it. Cotton-gin operators typically wait until they can see how good the harvest is going to be before they embark upon any capital-improvement projects. This usually leaves Jackson four to six weeks to finish building its products and ship them. "Having a reliable supply gives us the flexibility of being able to order the most expensive part of our products at the last minute," says Gentry.

Online suppliers find that they can afford to stock more of the products that they carry because they serve the entire country, and so, have a larger market. "Because of the cash-flow realities associated with serving a smaller group of customers, many local distributors don't stock as many products," says Marchuk at AutomationDirect. "They are probably carrying products from as many as 20 different suppliers, if not more. So, it's harder for them to keep every item in their catalog in stock." These larger service areas are possible partly because of the maturation of shipping companies such as Federal Express and United Parcel Service. When coupled with the explosion of Internet technology, quick and reliable delivery allows online companies to improve their service.

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Read the rest of the article at <http://www.automationworld.com/feature-4625>

What customers are saying about us...

"I am amazed at the entire AutomationDirect operation. Not only can I buy the equipment I need at an incredibly affordable price, but the merchandise is backed by the friendliest, fastest, most efficient organization of intelligent people I have ever had the pleasure to know. You have succeeded in the marketplace to offer top shelf quality at low prices, get-it-to-you-yesterday delivery, service with a big smile and technical support second to none."

Bill Hanson
Overland Bolling Corp.

"AutomationDirect is the best vendor of automation products that I have ever used, and second best is not even close. I make regular decisions to purchase automation products from Automation Direct based solely on the quality of the Web site and the availability of knowledgeable technical support staff. There is that super low price thing, as well."

Steve in Charbonneau, OR
(submitted online)

"Great products and reasonable prices keep our company coming back time after time. The Tech support team has helped me on numerous occasions, and every time they have helped get us back on track in a very timely manner. I used to work in the construction field and I recommend AutomationDirect to all my contractor friends, and will continue to do so with anyone that is looking for quality products at reasonable prices!"

Mike in Cleveland, OH
(submitted online)

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