

Your answer to a tough economy



bit.ly/infoadc

Over 10,000 industrial control products in stock and ready to ship

Spend Less. Demand More!

- MORE** in-stock products with FREE shipping*
- MORE** #1 rated tech support that's FREE
- MORE** free manuals and software
- MORE** savings without sacrificing quality

* See inside for details

#1 Value in Automation

AUTOMATIONDIRECT.com

1-800-633-0405 | www.AutomationDirect.com



In this uncertain economy, you need to save money and save time . . . we can help.

You need quality products at a great price from a solid supplier . . .

. . . Since 1994 our prices have been typically 50% less than more traditional suppliers.

Since our industry-changing catalog first hit the mailboxes in 1994, we've been offering a better value on industrial controls by running our business efficiently and passing the savings on to our customers. In 1999, we made it easier to research and purchase by becoming the first automation supplier with a 24/7 online store. We've made the commitment to offer the best products at the best value we could deliver so you have a better choice.

more info www.AutomationDirect.com/price

You insist on better service and you want it FREE . . .



. . . our FREE technical support has been voted #1 for eleven years in a row.

Many industry magazine reader surveys have placed us at the top of the list for service. In Control Design magazine, we've been voted #1 in multiple product categories eleven years in a row.

The awards are nice and we appreciate them, but a satisfied customer who comes back time and time again is our best reward. Located just north of Atlanta, Ga, we start every business day with that in mind.

more info www.AutomationDirect.com/service

You want training and information to fit your schedule . . .

. . . we have FREE live Webinars and we're constantly updating our on-demand product videos.

And for almost-FREE online videos that dive deeper into our product lines, go to www.interconnectingautomation.com for in-depth training libraries.

more info www.AutomationDirect.com/videos

**2-day transit time does not apply for LTL shipping of heavy orders or drop-shipped items not in Cumming, GA warehouse. (We cannot ship heavy items to Hawaii or Puerto Rico.) For orders under \$300, you may request that your order ship via the 2-day (transit) method; shipping charges will be added to invoice. For complete details on shipping methods and charges, see Terms and Conditions in our catalog or on our Web site. We do not guarantee delivery times of the carriers. AutomationDirect is not responsible for carrier delays due to weather, mechanical failures or other issues.

You need it delivered FAST and you don't want to pay for shipping . . .

. . . order from us, you'll get it in 2 days or less with no charge for shipping on orders over \$300**.

complete details www.AutomationDirect.com/2day

AutomationDirect Price/Part Number	VS.	Competitor Price/Part Number
Proximity sensor, 18 mm, 3-wire NPN DC shielded, with 2-meter cable AK1-AN-1A \$21.75		\$81.90 A-B 872C-DH5NN18-E2
AC Drive, 5 hp, 460V GS2-4SP0 \$407.00		\$995.00 A-B 22B-D010N104
Supplementary Protector, Single pole, 5 AMP, D trip curve WMZS1D05 \$8.50		\$42.60 A-B 1492-SP1D050
NEMA 12 Enclosure, steel, wall mount (20" x 16" x 8") N12201608 \$243.00		\$489.30 Hoffman A-201608LP

All prices are U.S. published prices. AutomationDirect prices are as of October 2011. Hoffman prices are taken from www.hoffmanonline.com 2/14/11. Allen-Bradley list prices are taken from <http://www.rockwellautomation.com/en/e-tools> 2/21/11. Prices may vary by dealer. Many other part numbers are available from vendors. All prices subject to change without notice.

You bought the products, you want FREE manuals . . .

. . . all our manuals, CAD drawings, and documentation are FREE downloads available 24/7.

You paid hard earned money for our products. Why should you have to pay more for the manuals to use them? That doesn't make sense.

If you're evaluating a product, download the manual to help you make a better choice - no purchase necessary.

more info www.AutomationDirect.com/support

A controller for every application

Whether you're a newcomer to PLCs, or a seasoned veteran; whether you need simple discrete control or need to calculate complex algorithms lightning fast, you can find what you need among our cost-effective programmable controller families.



- Easy for new user
- Basic machine control
- Lowest cost

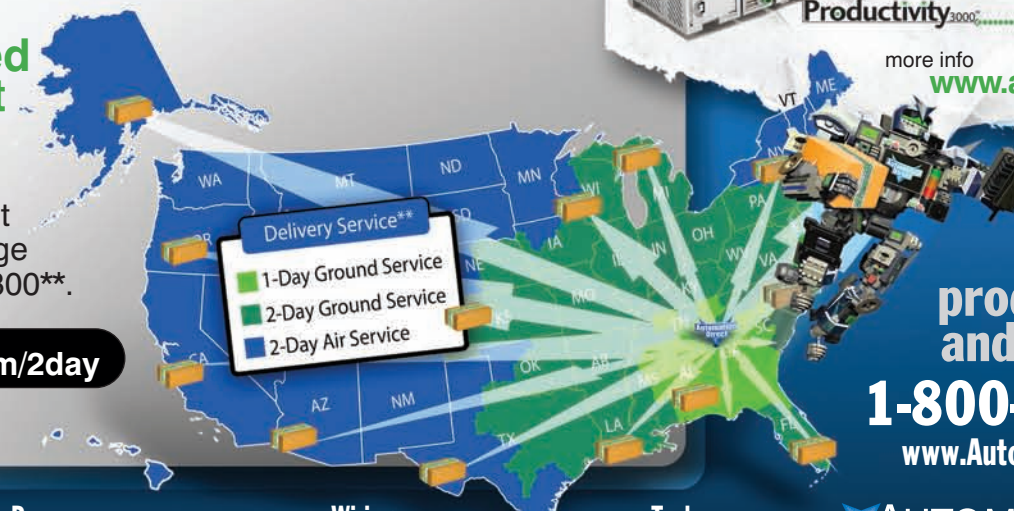


- Advanced discrete
- Basic process control
- Expandability
- Ethernet



- Advanced discrete and process
- Data collection
- Extensive communications
- Distributed I/O

more info www.aboutplcs.com



Over 10,000 products in stock and ready to ship

1-800-633-0405
www.AutomationDirect.com

AUTOMATIONDIRECT.com
#1 Value in Automation

- Programmable Controllers
- Field I/O
- Software
- HMI

- Drives
- Soft Starters
- Motors & Gearboxes
- Steppers/Servos

- Motor Controls
- Proximity Sensors
- Photoelectric Sensors
- Limit Switches

- Encoders
- Current Sensors
- Temperature Sensors
- Pilot Devices

- Process
- Relays/Timers
- Communications
- Terminal Blocks

- Wiring
- Power Products
- Circuit Protection
- Enclosures

- Tools
- Pneumatics
- and more!



Comments from our current customers:

"Products are a good value for a fair price. We've used a wide selection of what's offered. Online ordering is easy. Supplies are delivered quickly. Every year the product line is expanded. Currently trying the pneumatic fittings with great success."

Ken, Holly MI

"This company is by far the easiest to order from and the quickest to ship than any other online supplier that I know of. Quality of most items are as good or better than the brand "X" boys. Thanks for the great site."

Todd, Hood River OR

"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 AutomationDirect 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, Charbonneau OR

"I have been in the machine design trade for 15 years and never found a company like this one. The support you receive when working with this company is unheard of. Some companies charge for tech support. The software is friendly and all the information you need is available online. The company is how most should be ran."

Online comment from Affton MO



Programmable Controllers



Universal Field I/O



Software



Operator Interface



AC Drives



Motors and Worm Gearboxes



Motion Control



Motor Controls



Pneumatics



Process



Relays & Timers



Sensors



Pushbuttons, Switches and Lights



Terminal Blocks and Wiring



I/O and Communications Wiring



Communications



Power Products



Enclosures



Circuit Protection



Tools

**A quality product line, with FREE #1 rated technical support and quick shipping!
Call 1-800-633-0405 or visit us at: www.automationdirect.com**