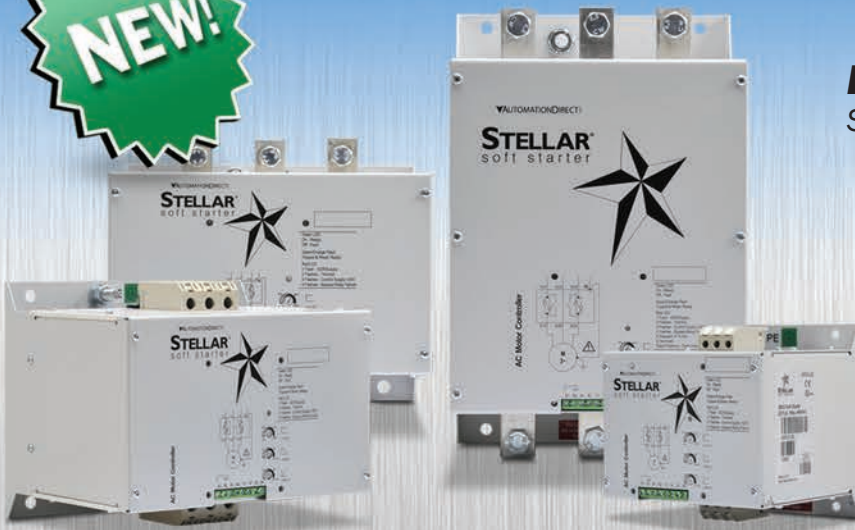


Trim energy costs with soft starters

Spend a little, save a lot

Whether you need 3-potentiometer simplicity, a high horsepower range, or proven energy saving operation, AutomationDirect has a soft starter series for your applications.

NEW!



Basic AC Motor Soft Starters

SR33 Series (to 400 HP) - **Starting at: \$490.00** (SR33-22)

This series fits in the footprint of existing wye-delta starters. Its 3-potentiometer setup (Start Voltage, Start Time, and Stop Time) makes installation and commissioning easy.

- 22A to 482A rated current models @ 208-230/460 VAC
- Five trip classes: Class 5, 10B, 10, 20, 30

Full Featured AC Motor Soft Starters

SR44 Series (to 300 HP) - **Starting at: \$769.00** (SR44-9)

The SR44 series is fully digital, and uses thyristors in all three motor phases for controlled reduced voltage motor starting and stopping. SR44s have an Automatic Application Setup that fully configures the starter with one entry. A built-in "Optimizing" mode reduces energy costs when used on lightly loaded or oversized motors.

- 9A to 370A rated current models @ 230-460V (suitable for use on 208V systems)
- Size 1: 9A-146A
- Size 2: 174A-370A



Compact 3-Phase Soft Starters

SR22 Series (to 30 HP) - **Starting at: \$119.00** (SR22-05)

The SR22 series is a low-cost family perfect for use in applications where space is a concern. With 3-potentiometer setup, these low voltage soft starters offer simple, reliable motor control.

- 5A to 40A rated current models @ 208-460V
- 45mm and 55mm standard sizes

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