



# WHAT'S UP WITH

# ▼AUTOMATIONDIRECT.com

The common sense way to buy industrial controls

## 2026 ISSUE 2

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## Old Habits are Hard to Break—and Costly

Years ago, before joining AutomationDirect, I spent over 15 years as a Senior Field Service Engineer traveling nationwide to water, wastewater, and industrial sites. I worked on new facility construction for major food manufacturers, inspecting installations, calibrating instruments, and starting up equipment before training operators. One constant I learned: "stuff happens." During pre-startup tests, things often went wrong, and engineers had to call outside companies for PLC logic fixes—which required a credit card unless they had expensive service contracts. I rarely faced that issue because I typically worked with AutomationDirect PLCs. Their tech support team helped guide me to adjust logic as needed, free of charge. What stood out was seeing repeated costly frustration elsewhere, while companies using our PLCs invested in learning programming for free or converting systems, knowing the return would come quickly. Old habits can feel safe, but they can also quietly drain time, money, and momentum. Breaking "business as usual" routines isn't always comfortable—but in this industry, it can be one of the most valuable decisions you make.

- The AutomationDirect Team



1-800-633-0405 | [WWW.AUTOMATIONDIRECT.COM](http://WWW.AUTOMATIONDIRECT.COM)

## MORE IRONHORSE AND WEG AC DRIVES

ACM series  
starting at:  
**\$125**

- IronHorse ACM series AC drives provide basic V/Hz and sensorless vector control for low-hp motors when only single-phase power is available. These drives support advanced features such as PID control, 2-motor control, fire mode, momentary power loss restart, and password protected configuration. An EtherCAT module (ACN-ECAT) is also available.
- Additional WEG CFW500 washdown AC drives have been added to increase the horsepower offering up to 30hp for the 460 VAC models and up to 20hp for the 230 VAC models. These drives are rated for use in harsh environments, include a SoftPLC for custom-tailored control schemes, and support several control modes.



[www.automationdirect.com/vfd](http://www.automationdirect.com/vfd)

## ADDITIONAL PRODUCTIVITY PLC I/O

starting at:  
**\$118**

- P1-04TEPS and P2-08TEPS solid-state relay modules are ideal for applications requiring extensive or extremely fast load switching and offer longer lifespans, greater reliability, near-instant switching, and less electrical noise than electromechanical relays.
- P1-04THMS and P2-08THMS thermocouple modules feature 16-bit resolutions and inputs that support numerous thermocouple types, and are designed for better accuracy in electrically noisy environments.
- P1-12CDRS discrete/relay combo module combines higher current Form A (SPST) relays (5A/point) with eight 24 VAC/VDC discrete inputs, providing dual purpose I/O for cost and space savings.



[www.automationdirect.com/productivity](http://www.automationdirect.com/productivity)

## PETER ELECTRONIC VSII PLUS SOFT STARTERS

starting at:  
**\$185**

VSII Plus soft starters provide durability, a high number of starts/hour, and a simple setup for standard or light-duty applications up to 105A. Configure quickly by adjusting the positions of 3 trim pots; status LEDs indicate the units' operational status. Built-in DIN-rail mounting and quick-connect I/O wiring terminals make electrical installation easy.

These soft starters operate using microprocessor control of two phases with thyristors, then switch over to line voltage using internal bypass contactors. All models are suitable for use with any Class 5 or 10 soft starter application.



[www.automationdirect.com/soft-starters](http://www.automationdirect.com/soft-starters)

## STRIDE PRO UNMANAGED+ SWITCHES

starting at:  
**\$106**

STRIDE PRO unmanaged+ industrial Ethernet switches add efficient network optimization with IGMP snooping (traffic prioritization), port monitoring, port alarms, VLAN support, and more.

IGMP snooping ends network flooding by transmitting data only to the specific devices requiring it. Port mirroring takes a view of your network and sends a copy of all the traffic from a selected port to a monitor port, which can be used for diagnostics. The port alarm monitors cable connections and sends an alarm signal anytime connection status changes. These switches include PoE, PoE+, and Gigabit Ethernet options with up to 12 ports.



[www.automationdirect.com/unmanaged-plus-switches](http://www.automationdirect.com/unmanaged-plus-switches)

## MORE FLOWLINE RADAR LEVEL SENSORS

starting at:

**\$955**

Additional Flowline LR80 series EchoBeam FMCW radar level sensors increase sensing ranges up to 393.7 ft (120 m) for liquids and 196.8 ft (60 m) for bulk solids. These sensors utilize Frequency Modulated Continuous Wave (FMCW) technology and deliver reliable, high-precision level measurement.

LR80 sensors can even measure through the top wall of plastic or fiberglass tanks; select models feature a convenient LCD display with pushbuttons for simple configuration and level indication. The wireless LevelTap™ app connects via Bluetooth for easy configuration and quick access to level information.



[www.automationdirect.com/radar-level-sensors](http://www.automationdirect.com/radar-level-sensors)

## MAGNETIC INDUCTIVE FLOW METERS

starting at:

**\$598**

New Endress+Hauser magnetic-inductive Picomag flowmeters, with EPDM seals, measure conductive liquids ( $\geq 10 \mu\text{S}/\text{cm}$ ) up to 198 GPM, and simultaneously monitor flow, temperature, and volume. They include two configurable I/O points supporting analog, pulse, switch, or IO-Link communication, and feature a full-color, TFT display. Configuration and monitoring can be performed wirelessly via the free Bluetooth® SmartBlue App. The IO-Link interface provides seamless integration into established fieldbus systems, direct access to process and diagnostics data, and "on the fly" device configuration.



[www.automationdirect.com/magnetic-inductive-flow-meters](http://www.automationdirect.com/magnetic-inductive-flow-meters)

## PROSENSE HUM SERIES HUMIDITY SENSORS

starting at:

**\$180**

HUM series humidity sensors provide reliable temperature and relative humidity (RH) measurements for HVAC, cleanroom, and general industrial applications. They offer versatile mounting options and wide measurement ranges (-4 to 140 deg F, 0 to 99.9% RH), and select models provide a seven-segment display for quick, at-a-glance monitoring. Duct mount sensors probes mount directly in air ducts for HVAC and ventilation. Wall / duct models probes mount through a duct or suspended freely from a wall. Compact wall-mount room sensors are easy to install and provide ambient temperature and RH measurement.



[www.automationdirect.com/humidity-sensors](http://www.automationdirect.com/humidity-sensors)

## SENSY LOAD CELLS

starting at:

**\$159**

The Sensy 2172L series single point, 5510 series shear beam, and 2782 series tension/compression load cells deliver flexible solutions for weighing and force measurement. They are ideal for applications from small packaging scales to rugged industrial tanks and conveyor systems. Built from aircraft-grade aluminum or stainless steel, they feature built-in overload protection, high accuracy, protection ratings up to IP67, and capacities up to 2000 kg (4409 lb). Select models offer industry standard 4–20 mA outputs for easy integration into process control systems.



[www.automationdirect.com/load-cells](http://www.automationdirect.com/load-cells)

## DEFINE INSTRUMENTS PANEL METERS, PLUS...

Panel Meters  
starting at:

**\$235**

- Merlin series digital panel meters accept many common inputs and provide scaling, linearization, and optional analog or relay outputs
- The LPI610 series loop-powered digital panel meter features a compact front-mount high-resolution display with built-in diagnostics
- The Javelin series loop-powered signal conditioner supports many input types and provides a standard 4-20 mA output
- TM series signal conditioners provide universal inputs and isolated voltage/current outputs, depending on model
- Sentry series signal conditioners feature universal inputs, dual relay outputs, LED display, and several control modes
- TM-2HL series head-mount temperature transmitters provide accurate 4-20 mA outputs for temperature applications



[www.automationdirect.com/process-controllers](http://www.automationdirect.com/process-controllers)

## MORE SMART-VS VISION SENSORS

starting at:

**\$1,192**

The new Datasensing Smart-VS Plus sensor offers Ethernet communication, several I/O points, and a 3-class classification, which is useful when Good / No Good / No Object tests are needed. The Smart-VS Plus imager supports up to 20 stored images and an operating range of 50-400 mm.

Datalogic's most advanced vision sensor, the Smart-VS EVO, includes everything the Smart-VS Plus offers, plus support for a 6-class classification including anomaly detection, an increased I/O count of 4 outputs and 2 inputs, and the imager stores up to a total of 50 images.



[www.automationdirect.com/vision-sensors](http://www.automationdirect.com/vision-sensors)

## TOOLS, TOOLS, AND MORE TOOLS

Deburring  
Tools  
starting at:

**\$5.00**

- Shaviv deburring tools feature ergonomic universal handles, extendable blade holders, and more
- New Wiha and Wera foam tray tool sets offer utmost organization and accessibility; many tray types available including precision screwdriver trays and multi-bit driver trays
- Stripping, cutting, and crimping tools from Weidmuller streamline wiring with speed, precision, and consistency; a selection of specialty screwdrivers, cable shears, diagonal cutters, folding knives, and electrician's scissors are available
- The GT Line of premium tool storage solutions is designed for professionals who demand durability, organization, and comfort on the job



[www.automationdirect.com/tools](http://www.automationdirect.com/tools)

## RuB MANUAL BALL VALVES

starting at:

**\$5.50**

RuB manual ball valves provide unmatched versatility, performance, and reliability for fluid and air control applications with a lifetime warranty. The available offering spans everything from compact micro and mini valves, perfect for tight space OEM builds, to high flow industrial options engineered for demanding environments.

General purpose models with several handle options, 3-way pneumatic models with integrated exhaust ports, and potable water models with lead free brass bodies simplify integration across industries.



[www.automationdirect.com/process-ball-valves](http://www.automationdirect.com/process-ball-valves)

## MORE SAFETY PRODUCTS

Dold  
Safety Relays  
starting at:

**\$73**

- The Schmersal PROTECT PSC1 safety controller is a compact safety control system with scalable I/O from a trusted leader in machine safety; E-stops, light grids, and almost any safety device can be monitored with ease, and the universal interface ensures instant connection to every standard fieldbus
- Dold RK 6929 compact safety relay extension modules amplify and multiply safety relay outputs while providing galvanic isolation between control and power levels; offering forcibly guided contacts for safe diagnostics, Interface Type C Class:1, and a space-saving package that is only 17.5 mm wide



[www.automationdirect.com/safety](http://www.automationdirect.com/safety)

## MORE PENN-UNION WIRING SOLUTIONS

Split-bolts  
starting at:

**\$2.25**

- Pre-insulated power bars with single-side (IPBB-S) or double-side (IPBB-D) conductor entries
- In-line splicers/reducers suitable for use with various aluminum or copper stranded wires
- Type S/SW copper alloy, & SWA aluminum split bolt connectors for various connection combinations
- Service posts that create a solid, dependable, and safe link between copper cables and steel structures, bus bars, transformers, or electrical enclosures
- CUAL-GEL and CUAL-AID #11/#12 non-petroleum based compounds used for preventing oxidation and corrosion of various metals



[www.automationdirect.com/mechanical-connectors](http://www.automationdirect.com/mechanical-connectors)

## SNAP-ON MARKERS & MORE LABELS

Snap-On  
Markers  
Starting at:

**\$11.50**

- Epson LabelWorks heat-shrink tube labels are designed for easy printing with Epson LabelWorks PX printers and offer a durable, professional, and permanent labeling solution; once shrunk around the wire, the label provides clear identification and protective insulation
- TE Connectivity snap-on markers are "C" profile wire labels designed for quick and easy application onto wires that are already terminated; markers can be applied or changed without disconnecting the wire, offering significant time savings compared to on-site printing or handwriting



[www.automationdirect.com/labeling](http://www.automationdirect.com/labeling)

## WIKA PRESSURE GAUGES & NEEDLE VALVES

Pressure  
Gauges  
starting at:

**\$22**

- WIKA pressure gauges meet NSF/ANSI 61 and 372 and accurately monitor pressure from vacuum to 300 psi; select models feature a patent-pending FlexWindow™ face that allows the gauge to be completely filled, eliminating the air gap for improved readability
- WIKA needle valves feature a rugged 316L stainless steel construction, allow equipment isolation without shutting down the process, and provide precise flow control across a wide range of pressures and temperatures



[www.automationdirect.com/water-components](http://www.automationdirect.com/water-components)

## KLEMSAN TDS TIMER RELAYS

TDS timer relays deliver flexible, reliable timing in a compact 18mm DIN-rail design, from single- and multi-function models with up to 10 modes to special versions for motor control, all with wide voltage support, LEDs, IEC compliance, and robust outputs.



Timer Relays  
starting at:  
**\$16.75**

[www.automationdirect.com/relays](http://www.automationdirect.com/relays)

## MORE MODULAR & HMI ENCLOSURES

Quadritalia OK series 2200mm modular enclosures fit seamlessly together to build quality enclosures for industrial, electrical, and data applications. (ACE) series HMI enclosures are a perfect housing for HMI devices and the taraPLUS suspension arm system offers sleek, modular arms to improve operator comfort and efficiency.



Modular  
Components  
starting at:  
**\$46**

[www.automationdirect.com/enclosures](http://www.automationdirect.com/enclosures)

## MORE TERMINAL BLOCK OPTIONS

More Konnect-It innovative terminal block solutions are available, designed for flexibility, safety, and space efficiency. New additions include:

- Triple-level multi-function fuse holders
- Ring & fork terminal blocks
- Quick connect blocks
- Accessories including end covers, separators, and jumper bars



starting at:  
**\$26/25pk**

[www.automationdirect.com/terminal-blocks](http://www.automationdirect.com/terminal-blocks)

## MORE WEG MOTOR CONTROL OPTIONS

- CWBN series contactors deliver robust, dependable performance
- ESWE series Type F combination starters for harsh environments
- CWBS series IEC safety contactors rated up to 125A
- RWB40E series self-powered overload relays protect motors in low-, medium-, or heavy-duty applications



Contactors  
starting at:  
**\$47.50**

[www.automationdirect.com/motor-controls](http://www.automationdirect.com/motor-controls)

## FBM SERIES PHOTOELECTRIC SENSORS

AchieVe FBM series rectangular photoelectric sensors deliver reliable performance at a great price for a wide range of industrial applications.

They feature a rugged thermoplastic construction, offer options for visible red LED, pinpoint LED, or infrared light emission, and provide sensing distances of up to 10 meters.



starting at:  
**\$24**

[www.automationdirect.com/photoelectric](http://www.automationdirect.com/photoelectric)

## MORE T-SLOT RAILS COMPONENTS

New FATH components for T-slotted aluminum rail include sleek casters with lifting foot options for mobility and stability, an ergonomic dual monitor workstation, monitor mount extensions, and a wide array of tool hooks, holders, and accessories that streamline organization and workflow.



Tool Holders  
starting at:  
**\$5.00**

[www.automationdirect.com/t-slotted-components](http://www.automationdirect.com/t-slotted-components)

## CORRUGATED TUBING & CONDUIT FITTINGS

- Murrplastik EW-PAB series solid corrugated tubing delivers chemical & impact resistance while the EW-PRF series offers superior flexibility & durability.
- Halex liquid-tight metallic/non-metallic fittings ensure a secure bond to enclosures
- Halex Flexible Metal Conduit fittings provide strong, reliable connections between flexible metal conduit and enclosures



Liquid-tight  
Fittings  
starting at:  
**\$1.25**

[www.automationdirect.com/wire-cable-management](http://www.automationdirect.com/wire-cable-management)

## VISUAL/AUDIBLE TRAFFIC LIGHTS

Pfannenberg PYRA series custom traffic light systems include pre-wired bases, industrial traffic light elements, and signal horns that can be customized as a multi-tier indicator. The bases are pre-wired for up to a 4-stage visual traffic light using assorted colored light elements (red, green, yellow, or blue), or up to 3 lights and one audible alarm.



Bases  
starting at:  
**\$47**

[www.automationdirect.com/signal-devices](http://www.automationdirect.com/signal-devices)

## A Practical Guide to Electrical Circuit Protection for Industrial Applications - FREE Circuit Protection eBook

This eBook is for users who want to strengthen their circuit-protection knowledge, from panel design basics to selecting and coordinating devices. It covers codes and standards, disconnects and distribution, fuses and breakers, electronic protection, motor circuits, ground-fault protection, and power-quality mitigation.

What's Inside:

Chapter 1: Electrical Circuit Protection Introduction

Chapter 2: Disconnects & Power Distribution

Chapter 3: Fuses

Chapter 4: Molded Case Circuit Breakers (MCCBs)

Chapter 5: Miniature Breakers & Supplementary Protectors

Chapter 6: Electronic Circuit Protection (24 VDC)

Chapter 7: Motor Power Circuit Protection.

Chapter 8: Ground-Fault Protection

Chapter 9: Power-Quality Protection

Download this eBook and learn more about disconnects, breakers, fuses, electronic protection, and power distribution.

Visit here for free download: <https://go2adc.com/Cir-Prot-ebook>



## What is Motion Control?

Industrial motion control is used to operate a variety of apparatuses, including gripping, transporting, and moving mechanisms on small machines, plus multi-axis robotics, large web handling systems, and much more.

In an industrial automation context, the term "motion control" usually refers to using an electric motor, either a servo or stepper motor, to positively drive the position, velocity, and acceleration of a physical system. There are other motion control methods as well—pneumatics are economical, and hydraulics can provide the greatest force—but electric motors often provide the right balance of accuracy, speed, power, durability, and operating cost.

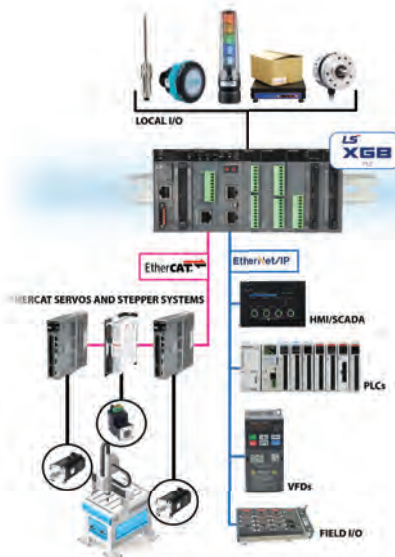
Motion control can be applied directly to driven equipment such as a roller, or via gearboxes and other mechanisms. Most motors are rotational in nature, but there are multiple ways to translate rotational motion into linear or other motions. Therefore, motion control applications can be as simple as operating a single gripper, or they can operate multi-axis robotic arms, and even more complex equipment with dozens of axes.

To learn more about the fundamental motion control concepts, read the full blog at: <https://go2adc.com/motion-blog>

For even more details, check out our motion control related links below:

eBook: <https://go2adc.com/motion-ebook>

Videos: <https://go2adc.com/motion-control-videos>



## NEW VIDEOS

Find all videos at [www.automationdirect.com/videos](http://www.automationdirect.com/videos)

### LS ELECTRIC PHOX DC SERVO START UP - THREE PART SERIES:

#### PART 1: HARDWARE CONNECTION



Learn how to properly connect hardware to the LS Electric PHOX DC Servo. (VID-SV-0096)

#### PART 2: SOFTWARE CONFIGURATION



Learn how to configure the software for the LS Electric PHOX DC Servo. (VID-SV-0098)

#### PART 3: BASIC MOTION



Learn how program and configure your LS Electric PHOX DC Servo to perform basic motion tasks. (VID-SV-0099)

# WHAT'S UP WITH AUTOMATIONDIRECT

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Let AutomationDirect help  
you stretch your controls  
and maintenance budget!

This issue of our  
Product News Bulletin  
will keep you up to date



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We're  
Introducing  
NEW PRODUCTS  
every month,  
all at our  
EVERDAY  
LOW PRICES

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