



WHAT'S UP WITH



The common sense way to buy industrial controls

2025 ISSUE 3

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We've walked the walk

I've been a proud member of the AutomationDirect team for 20 years, and like me, many of our team members have passed their 20-year mark and some have been here over 30 years. Why? The secret is simple: AutomationDirect is not just a great place to work, we are genuinely passionate about providing an exceptional customer experience. Many of us come from the industrial automation field and we know the problems you face. So, we have your back! But how? Well, there are a few ways, but first and foremost, we don't want you wasting your valuable time and money. With our low, everyday prices on everything from PLCs to zip ties, you'll definitely save money. With our 24/7 website, convenient product selectors/configurators, and fast free shipping for any orders over \$49, you undoubtedly save time. But the icing on the cake is our award winning customer service, which offers free phone support before, during, or after you buy, saving you headaches. There are many more reasons but the bottom line is, when it comes to industrial suppliers, stick with one that's been there and done that and has your best interests at heart.

- The AutomationDirect Team



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WAGO LEAN MANAGED SWITCHES

starting at:
\$713

WAGO lean managed switches integrate lean manufacturing principles into their design and functionality, and offer advantages such as waste reduction, improved efficiency, and more. The easy-to-use web-based interface and diagnostic tools reduce configuration, monitoring, and troubleshooting time, and the diverse communication protocol choices eliminates the need for specialized switches. VLAN support allows logical network segmentation, which improves traffic management and performance. Select models add MAC security, which limits unauthorized network access, isolates traffic, and improves overall network security.



www.automationdirect.com/ethernet-switches

DEFINE INSTRUMENTS P2P WIRELESS IO

starting at:
\$675

Define Instruments Twin Link series point-to-point (P2P) wireless I/O devices are a cost-effective solution for connections over long distances (up to 0.9 miles line-of-sight or 500 ft. through walls), those with physical obstacles, or those on moving equipment. These devices create a dedicated, bidirectional radio link to reliably transmit analog or digital signals. Up to 15 repeaters can be used for signal improvement or extended range. The sender/receiver pair supports discrete, thermocouple, RTD, mA, or frequency inputs and provides two isolated 4–20 mA outputs.



www.automationdirect.com/signal-conditioners

MORE TEMPERATURE TRANSMITTER OPTIONS

starting at:
\$210

New Endress+Hauser series offerings include:

- TM311 iTHERM CompactLine: Integrates an RTD & transmitter with adjustable temperature settings
- TMT36 iTEMP: Head-mounted units that support Pt100/Pt1000 RTD inputs with a single-channel IO-Link output
- TMT72 iTEMP: Programmable, HART-compatible units that accept RTD, thermocouple, resistance, or voltage inputs
- TMT142B iTEMP: Rugged units that support multiple input types and offer configurable ranges, HART communication, adjustable filtering, and a built-in digital display



www.automationdirect.com/temp-transmitters

MORE GEARMOTORS & GEARBOXES

Gearboxes
starting at:
\$130

New IronHorse offerings include:

- VP1 series DC gearmotors are designed to power high-torque mechanical loads at lower speeds with a compact motor. They are powered by 90 VDC and are designed for use with unfiltered SCR or PWM waveforms generated by a DC drive.
- Worm gearboxes with IEC inputs offer all the same features and advantages as our existing aluminum models, but new models offer IEC input flange types B5 and B14 in order to fit IEC motors in frame sizes 63, 71, 80, and 90



www.automationdirect.com/dc-gearmotors

LAUMAS LOAD CELLS & ELECTRONICS

Transmitters starting at:

\$210

- FCAL series high-precision bending beam load cells are ideal for low- to mid-capacity systems
- CTL series load cells are designed for both tension and compression, with excellent linearity
- The CBL series low-profile compression load cells are perfect for space-limited applications
- Single channel load cell transmitters provide a 4–20 mA output and support Modbus RTU
- Multi-channel load cell transmitters provide I/O for functions such as batching, taring, and alarming, and offer Modbus TCP, EtherNet/IP, and a built-in web server for remote access



www.automationdirect.com/load-cells

BALLUFF IO-LINK MASTERS & HUBS

Hubs starting at:

\$291

Balluff IO-Link masters provide EtherNet/IP communication for IO-Link systems, with REST API and/or MQTT support, depending on model. A rugged metallic version for harsher environments or a weld-proof potted plastic version are available. Select models feature a built-in screen interface for easy IP, subnet mask, and gateway configuration.

Balluff IO-Link hubs allow easy connection of several sensors and actuators to an IO-Link master using a single cable and are designed to withstand extreme conditions.



www.automationdirect.com/io-link

ICON FLOW METERS

starting at:

\$944

ICON Process Controls Truflo® TKM series paddle wheel liquid flow meters provide reliable, full-pipe liquid flow measurement with exceptional long-term performance. These rugged, highly repeatable sensors deliver outstanding value with no scheduled maintenance required. Built with a chemically resistant PVC body, they are ideal for corrosive liquid process applications. Each unit comes preprogrammed, and offers a bright, 360° rotatable LED display for clear, convenient readability. Models offer sensing ranges up to 357 GPM and feature 4–20 mA and pulse outputs.



www.automationdirect.com/flow-sensors

LIKA DRAW-WIRE ENCODERS

starting at:

\$249

Draw-wire linear measurement devices use a steel cable wrapped on a spring-loaded reel to measure distance. The reel is connected to a rotary encoder or potentiometer that can provide very accurate feedback on how far the steel cable has been extended.

Lika draw wire encoders provide encoder (quadrature) or 0-10V or 4-20mA analog outputs and are available in pull lengths from 2 to 10 meters. Ideal for linear measuring, vertical lift measurement, cylinder stroke measurement, or any application where accurate, inexpensive linear distance measurement is required.



www.automationdirect.com/encoders

DI-SORIC 2D CAMERAS

starting at:

\$995

di-soric 2D S-mount lens cameras use a standard interchangeable M12 lens, also function as a vision sensor. They are ideal for applications requiring flexibility and adaptability, and support localization, detection, counting, measurement, and read code functions.

- Convenient configuration software for high customization and a web HMI for easy remote access
- Comprehensive focal lengths via swappable lenses, allowing for standard/wide-angle views, and f/4.0 and f/8.0 apertures
- Support image correction and versatile Ethernet communication, utilizing multiple protocols including TCP/IP, FTP Client, SFTP Client, Profinet Client, and EtherNet/IP



www.automationdirect.com/vision

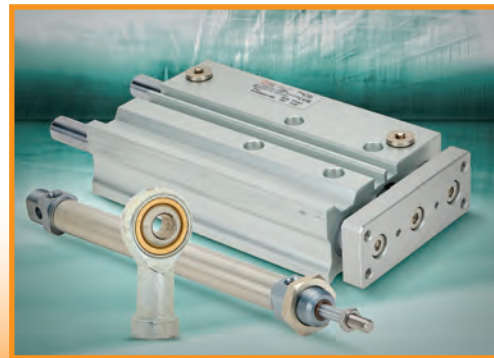
ISO 6432 & DUAL ROD ACTUATORS

starting at:

\$33

Metal Work ISO 6432 non-repairable pneumatic air cylinders are ideal for metric applications where an inexpensive actuator is desired. These cylinders are a great choice for machinery with limited installation space. They are interchangeable with other common brands of ISO 6432 cylinders and the self-lubricating bronze bushings provide years of maintenance-free operation.

Metal Work heavy-duty metric dual guide rod cylinders are designed for applications requiring precision mounting, tolerance to sideloads, and rotational stability. These cylinders feature dual guide rods, magnetic pistons, bronze bushings, anodized extruded aluminum alloy housing, & switch mounting slots.



www.automationdirect.com/pneumatics

MORE DINNECTOR DIN RAIL OPTIONS

Steel type starting at:

\$6.00

Pre-cut DIN rails saves time spent on cutting and drilling products with sharp edges, and help eliminate risk to personnel. These DIN rails are deburred for safety and to prevent cable and wire damage during installation.

- Steel versions provide superior strength where durability and load-bearing capabilities are paramount, are resistant to deformation and wear, and are ideal for applications with extreme temperature fluctuations
- Aluminum versions are lightweight, easy to maneuver and mount, and are ideal for terminal block installations. Available in lengths from 72 to 858mm.



www.automationdirect.com/wiring-solutions

MORE DRAG CHAIN OPTIONS

igus 2500 starting at:

\$55.50

Drag chains route cables/hoses to moving components and help to extend cable/hose life, reducing equipment downtime and repair costs.

- The igus 2500 series cable/hose drag chains feature a snap-open mechanism on the chain's outer radius, a hinged crossbar that swivels more than 180° on both sides, and are built with rugged igumid® G material
- Murrplastik MP3000 series cable/hose drag chains are built from rugged polyamide (PA), feature hinge and latch crossbars that allow convenient access to the chain's channel after installation, and can easily be extended or shortened to fit the application by adding or removing chain links.



www.automationdirect.com/wiring-solutions

NEW TOOL ADDITIONS

Morse tools
starting at:
\$6.50

- Channellock pliers include straight jaw pliers, Griplock jaw tongue-and-groove pliers, long nose pliers, slip joint pliers with wire cutting shear, cutting pliers, and more, designed to ensure superior performance and longevity.
- Channellock multi-purpose wiring tools perform a variety of tasks, including wire stripping, wire cutting, deburring, reaming, crimping, or bolt cutting.
- Channellock adjustable wrenches are made of rugged chrome vanadium steel and feature non-protruding jaws for accessing hard-to-reach areas.
- MK Morse bi-metal, carbide-tipped, and impact-rated hole saws provide effortless cuts and faster hole cutting



www.automationdirect.com/tools

MORE QUALITY CABLE ADDITIONS

HELUKAT
starting at:
\$1.05/FT.

Helukabel's HELUKAT industrial Ethernet and Profinet cables include Type B, Type B Hybrid (with power conductors), Type R, and Type C Profinet cables. These cables are designed for dynamic or harsh industrial applications and protect against oil, chemicals, and abrasion. Tray rated, flexible, and continuous flexing versions also available.

LUTZE® SILFLEX FBP VFD cable is the ultimate solution for challenging Food and Beverage machine and processing applications. These cables are safe for food contact per FDA guidelines and are Ecolab certified for resistance to the most common cleaning agents.



www.automationdirect.com/bulk-wire-cable

ASHCROFT PRESSURE SWITCHES

starting at:
\$206

Ashcroft B-Series mechanical pressure switches deliver precise, reliable pressure sensing in a compact and rugged design. Equipped with cost-effective, high-capacity 15A relay outputs, they eliminate the need for external contactors or interposing relays. Select models feature a narrow deadband for highly accurate trip points. These switches feature adjustable setpoints, wide pressure ranges up to 3000 psig, versatile wall and conduit mounting options, durable epoxy-coated aluminum housings, and NEMA 4X/IP66 ratings.



www.automationdirect.com/pressure-switches

ROYAL BRASS HYDRAULIC HOSE & ADAPTERS

Hose
Assemblies
starting at:
\$29

Gates hydraulic hose assemblies, from Royal Brass & Hose, eliminate the need to cut and terminate hydraulic hoses on-site. The ProFlex series features a compact construction with a smaller outer diameter, allowing flexing with less force. This series is perfect for variable pressure applications or when cost is a concern. The MXT series provides a light, flexible hose assembly with exceptional durability and strong construction for a longer life, and are ideal for harsh environments. Both series are offered in pre-cut lengths up to 10 feet with Gates MegaCrimp coupling terminations.



www.automationdirect.com/hydraulic-hose

IFM FAIL-SAFE INDUCTIVE SENSORS

starting at:
\$125

ifm fail-safe inductive sensors feature (2) OSSD outputs that can connect to safety relays for applications requiring detection of metal objects.

- Designed to trigger a safe state when sensor fails
- Available in various tubular and cube sizes
- Include a 4-pin M12 quick disconnect



www.automationdirect.com/safety

MORE PILOT DEVICES

Pushbutton Enclosures starting at:
\$13

- Patlite industrial signal beacons in three series with various monicolor options and a Fresnel lens. All series are IP23 rated or IP65 rated by adding the optional gasket.
- New Comepi SB series pre-assembled polycarbonate control stations offer emergency stop and start/stop combo pushbutton options. Or, configure your own IP67/IP69K pushbutton enclosure.



www.automationdirect.com/signal-devices

NEW PHOTOELECTRIC SENSORS

Autonics starting at:
\$79

- Autonics BTF, BTS, & BPS series miniature photoelectric sensors have ultra-compact slim or narrow housings ideal for tight spaces, are IP67 rated, and are available in popular sensing styles
- New AchieVe FKL series 18mm tubular photoelectric sensors are IP67 rated and use Class 1 or Class 2 red lasers to provide sensing distances up to 50 meters



www.automationdirect.com/photoelectric

MORE WAGO POWER PRODUCTS

Eco2 Power Supplies starting at:
\$93

WAGO 787-3861 series single-channel electronic circuit breakers offer a lower cost compact 6mm form factor, providing safe and reliable supplementary protection for 24 VDC control circuits. A new 60W model has been added to the WAGO Eco2 series power supply lineup, which is value-priced and UL approved for Class 1, Div 2 hazardous locations.



www.automationdirect.com/power

NEW ENCLOSURE AC'S & HEAT EXCHANGERS

Heat Exchangers starting at:
\$1,536

New Pfannenberg air conditioners and heat exchangers include the DTT 6000 series top-mounted air conditioners (up to 14,000 BTU/H), the DTS series 3000 ACs (up to 25,000 BTU/H), and air-to-water heat exchangers. Premium quick filter rolls are also available for a low-cost, single-use filter option.



www.automationdirect.com/enclosure-cooling

LUMHER MACHINE VISION LIGHTING

starting at:
\$226

Lumher vision lighting fixtures include bar lights in two series: the standard power PD series and the high-power FD series. Also available are ring lights, flat lights, and spotlights. All lights are IP65 rated and provide continuous operation. Select models support continuous or strobe operation.



www.automationdirect.com/vision-lighting

MORE ENCLOSURE & HMI COVERS

AttaBox starting at:
\$82

- AttaBox Heartland/Heartland SL series hinged screw cover enclosures provide the highest level of water intrusion protection (NEMA 6P), and have the best available (F1) rating for its polycarbonate resin construction
- Clear Stahlin SolarShield HMI covers are lightweight, high-impact rated, UV-resistant, and ideal for protecting HMI screens



www.automationdirect.com/enclosures

NSF BRASS VALVES FROM GC VALVES

starting at:
\$128

71 series 2-port water valves are certified to NSF/ANSI 61 and have NSF-approved EPDM diaphragms. They are a great choice for drinking water applications and are ported for the most popular NPT sizes (up to 2") with a 120 VAC or 24 VDC solenoid coil.



www.automationdirect.com/valves

Did you know that AutomationDirect offers FREE online PLC training?

To assist our valued customers with their training needs, many years ago AutomationDirect teamed up with Doug Bell of Interconnecting Automation and started a hands-on PLC training program. Since then, we have seen the demand for this type of training grow exponentially, not just with our customers but with the public at large. US manufacturing and the need for skilled labor is on the rise now more than ever; because of this we feel it not only benefits us as a supplier, but the industry we rely on, to train as many people as possible on PLCs. Therefore, we have removed the purchase restriction from our online PLC training program, providing absolutely free PLC training. This allows access to anyone interested in learning about industrial controllers.

Learn more or begin your training by visiting: <https://go2adc.com/training>



Our selection/configuration tools make shopping a breeze

AutomationDirect.com's priority is making our customer's shopping experience fast, and accurate. We are always thinking of ways to improve our website, keeping our valued customers in mind. One feature available to help ensure our customers get exactly what they need is our variety of product selector tools. These online tools simplify the often complex process of selecting compatible parts by guiding customers through a series of questions and filtering options.

These tools act as a virtual guide, allowing customers to quickly filter products based on specific technical requirements and ensuring compatibility between different parts. Customers can easily build a complete, compatible system from scratch; several configurators are available for PLCs, motion control, pneumatic systems, and more. A major benefit of these selectors/configurators is that they provide immediate access to technical data, manuals, and other resources, streamlining customer research. They also allow customers to save or add their entire selection to the cart for an easy checkout. Overall, the tools save time and help customers select the right products with confidence.

Go to <https://www.automationdirect.com/selectors> anytime day or night to get helpful assistance with selecting your products.

Product Selectors & Configuration Utilities	
PLC Family Selector	
P1000 PLC Systems	
P2000 PLC Systems	
P3000 PLC Systems	
ProductivityCODESYS	
CLICK PLC Systems	
Do-more® BRX PLC Systems	
LS-Electric® XGB PLC Systems	
Productivity®Open Systems	
Datalogic® Safety Light Curtains	
LS-Electric® Servo Systems	
Nitra® Pneumatic Grippers	
Object Detection (Sensors)	
PAL Controller Configurator	
Precision Gearbox Selector	
Protos X® Field I/O	
Quadritalia® Modular Enclosures	
Stellar® Soft Starters	
Stepper System Selector	
SureFraine T-slot Extrusion	
SureMotion® XYZ Gentry	
SureServo2® System Selector	
SureStep® Linear Actuators	
Timing Belts & Pulleys	
Werma® Stacklights	
ZIPLinks	

NEW VIDEOS

Find all videos at www.automationdirect.com/videos

SELECTING A C-MORE HMI



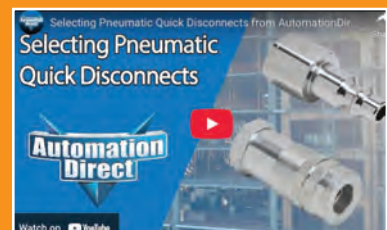
This short video discusses the considerations when choosing between a traditional HMI panel or a headless HMI. (VID-CR-0046)

PLC PROGRAMMING: LADDER LOGIC VS STRUCTURED TEXT EXPLAINED



This video delves into the differences between two popular programming methods: ladder diagram and structured text. (VID-PLC-0010)

SELECTING PNEUMATIC QUICK DISCONNECTS



This video covers the variety of pneumatic quick disconnect options and how each are used. (VID-PN-0068)

WHAT'S UP WITH AUTOMATIONDIRECT

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Let AutomationDirect help
you stretch your controls
and maintenance budget!

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

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