

Volume 3, Issue 1

In This Issue

EDITOR'S NOTE

- [2011 Shows & Events](#)
- [Spanish Product Guide](#)
NOW AVAILABLE

PRODUCT FOCUS

- [Valve Patent Video](#)
- [Corrosion Resistant ZnNi Plating on Valves](#)

APPLICATION INSIGHT

- [SOLUTION: Testing the Compression Force of Concrete on A Hydraulic Press](#)

NOSHOK NEWS

- [NOSHOK Founder Jim Cole Wins Veteran Of The Year Award](#)
- [NOSHOK Joins United States Saudi Arabian Business Council](#)
- [Employee Spotlight: Alex Utrera, International Sales Manager](#)
- [FIRST Robotics 2011](#)

TECH TIP

- [Steam Syphons in Transmitter Applications](#)

CUSTOMER CONNECTION

- [90% OFF Transducers](#)
- [Enter to win a KINDLE](#)

Winter 2011



Spanning The Globe in 2011

This year NOSHOK will be hitting the road in a big way, exhibiting at twelve domestic trade shows as well as a number of international events..

We'll kick off the year in booth #14246 at the renowned IFPE/ CONEXPO Show in Las Vegas, to be held from March 22 - 26. This show is a leading international exposition and technical conference dedicated to the integration of fluid power with other technologies for power transmission and motion control applications.

Other shows we'll be exhibiting at are the OTC Show, CBM Energy Expo, DUG Eagleford Conference, and LAGCOE. Our international schedule includes the Peace Region Petroleum Show in Grand Prairie, Alberta, Canada, as well as Exponor in Chile, and the Columbia Petroleum Show in Columbia. Others will be announced on our website.

Check our website for our [full schedule](#), including booth numbers and dates. We hope to see you there!

Sheryl Pritt
Editor & Marketing Specialist

¿Habla Español?

To better serve our Spanish speaking distributors and customers, and accommodate our rapidly growing presence in the international market, our NOSHOK Measurement Solutions Product Guide is now available in Spanish.

The NOSHOK Product Guide is a comprehensive catalog that showcases our entire product offering; including pressure & level, temperature, and force measurement instrumentation, along with needle and manifold valves. Options and accessories are also included.

Download an English or Spanish pdf through our website at www.noshok.com, or download the Spanish version by clicking on the link to the right.



[Link to Catalog PDF](#)

PRODUCT FOCUS

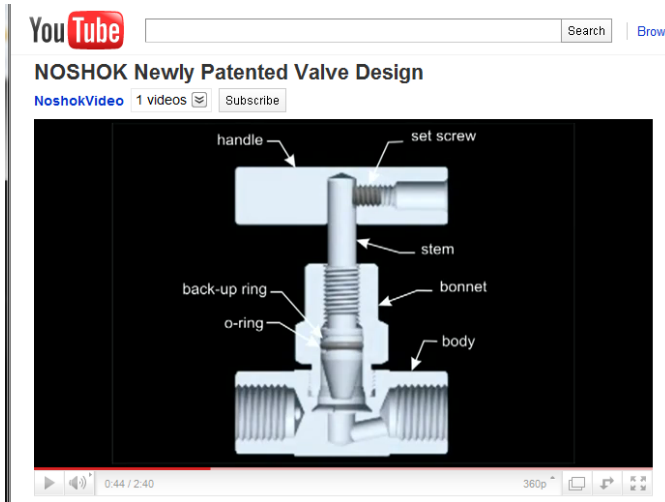


NEW: Video On Patented Valve Design

All NOSHOK valves are 100% helium leak tested to 1×10^{-4} ml/s for guaranteed performance and reliability.

Check out our new YouTube video, explaining NOSHOK's innovative, newly patented valve design.

Through creative 3D animation, this video highlights the unique body-to-bonnet metal-to-metal seal on our valves that significantly increases the pressure range of the valve without compromising the flow, and helps to maintain the integrity of the bonnet threads by segregating them from the process media.



[WATCH VIDEO](#)

UPDATE: Carbon Steel Valves Now Standard With Corrosion Resistant Zinc Nickel Plating



All NOSHOK carbon steel needle & manifold valves are now standard with Zinc Nickel Plating — an ideal choice for harsh environments where corrosion resistance is a necessity.

Improvements in corrosion protection have become increasingly important for outdoor applications, where traditional platings have limited performance capabilities in demanding environments. In addition to its excellent corrosion resistance (higher than any other sacrificial alloy), Zinc Nickel plating provides increased deposit hardness which results in extended wear resistance and longer service life, which is ideal for most industrial applications. It is also WEEE and RoHS compliant.



[Click here for details](#)

Note: Colors may vary due to normal process variation and will not affect the performance of the valve.

- EXCELLENT CORROSION RESISTANCE
- EXCELLENT ENVIRONMENTAL PROTECTION
- WEEE & ROHS COMPLIANT

NOSHOK SOLUTION:

TESTING THE COMPRESSION FORCE OF CONCRETE IN A HYDRAULIC PRESS

A NOSHOK 300 Series Compact OEM Pressure Transmitter, along with a NOSHOK 2000 Series Smart System Digital Indicator, is extremely effective in hydraulic presses to test the compression force of concrete.

The transducer measures the tensile strength of the hydraulic press and sends the signal to the Smart System, which gives the operator a visual of whether the compression force on the press is correct .

This NOSHOK product solution also works well in a variety of other applications related to presses, forgings, and stamping.

300 Series Compact OEM Pressure Transducers

- Rugged, compact transducer at an affordable price
- Ideal for dynamic or static measurement in general industrial applications where space is limited and durability is essential
- Ranges from 0 psi to 15 psi through 0 psi to 10,000 psi
- Standard absolute ranges from 15 psia to 200 psia
- High quality stainless steel construction for compatibility with chemically aggressive media
- All welded design with no internal seals increases resistance to mechanical stress, shock and vibration



Link to Product Specifications

http://www.noshok.com/300_series_compact.shtml

2000 & 2100 Series Smart System "Intelligent" Digital Indicators

- Factory scaled and calibrated to your specifications at **no** additional cost
- Accepts a variety of standard process signals and precisely scales them into any desired unit of measurement
- Single input or dual input
- Employs advanced technology for stable, drift-free readout
- Field upgradeable with plug-in option cards; including 4 set point alarms, analog output



Link to Product Specifications

http://www.noshok.com/ind_2000_series.shtml

NOSHOK Founder Jim Cole Wins 2010 Outstanding Veteran Of The Year Award

NOSHOK is proud to announce that Jim Cole has been chosen to receive the 2010 Outstanding Veteran Of The Year Award from the Joint Veterans Commission of Cuyahoga County, for his distinguished service to the United States of America, and his lifetime of service and contributions in support of U.S. service men and women.

Mr. Cole was a U.S. Army Special Forces Medical Sergeant, and is a veteran of the war in South East Asia. In 2000, his unit MACV-SOG was awarded the Presidential Unit Citation for extraordinary heroism in military operations against an armed enemy.

Jim is also a life member and past president of the Special Operations Association, two-time recipient as Special Forces Association Member Of The Year, and is an honorary Vice Commander of the American Legion. Currently Jim is Vice President and Director of the USO of Northern Ohio.

Congratulations to Jim on this well-deserved honor!



It's *FIRST* Robotics Time Again

2011 marks NOSHOK's Engineering Manager, Michael Lancaster's 7th year as a mentor in the *FIRST* Robotics Competition.

Open to 9-12th grade students, and nicknamed "The varsity sport for the mind," FRC combines the excitement of sport with the challenges of science and technology. Under strict guidelines, limited resources, and tight deadlines, teams of are challenged to raise funds, design a team "brand," develop teamwork skills, and build and program robots to perform specific tasks against a field of competitors. It's as close to "real-world engineering" as a student can get. As a volunteer professional mentor, Michael will lend his time and expertise to guide his team.



The 2011 season kicked off on 1/18/11 and robots must be shipped by 2/22/11. More details and results to follow in upcoming newsletters.... Good luck to Michael and his team!



Employee Spotlight:
Alex Utrera, International Sales Manager

Q: What is NOSHOK's plan for growing export sales in the future?

A: Receiving the Excellence in Exporting Award from the Ohio Department of State last year was a true honor. To be acknowledged and recognized among so many companies is very humbling, and it makes us appreciate even more the importance of what we do and the value it provides. Most importantly, it motivates us to continue growing our business and expanding into different markets worldwide.



In 2010, NOSHOK established more than 28 new partnerships outside of the United States, in countries such as Mexico, Qatar, China, Ecuador, Canada, Vietnam, and Colombia. In the next few years, NOSHOK expects to increase its presence in other markets such as Saudi Arabia, Singapore, Malaysia and South Africa. The execution of this international expansion program also includes a detailed and strategic plan that will triple export sales for the company by 2015.

At NOSHOK, we are excited about these plans and remain committed to continue offering high quality products and excellent support to all of our distribution partners and customers worldwide.

Strengthening Our International Commitment

We have recently joined the United States Saudi Arabian Business Council to underscore our commitment to our current distributors in this region, as well as to reach out to new business connections and opportunities in this market.

Also, as a member of the Council, NOSHOK will support trade initiatives between Saudi Arabia and the United States, and will participate in trade missions, conferences and special events with Saudi and U.S. government leaders and high officials.

Through ongoing involvement with international organizations and councils such as this one, we will continue our efforts to grow our export presence and provide value to our distributors and end users all over the world.

**FOR MORE
INFORMATION ON
THE U.S.-SAUDI
ARABIAN BUSINESS
COUNCIL
[CLICK HERE](#)**

**[HTTP://WWW.US-
SABC.ORG/14A/
PAGES/INDEX.CFM?](http://www.us-sabc.org/14a/pages/index.cfm?)**



مجلس الأعمال السعودي الأمريكي
U.S.-Saudi Arabian Business Council

TECH TIP

Q: Are pigtail steam syphons used in transmitter applications?

A: The steam syphon is necessary in steam pressure applications. It is important to isolate the transmitter sensing diaphragm from the high temperature encountered with steam pressure applications.



FOR INDUSTRY
AND COMPANY
NEWS AND
UPDATES,
SIGN UP
TO FOLLOW US
ON FACEBOOK,
TWITTER &
LINKED IN,
AND SUBSCRIBE
TO OUR RSS FEED!



YOUR FEEDBACK IS
IMPORTANT TO US!
Click [HERE](#) to
provide your
testimonial, input
and/or suggestions
regarding NOSHOK
products or
services.

CUSTOMER CONNECTION

90% SAVINGS ON HEAVY DUTY OEM TRANSDUCERS

SAVE UP TO 90% on our Heavy Duty OEM Transducers for a **limited time only**, while products last.

NOSHOK 600 Series Heavy Duty OEM Transducers utilize advanced sputtered thin film sensor technology to produce a highly accurate and stable pressure transducer for the high volume OEM. CE compliant. RFI, EMI and ESD protection.

Click [HERE](#) for details.

**CHECK OUR WEBSITE OFTEN FOR
MONEY-SAVING PROMOTIONS. AT PRICES
LIKE THESE THEY SELL FAST, SO ACT NOW!**



For more information on NOSHOK products, please visit our website at www.noshok.com
Contact: Sheryl Pritt, Mktg. Specialist, 1010 West Bagley Road, Berea, Ohio 44017
440-243-0888 x220, spritt@noshok.com

ISO 9001:2008
REGISTERED