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NEW! Joint Marketing Opportunity

Many people wonder what separates a top performing sales person from the rest of the pack. In most cases, it's because they apply a number of best practices in their daily routine. NOSHOK is committed to supporting your efforts with effective sales and marketing tools that focus on best practices for selling NOSHOK products.

To this end, we've developed new [NOSHOK Solutions Value Messaging Flyers](#), designed to increase awareness about NOSHOK's breadth of products and services, promote NOSHOK's added-value differentiators, and cross-sell appropriate products and accessories. These one page flyers serve as an effective guideline for benefit and value-focused discussion regarding NOSHOK in sales meetings, and as a compelling but simple leave behind piece. To access these PDFs, click [here](#).

NOSHOK would also like to extend the opportunity to utilize these Value Messaging Flyers in joint marketing efforts, by **customizing the flyer(s) with your logo and contact information** and providing them in PDF format for your use. Please contact NOSHOK Marketing Manager [Sheryl Pritt](#) if you are interested in this option.

As always, our foremost priority is customer satisfaction. We look forward to our ongoing mutual success!



NEW! Upgraded Electronic Indicating Pressure Transmitter/Switch

NOSHOK announces a new look and added features on our newly upgraded 800 Series Electronic Indicating Pressure Transmitter/Switch and 850 Series Electronic Indicating Temperature Transmitter/Switch.

The new NOSHOK 800 Series Electronic Indicating Pressure Transmitter/Switch is available in vacuum and compound ranges through 0 psig to 7,500 psig (absolute ranges are also available), with current and voltage output options. This Pressure Transmitter/Switch features a display and electrical connection that can be rotated independently, and offers seven different output configurations.

The new 800 Series NOSHOK Electronic Indicating Transmitter/Switch is constructed with 316L Stainless steel wetted parts, and is RoHS compliant and CE compliant to suppress RFI, EMI and ESD.



[Click for more information on this product](#)

[RFQ - 800 Series Pressure Transmitter/Switch](#)

NEW! Next Generation Electronic Indicating Temperature Transmitter/Switch

The next generation of the NOSHOK 850 Series Electronic Indicating Temperature Transmitter/Switch utilizes PT1000 technology for continuous temperature monitoring, electronic temperature switching, and transmission of analog output while providing local digital indication.

This sensor allows for one or two switching outputs as well as optional current and voltage outputs. Three buttons on top allow simple adjustment of the temperature set points, reset points, switching functions and the measuring range of the optional analog output.

1/2" NPT Male is the standard connection size, and a variety of stem lengths are available for maximum versatility (also available with adjustable insertion lengths via the sliding compression fitting).

The NOSHOK 850 Series Electronic Indicating Temperature Transmitter/Switch is constructed of durable stainless steel housing and wetted parts and is RoHS compliant and CE compliant to suppress RFI, EMI and ESD.



NEW Labeled Needle & Manifold Dust Caps

For additional clarity and efficiency, NOSHOK is now labeling all isolate, equalize and vent dust caps on all NOSHOK Needle and Manifold valves. The red, green and blue color coding method is standard in the industry, and labeling the dust caps provides an additional instant visual reference, which can prevent potential accidents.

This will be a running change, and will be fully implemented within the next several months.



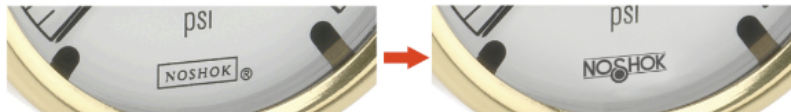
[Click for more information on NOSHOK Valve Products](#)

NOSHOK Product Logo Update

You'll be noticing a change on your NOSHOK products!

The NOSHOK registered logo with the rectangular outline that you have been familiar with for over 50 years is being replaced with our current logo on all products. You've most likely seen our current logo on our website, e-marketing, and in our literature for many years, and now all our gauges and instrument products will be consistent.

This will be a running change, and will be fully implemented within the next several months.



NOSHOK CUSTOM MEASUREMENT SOLUTIONS FOR TIRE PRESSES

NOSHOK provides custom Measurement Solutions for tire plants that manufacture everything from automobile and truck tires to large construction equipment tires. One such solution was provided for a top tier tire company with retreading plants throughout the United States and Canada.

One of the many processes in a tire plant involves curing or vulcanization. This particular plant was in the process of developing a new curing process which would reduce the curing time of a tire from 3 - 4 hours to just 1.5 - 1.8 hours. The process would also increase productivity with significant cost savings, giving them an edge over their competition.



Curing Chamber with NOSHOK Transmitters

The new technology incorporates the use of a “curing chamber”, where as many as 25 tires could be cured at a time. The process involves the precision measurements of pressure, temperature, and time - all monitored by computer sensing controls. NOSHOK assisted in the custom design and supply of a manifold for the curing chamber. Among other components, up to 25 sensors were needed to monitor pressure per manifold.

Multiple sensors were tested but ultimately [NOSHOK 300 Series Compact OEM Transducers](#) were chosen due to their high level of performance and cost-effectiveness.

The NOSHOK transducers contributed to the success of their process and helped them to get this new technology working efficiently within their plants.



[More info on 300 Series Transmitters](#)

Another NOSHOK custom solution was provided at a facility in which large earth moving equipment tires are manufactured. [NOSHOK 200 Series Low Pressure Diaphragm Gauges](#) were provided to monitor a process where pressure is applied to membranes (large inner-tubes) to support the tire while waiting to be placed in the press for curing.



[More info on 200 Series Gauges](#)

NOSHOK also addressed an application at a tire plant that manufactures ATV tires for vehicles including Polaris and Artic Cat, where there was a need for pressure sensors to monitor their tire presses.

The plant was having issues with a competitor's transmitter continuously falling out of calibration, known as calibration drift.

The tire manufacturer decided to make the switch to NOSHOK sensors, based on our renowned quality and reliability, as well as our dedication to analyzing issues and providing customized solutions. The NOSHOK sensors performed much better than their previous model, however some calibration issues began to arise again.

Several units were sent back for analysis, whereupon it was determined that there was severe corrosion inside of the orifice and on the diaphragm of the sensor. This corrosion caused the transmitter outputs to vary substantially. No clear-cut culprit of the corrosion was determined, but after much discussion and investigation, it was concluded that there could be an issue with the piping used for their adaptors. The metals used in the piping had a very high iron content, and being used in combination with steam the issue of corrosion had to be considered. The corrosion at the process connection can be seen in the photo below.

NOSHOK recommended that a [NOSHOK Type 25 Diaphragm Seal](#) be assembled on a [NOSHOK 100 Series Transmitter](#) to protect it from the corrosion. The transmitters with diaphragm seals were installed and evaluated over several months, and performed very well with no calibration drift.



We continue to work on additional assemblies to complete all of their presses with this solution.

[More info on 100 Series Transmitter](#)

[More info on Type 25 Seal](#)



Problem: Corrosion on process connection



Solution: NOSHOK transmitter with protective diaphragm seal

NOSHOK has also provided solutions at several facilities that manufacture truck and bus tires.

NOSHOK [615 High Accuracy Heavy-Duty Transducers](#) are being used on their presses, while [NOSHOK 400 Series All Stainless Steel Gauges](#) provide local indication.



[More info on 615 Series Transducers](#)



[More info on 400 Series Gauges](#)

NOSHOK is dedicated to providing customized engineered solutions to address specific process requirements. These are just a few examples of how NOSHOK provided solutions for consistently high quality performance at multiple tire press plants.

Contact your NOSHOK Regional Sales Manager, or call NOSHOK's Customer Support team at 440-243-0888 to start working on your custom solution today!

Ongoing Commitment to Our International Partners

Underscoring our ongoing commitment to continued mutual growth with our international partners, NOSHOK's International Accounts Manager David Vargas and Accounting Manager Emily Dillen have become active members of the [Cleveland Foreign Credit Group](#), also known as IFSPA.



CLEVELAND FOREIGN
CREDIT GROUP

The Cleveland Foreign Credit Group is an independent group of manufacturers, bankers and service organizations who meet to share information on foreign credit related issues. This group discusses topics including payment experience, assessing country risk, foreign exchange, and logistic issues, among others. David and Emily apply the knowledge they gain from these interactions to improve NOSHOK's internal processes for international business.

NOSHOK provides multi-lingual sales and customer support, as well as bilingual product catalogs and marketing materials. We are committed to supporting our international customer base, as well as developing and streamlining our international processes to accommodate NOSHOK's ongoing global growth.

Tech Tip

Q: How often does a gauge need to be calibrated?

A: NOSHOK pressure gauges require little or no calibration within the Warranty period. Some applications may be more aggressive than others, resulting in an increased frequency in the need for calibration. The environmental limitations for the pressure gauge series should be observed in all cases. Gauges used in situations outside these requirements may result in inaccuracies, premature wear and/or failure of the gauge and would require additional maintenance. The frequency of calibration, therefore, is best left to the user to determine.



See more NOSHOK Tech Tips

Here's Your Chance To Win \$100!

Want to win some extra money, and help us provide you with even higher levels of service and support?

Simply send us a brief description of how NOSHOK products provided a solution in your application, and/or how a NOSHOK representative helped you with a challenge. Send videos or photos of our products in your application as well. It will only take you a few minutes and you could win \$100!

Please e-mail your testimonial and video/photo(s) to spritt@noshok.com, and include your name, title and company name.



Your e-mail indicates your consent to have your feedback, testimonial, photos, and/or video featured in any NOSHOK printed or online marketing materials including our website and social media. You can also choose for us to share your testimonial anonymously, if you'd rather not have your company or personal name published. If this is the case, please indicate your preference in your e-mail submission.

Everyone who sends us their feedback / testimonial will be entered in a drawing to win a \$100 VISA Gift Card. Submissions must be e-mailed by **November 16th, 2018**. The drawing for the VISA Gift Card will be held on **November 19th, 2018**, and the winner will be notified via e-mail.

For more information on NOSHOK products, please visit our website at www.noshok.com

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