



How Manufacturers, Distributors and Manufacturers' Reps Can Implement a Joint Strategy to Produce Sales Qualified Leads Every Month



WHO'S JOB IS IT?



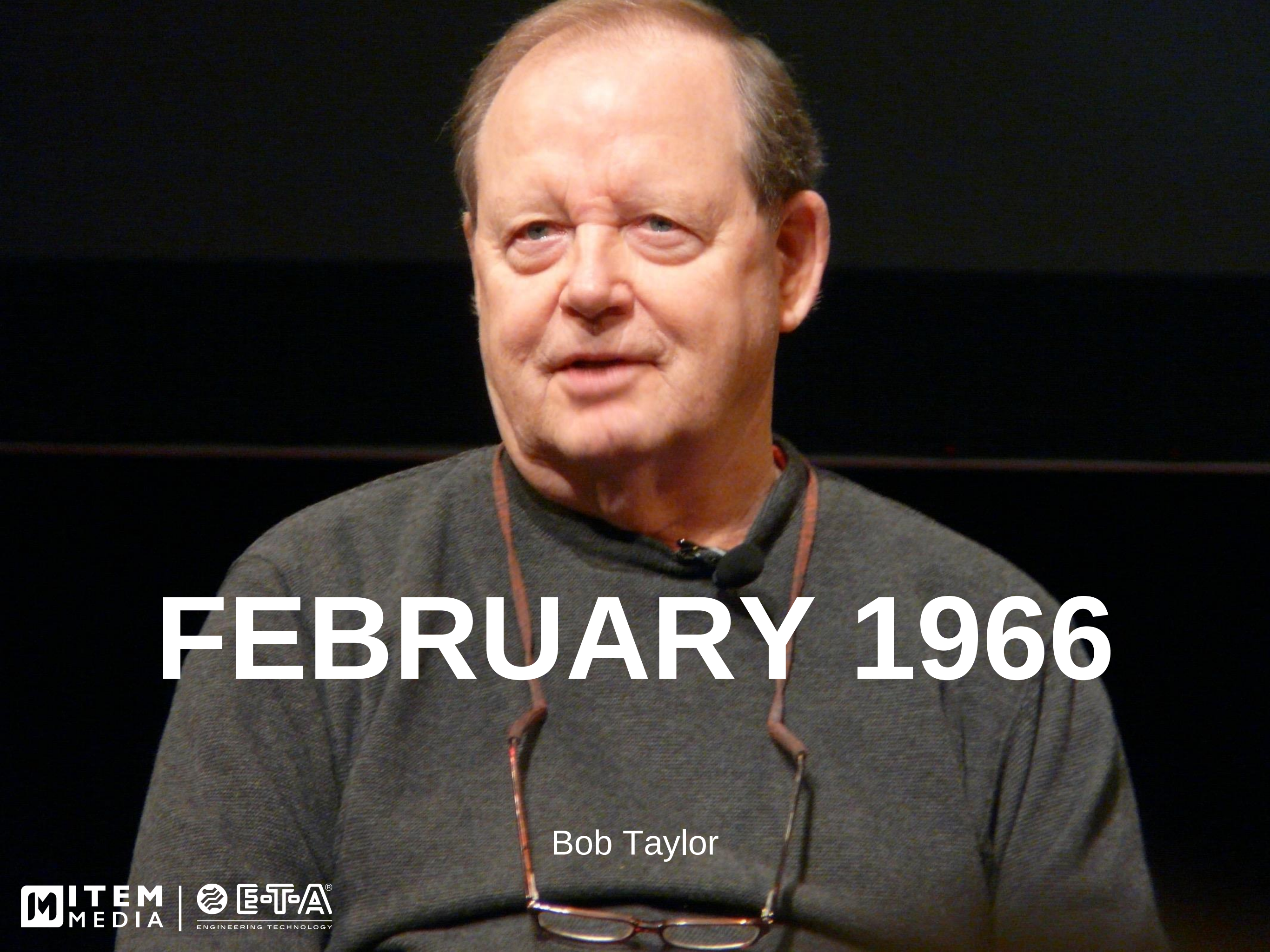


Ellen Albright

Director of Marketing
E-T-A Circuit Breakers

Graham Kilshaw

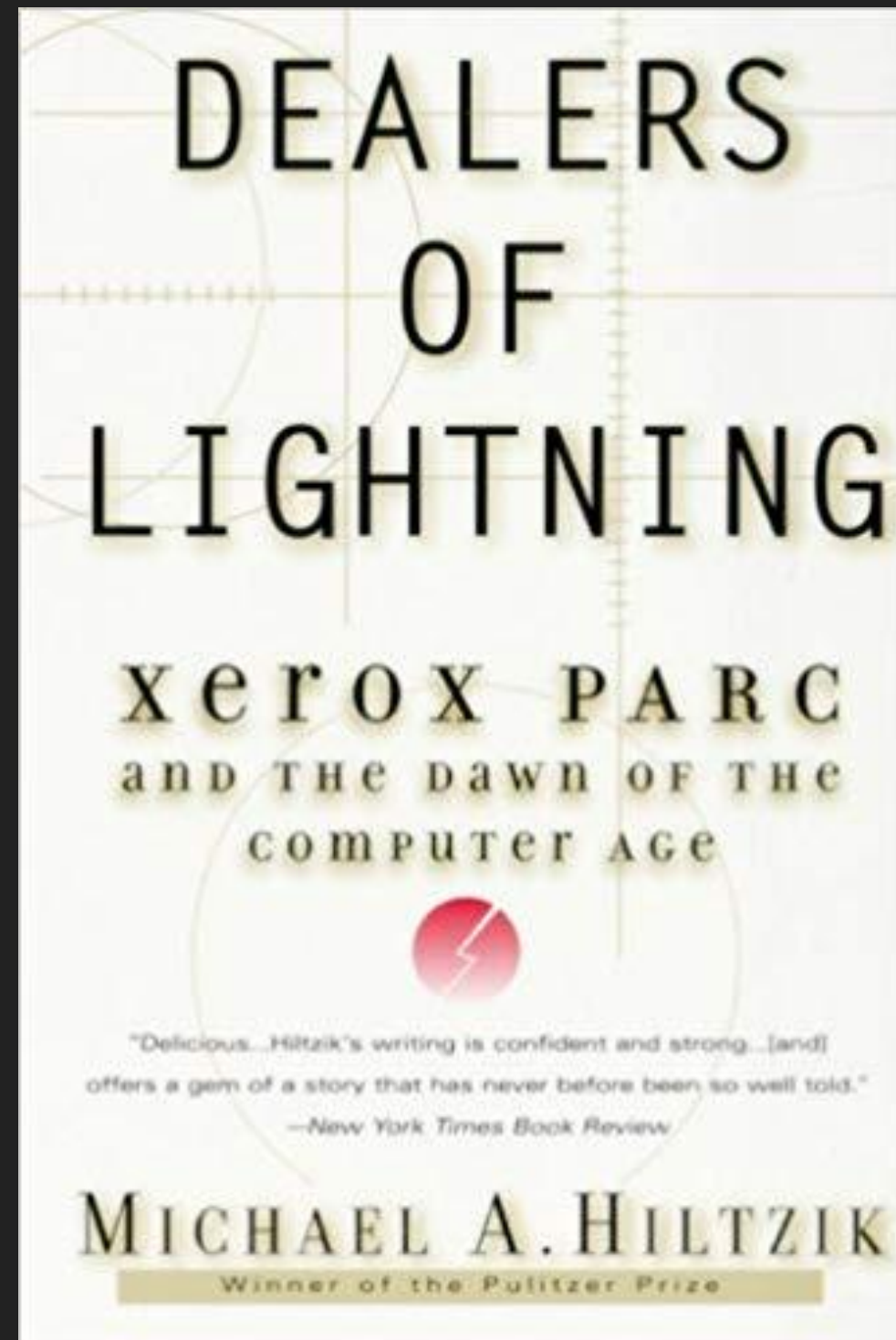
CEO
ITEM Media

A portrait of a middle-aged man with thinning brown hair, wearing a dark grey crewneck sweater. He is looking slightly to the left of the camera with a neutral expression. A pair of glasses is hanging from a cord around his neck. The background is dark and out of focus.

FEBRUARY 1966

Bob Taylor

THE NIGHTSTAND



1989



2019

THE CUSTOMER
IS IN CONTROL

2019:

- **49 Magazines** (source: Kantar SRDS)
- **229 Electronics/Electro-Technical Tradeshows**
- **1,800 IEEE Conferences**
- **2,763 LinkedIn Groups**
- **2,400,000,000 Websites**

SEARCH

THE BUYER'S JOURNEY AND CONTENT



- Analyst reports
- Research reports
- eBooks
- Editorial content
- Expert content
- Whitepapers
- Educational content

Prospect is experiencing and expressing symptoms of a problem or opportunity.

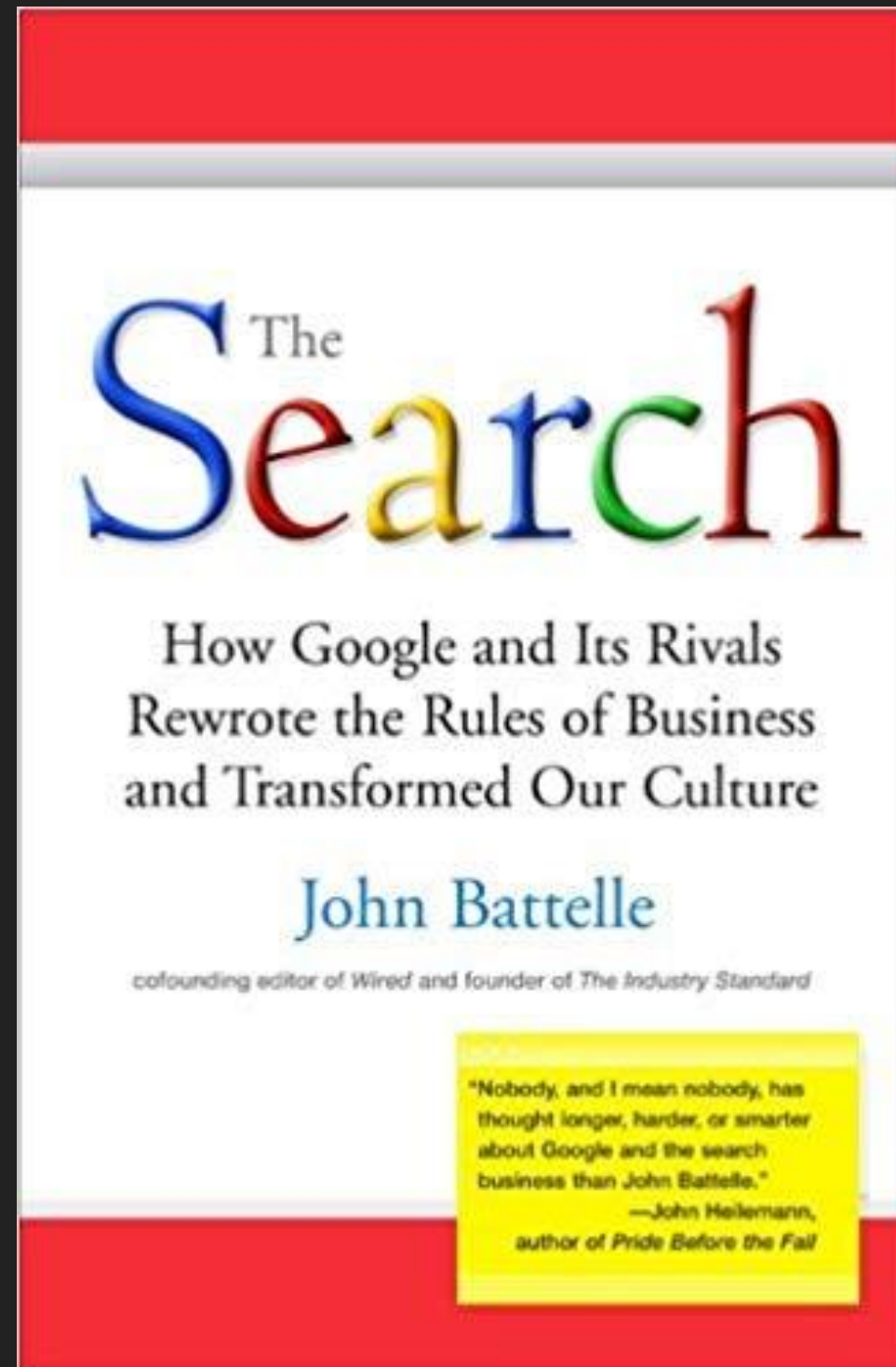
- Expert guides
- Live interactions
- Webcast
- Podcast
- Video
- Comparison whitepapers

Prospect has now clearly defined and given a name to their problem or opportunity.

- Vendor comparison
- Product comparison
- Case studies
- Trial download
- Product literature
- Live demo

Prospect has now decided on their solution strategy, method, or approach.

THE NIGHTSTAND



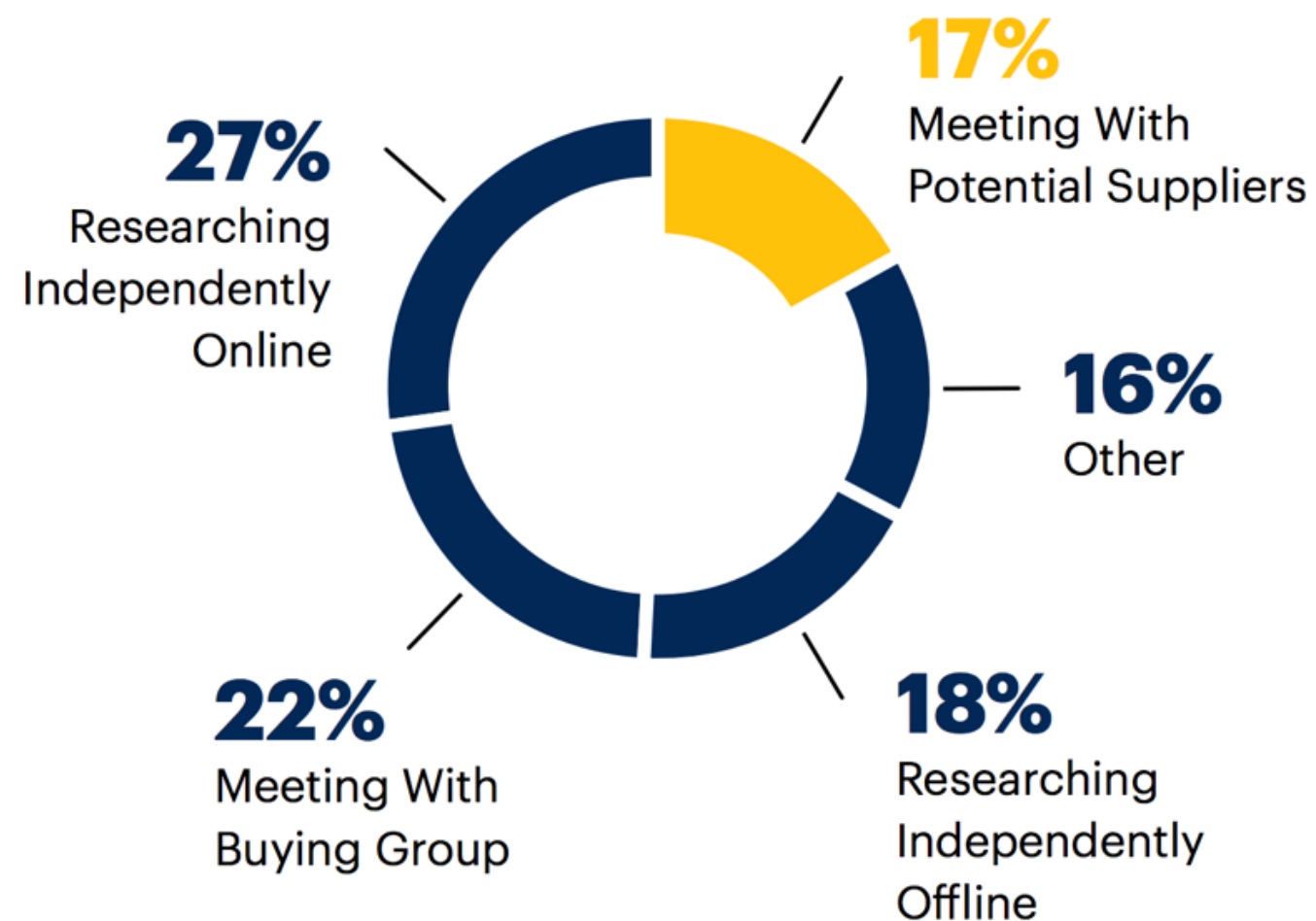
*“Content is king
but distribution is
queen and she
wears the pants”*

- Jonathan Perelmann, BuzzFeed

The New Reality

FACE-TO-FACE TIME WITH DECISION MAKERS

Distribution of Buying Groups' Time by Key Buying Activities



n = 750 B2B buyers.

Source: Gartner 2017 Digital B2B Buyer Survey.

The New Reality

LENGTH AND COMPLEXITY OF DECISION MAKING JOURNEY

Problem Identification

“We need to
do something.”

Solution Exploration

“What’s out
there to solve
our problem?”

Requirements Building

“What exactly
do we need the
purchase to do?”

Supplier Selection

“Does this do
what we want
it to?”

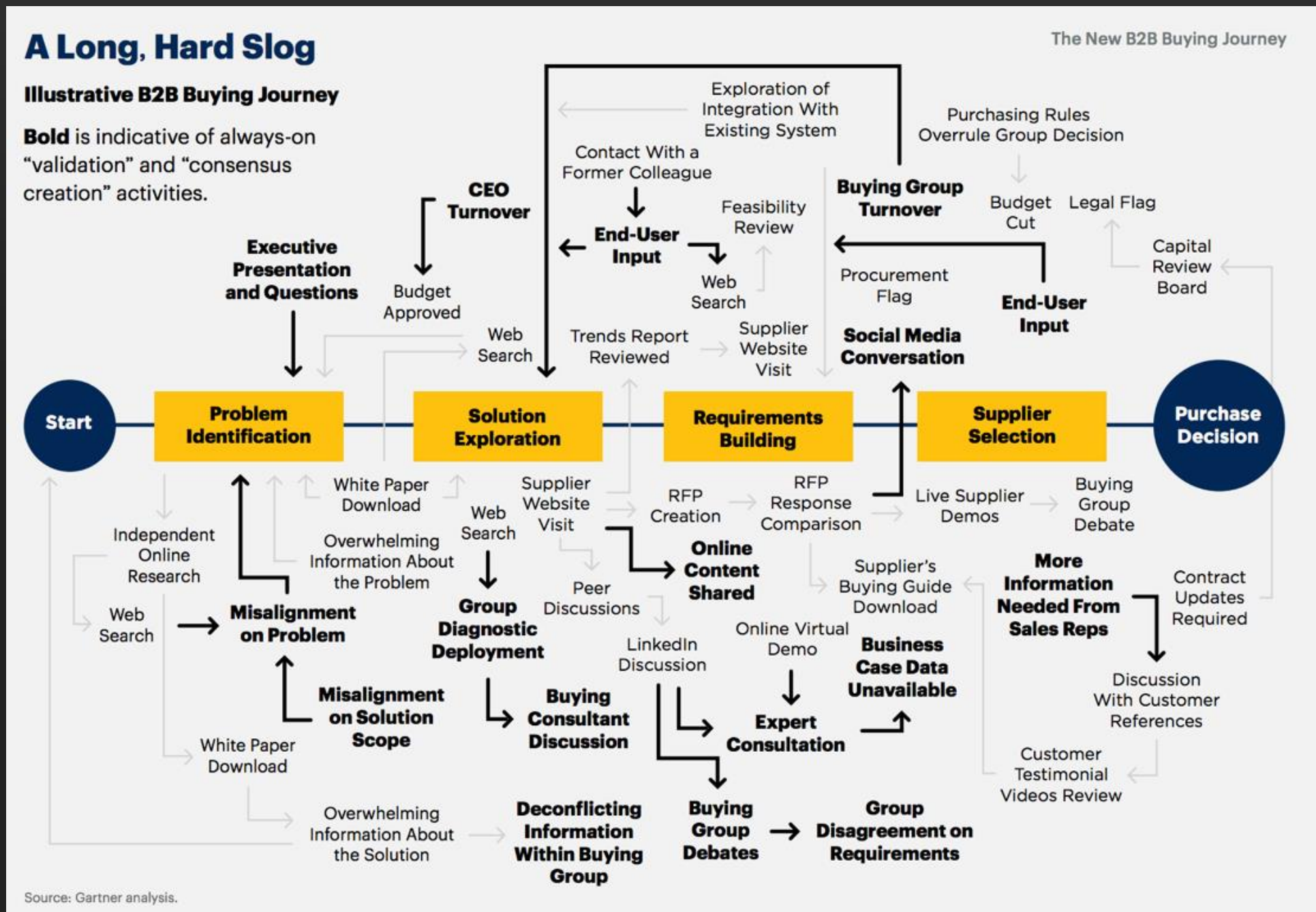
Validation

“We think we know the right answer, but we need to be sure.”

Consensus Creation

“We need to get everyone on board.”

The New Reality Non-Linear Decision Making Journey



The New Reality

WHAT DOES THIS MEAN?



TODAYS ELECTRONICS MARKETING



COLD CALLING

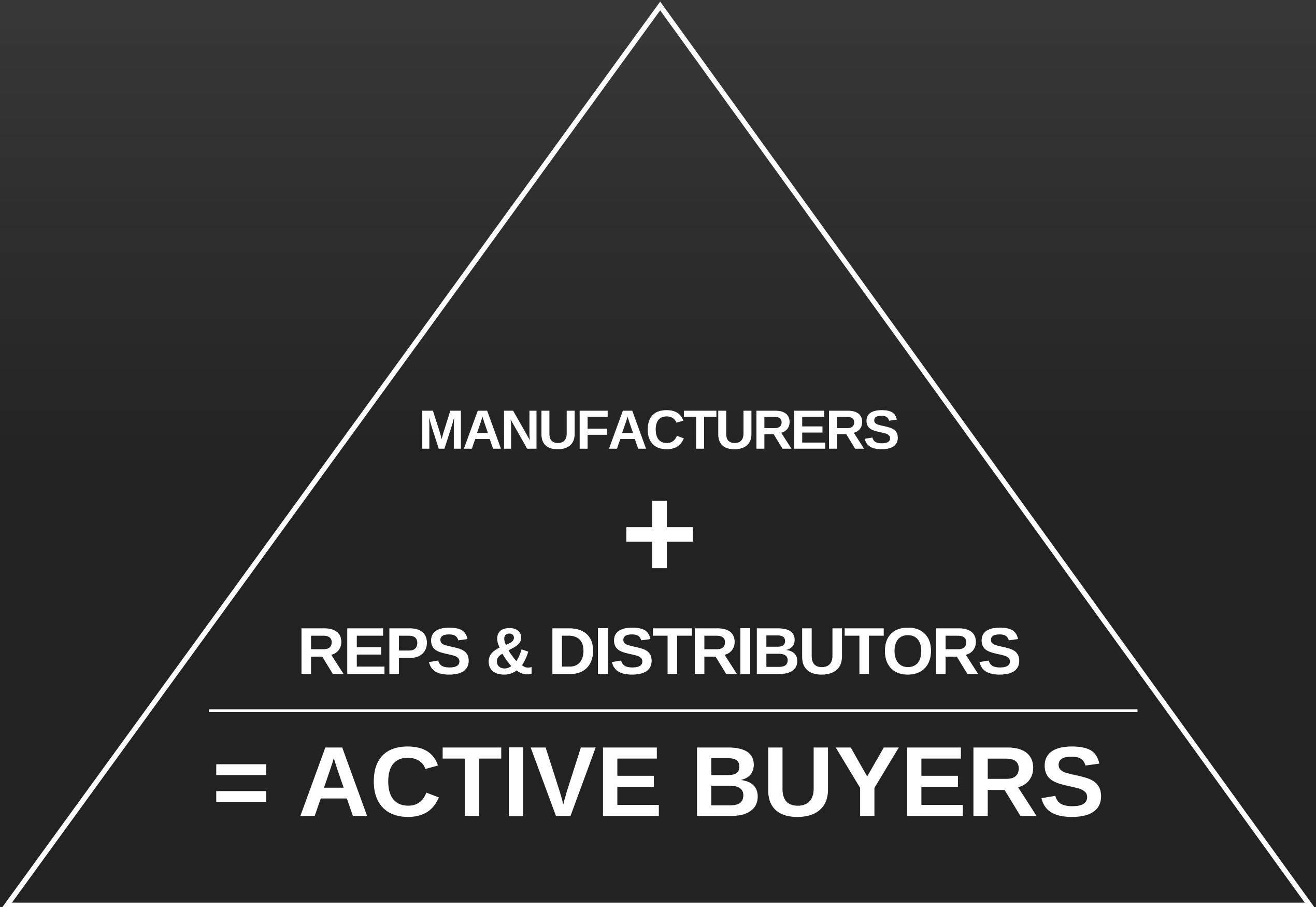


WHO'S JOB IS IT?



An aerial photograph of the ocean with white-capped waves. A large, dark, semi-transparent rectangular box is centered over the image, serving as a background for the main text.

**ITS TIME FOR A
SEA CHANGE
IN OUR
INDUSTRY**



MANUFACTURERS

+

REPS & DISTRIBUTORS

= ACTIVE BUYERS

MANUFACTURERS



***“But our
engineers don’t
have time to write”***

WHAT IS CONTENT?

CONTENT INVENTORY AUDIT

CONTENT INVENTORY AUDIT TOOL

COMPANY			
AUDITOR			
CONTACT			
SOURCE	WEBSITE	PHYSICAL	OFFLINE
LOCATION			
NAME			
whitepaper name 1	url location		with person x
blog name 1	url location		
video name 1	url location		
podcast name 1			
app note name 1	url location		
case study name 1			
eBook name 1			
checklist name 1			
interviews name 1			
infographics name 1			
poster name 1			
photographs / images/ name 1			
brochure name 1			
calculator name 1	url location		
formula name 1	url location		
design tool name 1			with person x
VHS name 1		with person x	
book name 1		with person x	

*“Content is king
but distribution is
queen and she
wears the pants”*

- Jonathan Perelmann, BuzzFeed

Marketing Automation: **DEFINED**

Marketing automation is the use of technology to manage and automate the process of converting prospective customers into actual buyers.

By automating the various tasks and workflows involved in demand generation, lead management, and sales and marketing alignment, marketing automation contributes to shorter sales cycles, increased revenue, and better marketing ROI.

Marketing Automation:

WHAT IS MARKETING AUTOMATION?

It is not...	It helps...
Just email marketing	Nurture relationships with leads
A way to send spam email	Retain and extend customer relationships
A solution to that only benefits marketing	Build alignment with sales
A solution that delivers benefit without effort	Prove – and improve – marketing ROI

Marketing Automation: FUNCTIONALITY

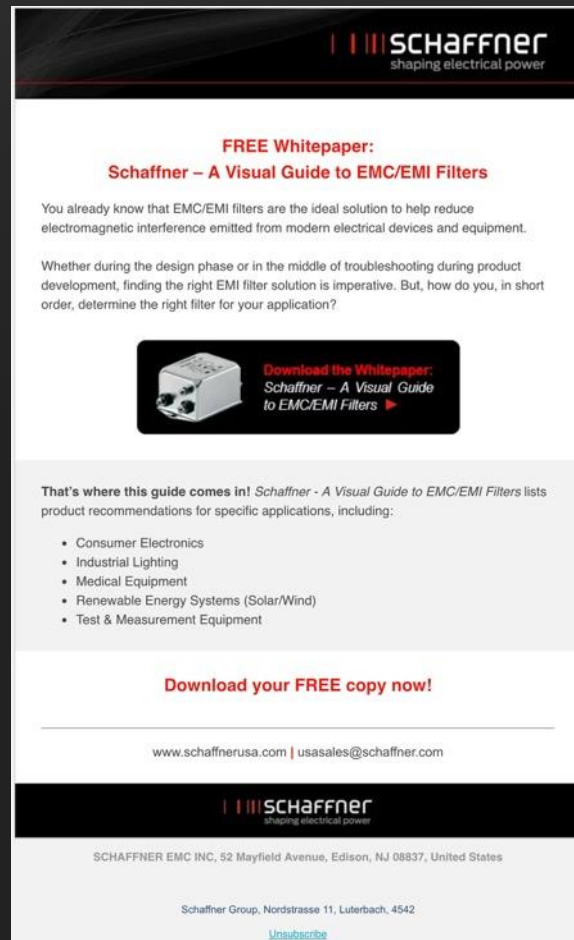
Basic Functionality	Advanced Functionality
Create marketing assets that will generate interest at every stage of the buying process	Develop new ways to segment your lists by combining demographic information with behavioral data
Automate routine marketing activities so more time can be spent on creative strategies	Create marketing assets targeted to specific buyer profiles or personas
Evaluate your lead database and create segments based on lead source or profile information for your marketing campaigns	Coordinate the marketing and sales teams to create campaigns targeted at the “hottest” sales leads based on demographic, BANT, and behavioral data

MARKETING AUTOMATION

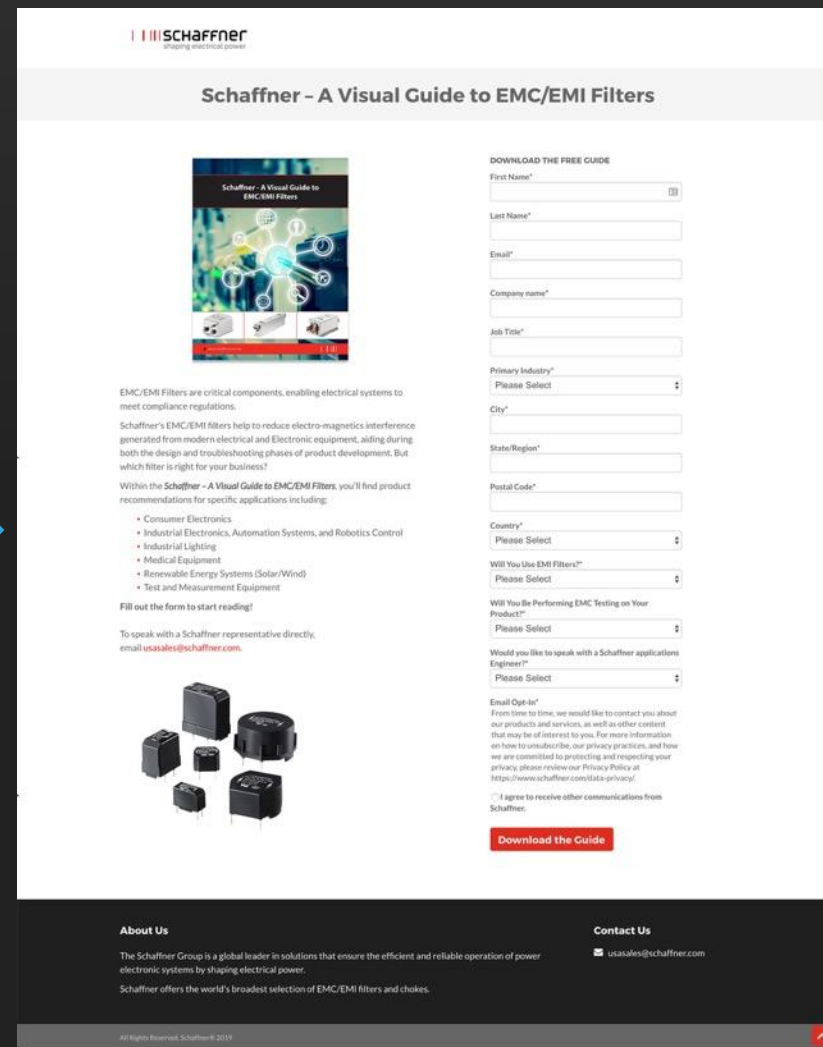
POPULAR MARKETING AUTOMATION PLATFORMS

COMPANY	LOGO	USER	PRICE PER MONTH (From)
HubSpot		SMBs	\$800
Marketo		Mid-market to Enterprise-level B2B & B2C Marketers	\$895
SharpSpring		Agencies	\$450
Eloqua		Large Global Enterprises	\$1000
Pardot (Salesforce)		Enterprise-level B2B Organizations	\$1000

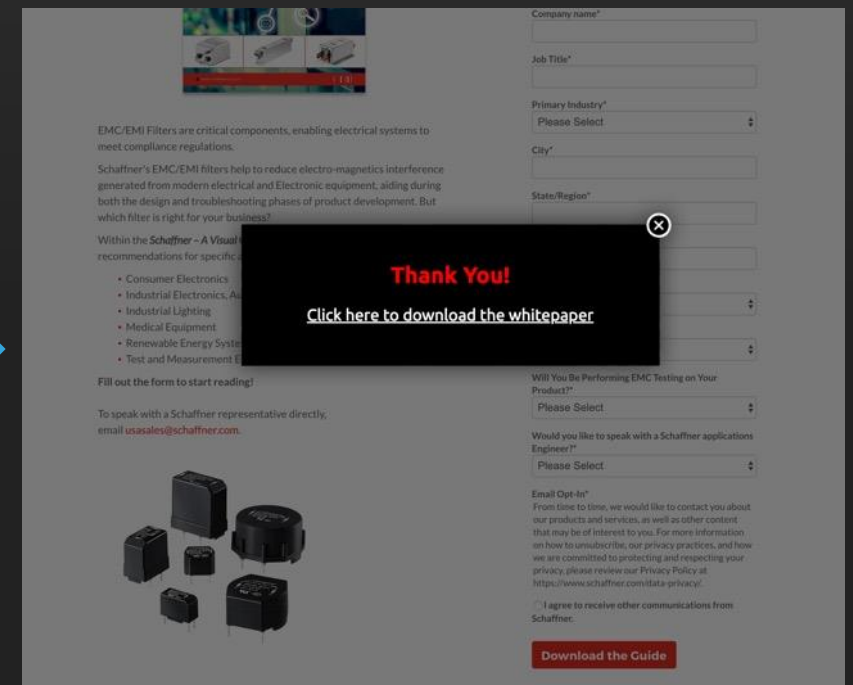
SINGLE-STAGE



EMAIL



LANDING PAGE



THANK YOU

JUST DO IT.

Will you purchase emissions test equipment? *

Select Your Choice

Do you see a need to purchase Immunity Test Equipment? *

Select Your Choice

Will you purchase pre-compliance or troubleshooting test equipment? *

Select Your Choice

Do you see a need to purchase Troubleshooting/Debug Test Equipment? *

Select Your Choice

Other EMC or testing equipment? If yes, what?

Will you purchase emissions test equipment? *

✓ Select Your Choice

YES - In less than 6 months

YES - In 6 - 12 months

YES - In 12 - 24 months

NO - Not at this time

Will you purchase pre-compliance or troubleshooting test equipment? *

Answer Drop Down Menu

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Last Name *

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Phone Number

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Address Line 2

City *

State/Province *

Select a State or Province

Zip/Postal Code

Country *

Select a Country

Job Description *

Select Your Choice

If Engineer - What Type?

Industry *

Select Your Choice

Will you purchase emissions test equipment? *

Select Your Choice

Do you see a need to purchase Immunity Test Equipment? *

Select Your Choice

Will you purchase pre-compliance or troubleshooting test equipment? *

Select Your Choice

Do you see a need to purchase Troubleshooting/Debug Test Equipment? *

Select Your Choice

Other EMC or testing equipment? If yes, what?

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= ACTIVE BUYERS

Campaign Lead Report 1/31/18 - 1/13/19															
Total Unique Downloads: 451															
Total Unique leads Performing EMC Testing in 24 months or less: 250															
Total Unique Leads Performing EMC Testing in 24 months or less & would like a sample to test: 78															
Total Unique Leads that would like a Sample to Test but are not performing EMC testing in 24 months or less: 17															
date submitted	time submitted	first name	last name	email	company	job title	industry	city	state or province	zippostal code enter na if not usca	country	will you use emi filters	will you be performing emc testing on your product	do you need a sample to test	TAG
1/31/18	03:06 PM	Alan	Alan	alan.mccall@stryker.com	Stryker	Principal Mechanical Engineer	Medical Electronic Equipment	Albuquerque	New Mexico	87113	United States	YES	YES - In 12-24 months	NO - I do not have a need for a sample.	EMC EMI Mitigation Solutions
1/31/18	03:06 PM	Luis	Almeida	luis.almeida@univ-minho.pt	University of Minho	Polymers Engineering	Education & Training	Guimarães	Not in US/Canada	NA	Portugal	NO	NO - Not at this time	NO - I do not have a need for a sample.	EMC EMI Mitigation Solutions
1/31/18	03:06 PM	mark	gillman	markgill@fiduspower.com	fidus power ltd	engineering manager	Medical Electronic Equipment	Reading	Not in US/Canada	RG78LA	United Kingdom	YES	NO - Not at this time	NO - I do not have a need for a sample.	EMC EMI Mitigation Solutions
1/31/18	03:07 PM	David	Lee	David.Lee@teledyne.com	Teledyne Controls	Environmental/EMI Engineer	Aerospace	El Segundo	California	90245	United States	NO	YES - In 12-24 months	NO - I do not have a need for a sample.	EMC EMI Mitigation Solutions
1/31/18	03:07 PM	Andre	Wiegman	andre.wiegman@weg.com	WEG	Engineer	Industrial Control Systems & Equipment	Jaraguá do Sul	Not in US/Canada	89256-900	Brazil	YES	NO - Not at this time	NO - I do not have a need for a sample.	EMC EMI Mitigation Solutions
1/31/18	03:07 PM	Steve	Starnes	Steve.Starnes@siemens.com	Siemens	Sr Design Engr	Industrial Control Systems & Equipment	Johnson City	Tennessee	37604	United States	YES	YES - In less than 1 month	NO - I do not have a need for a sample.	EMC EMI Mitigation Solutions
1/31/18	03:08 PM	Hector	Barnes	HectorBarnes@honda.com	Honda R&D Americas Inc	Electrical Validation	Automotive	Raymond	Ohio	43067	United States	YES	YES - In 1-6 months	NO - I do not have a need for a sample.	EMC EMI Mitigation Solutions
1/31/18	03:08 PM	Doug	Lee	Doug.Lee@pac.com	PAC	Director of Engineering	Industrial Control Systems & Equipment	Houston	Texas	77064	United States	YES	YES - In 12-24 months	NO - I do not have a need for a sample.	EMC EMI Mitigation Solutions
1/31/18	03:09 PM	Thomas	Schmidinger	thomas.schmidinger@maxonmotor.com	maxon motor ag	MEngTech	Test, Measurement & Instrumentation	Sachseln	Not in US/Canada	NA	Switzerland	NO	NO - Not at this time	NO - I do not have a need for a sample.	EMC EMI Mitigation Solutions
1/31/18	03:09 PM	John	Turner	john.turner@electrolux.com	Electrolux Major Appliances North America	Senior Development Engineer	White Goods	Anderson	South Carolina	29626	United States	YES	YES - In less than 1 month	NO - I do not have a need for a sample.	EMC EMI Mitigation Solutions
1/31/18	03:10 PM	Joao	Barros	joao.barros@inesc-tec.pt	INESC TEC	Researcher	Research	Porto	Not in US/Canada	4169-007	Portugal	YES	NO - Not at this time	NO - I do not have a need for a sample.	EMC EMI Mitigation Solutions
1/31/18	03:10 PM	Dave	Beck	Dave.Beck@mossmarketing.com	Moss Marketing	Owner	Design	Lakewood	Colorado	80226	United States	YES	NO - Not at this time	NO - I do not have a need for a sample.	EMC EMI Mitigation Solutions
1/31/18	03:11 PM	Younes	Almeida	younes.almeida@nasa.gov	n/a	Design Engineer	Aerospace	Boca Raton	Florida	33427	United States	YES	NO - Not at this time	NO - I do not have a need for a sample.	EMC EMI Mitigation Solutions
1/31/18	03:12 PM	Luis	Mondragon	luis.mondragon@adentis.fr	Adentis	EMc Engineer	Transportation	Riom	Not in US/Canada	NA	France	YES	NO - Not at this time	NO - I do not have a need for a sample.	EMC EMI Mitigation Solutions
1/31/18	03:12 PM	Stephen	Halligan	stephen.halligan@amazon.com	Amazon Robotics LLC	Senior Regulatory Compliance Engineer	Industrial Control Systems & Equipment	North Reading	Massachusetts	1864	United States	YES	YES - In less than 1 month	NO - I do not have a need for a sample.	EMC EMI Mitigation Solutions
1/31/18	03:13 PM	Matthew	Springer	matthew.springer@crystalgroup.com	Crystal Group Inc	Electrical Engineer	Computer & Peripherals Equipment	Hiawatha	Iowa	52233	United States	YES	YES - In less than 1 month	NO - I do not have a need for a sample.	EMC EMI Mitigation Solutions

Key:



Totals



Time/Date



Contact Info



Job/Industry

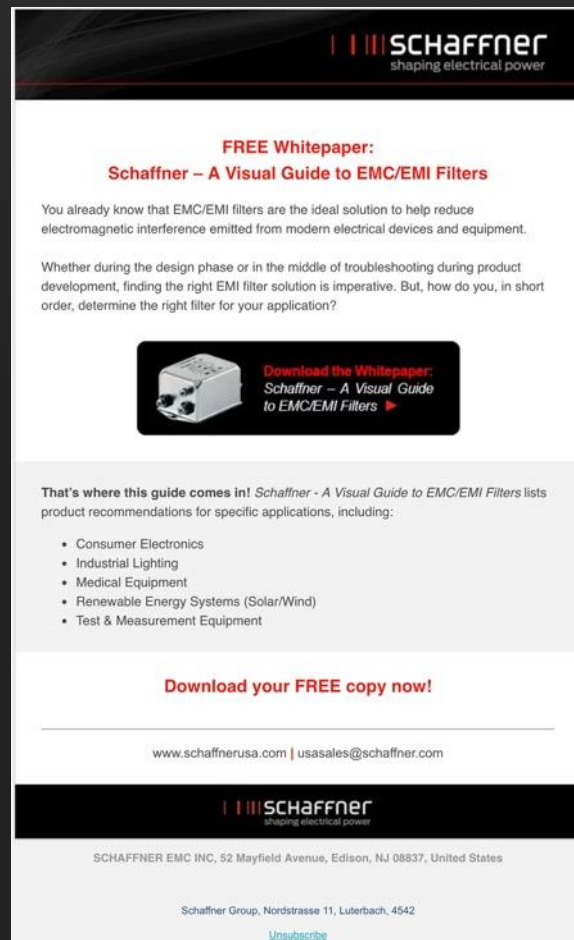


Location

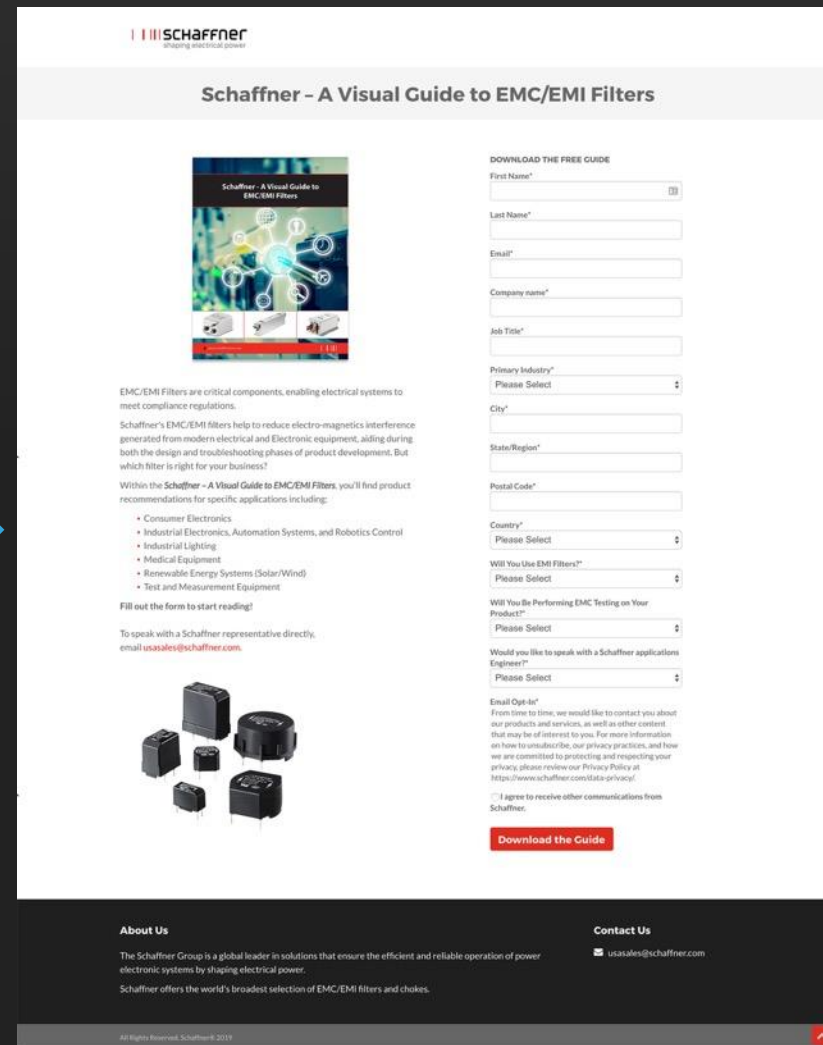


Buying Intent

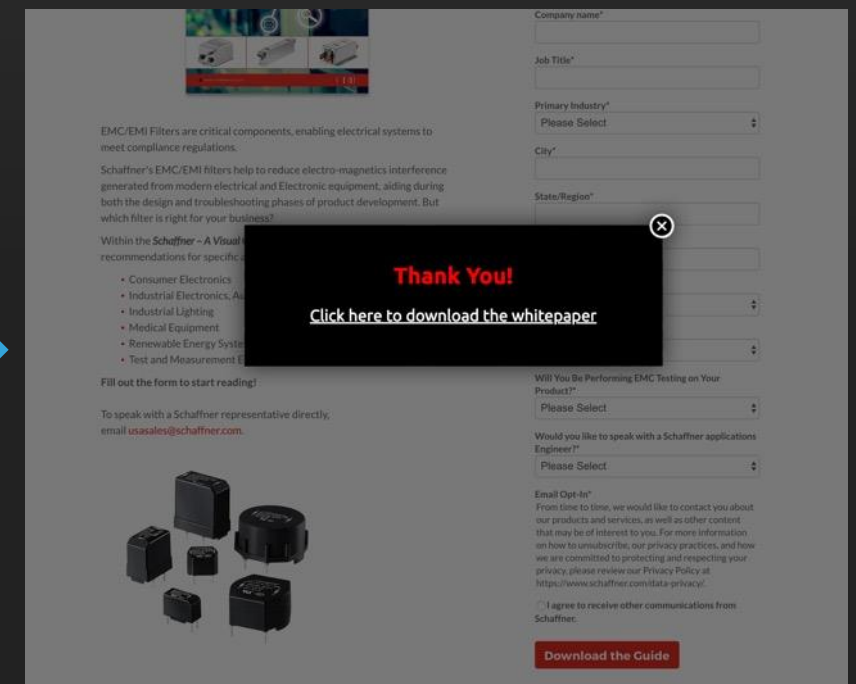
MULTI-STAGE x3 x5



EMAIL



LANDING PAGE



THANK YOU

SEARCH

THE BUYER'S JOURNEY AND CONTENT



- Analyst reports
- Research reports
- eBooks
- Editorial content
- Expert content
- Whitepapers
- Educational content

Prospect is experiencing and expressing symptoms of a problem or opportunity.

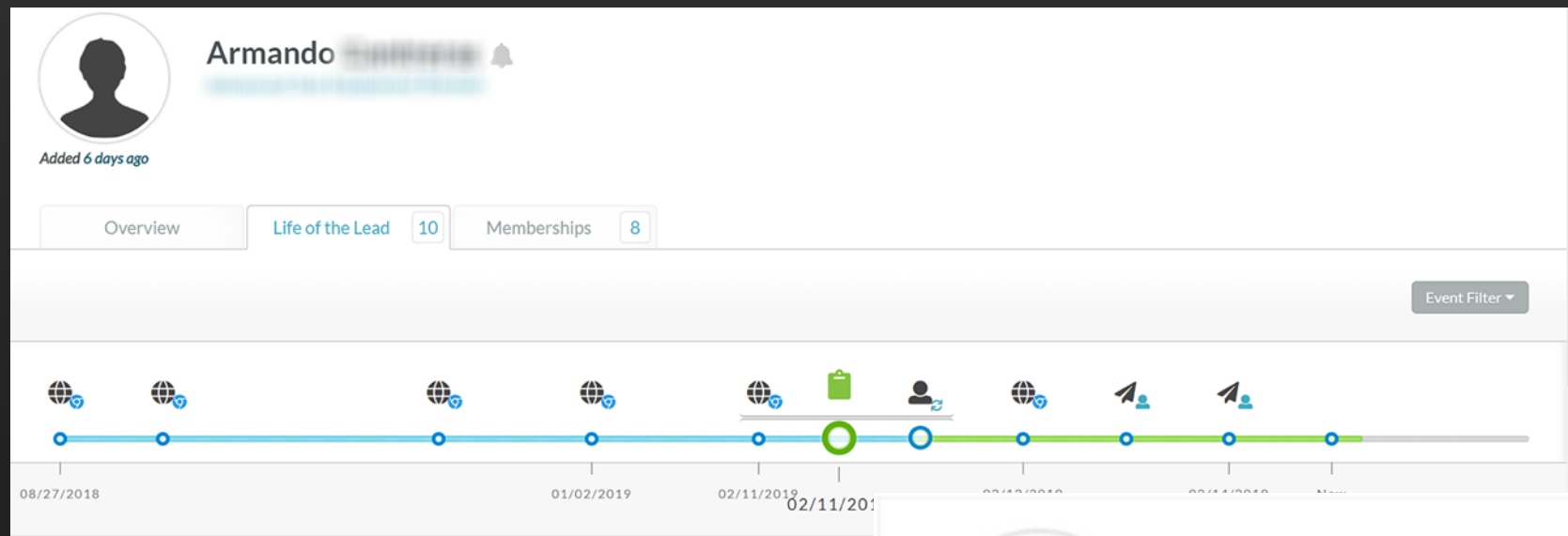
- Expert guides
- Live interactions
- Webcast
- Podcast
- Video
- Comparison whitepapers

Prospect has now clearly defined and given a name to their problem or opportunity.

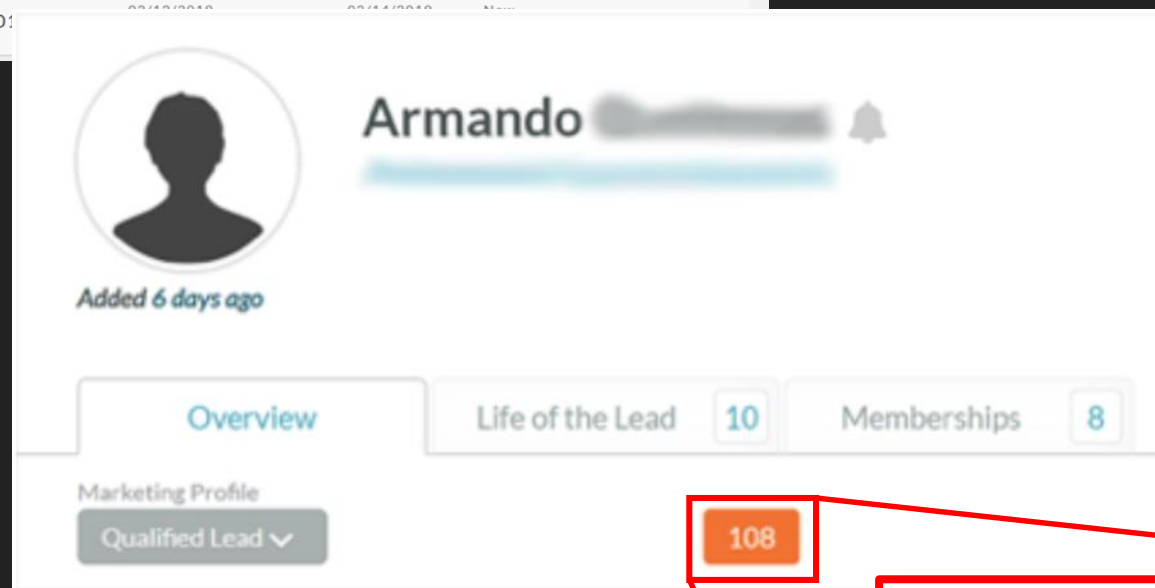
- Vendor comparison
- Product comparison
- Case studies
- Trial download
- Product literature
- Live demo

Prospect has now decided on their solution strategy, method, or approach.

= ACTIVE BUYERS



Life of the Lead



Overview

108

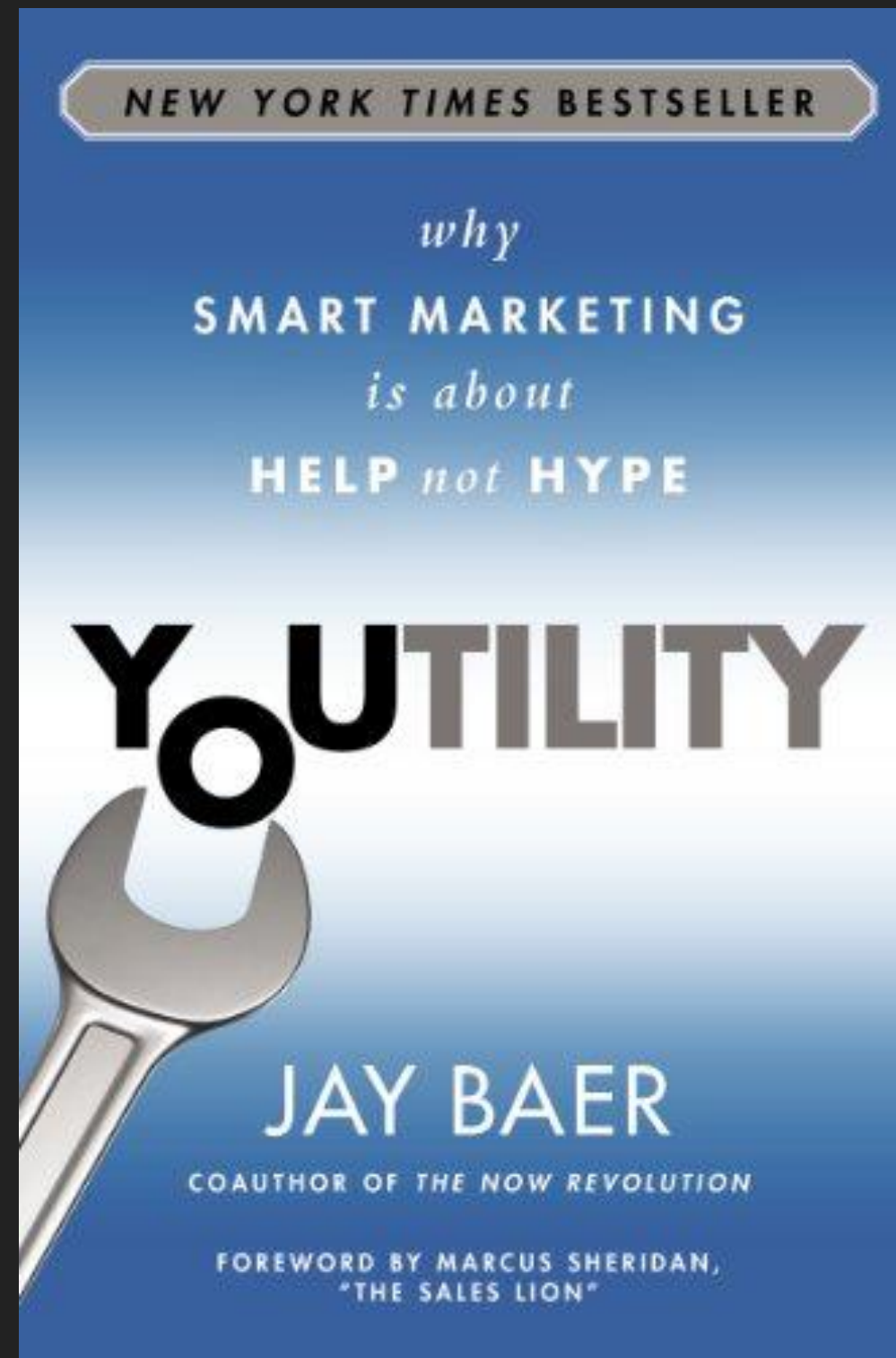
108

Lead Score

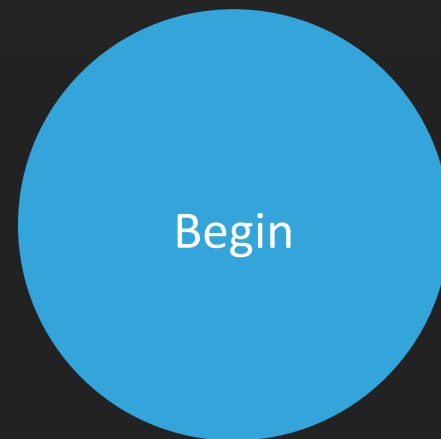
Follow Up
On Their
PROBLEM

Not Your
PRODUCT

THE NIGHTSTAND



TIME FOR SOME FUN



www.item.media/era

LANDING PAGE



FREE 2019 ENGINEERS GUIDE TO PINK SOCKS

Make sure you are wearing the correct shade of pink socks this year.

Don't be caught wearing shocking pink at your next engineering meeting when it clearly should be salmon!

Download your free *2019 Engineers Guide to Pink Socks* guide here.

First Name:

Last Name:

Company:

Cell:

Email:

Which shade of pink socks would you most like to see this year?

Do you think you will be specifying or buying pink socks this year?

LANDING PAGE



FREE 2019 ENGINEERS GUIDE TO PINK SOCKS

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Which shade of pink socks would you most like to see this year?

Do you think you will be specifying or buying pink socks this year?

DOWNLOAD YOUR FREE GUIDE HERE

THANK YOU LANDING PAGE



Ellen, thank you for requesting a copy of the **2019 ENGINEERS GUIDE TO PINK SOCKS.**

Find out if **Salmon** is the right shade of pink to wear to your next engineering meeting.

[Download 2019 Engineers Guide to Pink Socks](#)

You indicated you think you will be specifying or buying pink socks in the next 3 to 6 Months.

We won't bother you right however please don't hesitate to contact Graham Kilshaw, your World of Pink Socks Account Manager, with any questions you may have at 610-382-5885 or [via email](#).



THANK YOU EMAIL



World of
PINK SOCKS®



Hi Ellen,

Thank you for requesting a copy of the **2019 ENGINEERS GUIDE TO PINK SOCKS.**

Find out if **Salmon** is the right shade of pink to wear to your next engineering meeting.

Download 2019 Engineers Guide to Pink Sock

You indicated you are not planning to specify or buy pink socks at this time.

We won't bother you right however please don't hesitate to contact Graham Kilshaw, your World of Pink Socks Account Manager, with any questions you may have at 610-382-5885 or [via email](#).

World of Pink Socks, 1551 Bishop Court Mt. Prospect, IL 60056

[Contact Us](#)

SALES MANAGER NOTIFICATION



Hi Graham,

The following contact downloaded the **2019 Engineers Guide to Pink Socks** during their time at the **2019 ERA Conference**. Please take note of their specifying/buying criteria and follow-up with the contact when you deem appropriate.

- **Name:** Ellen Raab
- **Company:** Pink Socks Rock
- **Cell Phone:** 3123075583
- **Email:** ellen.raab@gmail.com
- **Shade of Pink:** Salmon
- **Buying or Specifying Timeline:** are not planning to specify or buy pink socks at this time

If you have any questions at all, please do not hesitate to reach out to me directly.

Best Regards,

Ellen Albright
Marketing & Communications Director
World of Pink Socks
847-544-5207

World of Pink Socks, 1551 Bishop Court Mt. Prospect, IL 60056

[Contact Us](#)

**NOW IT'S THE
REPS' TURN**

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Constant Contact®

 unbounce



MailChimp

emma®

 Instapage

 Outlook



**InMails get a 10-25%
response rate, 300%
higher than emails.**



Photo Courtesy of LinkedIn



Larry Stillings • 3rd
President at Compliance Worldwide, Inc.
3w



Compliance Worldwide, Inc.

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The Rigors of Med Equipment Compliance – Free Download

Did you know that additional EMC compliance regulations exist for advanced diagnostic medical equipment?

The life sciences technology industry has seen rapid growth since the completion of the human genome sequencing in 2001. Targeted disease research requires more advanced medical equipment, such as In-Vitro Diagnostic equipment.

Advanced diagnostic medical equipment is used in Clinical, Industrial, Research, College and Medical Laboratories. This places even more emphasis on the filtration and removal of EMC emissions and immunity.

Download the whitepaper Life Sciences EMC Requirements for CE Marketing to learn about performance criteria for immunity tests, compliance revisions on the horizon, user's manual instructions & warnings, and more!

<https://lnkd.in/eNG9GMm>



FREE DOWNLOAD

*Life Sciences EMC
Requirements for
CE Marketing*

DOWNLOAD ►

8 Likes

Like Comment Share



WATCH THE MATH:

If 1 Manufacturer
x 10 rep firm
x 5 reps
x 500 Linked in contacts

= 25,000 prospects

If 1% click through to the form = 250 prospects

If 50% complete the form = 125 prospects

If 10% indicate intent to buy your product

= 12 sales qualified active buyers

Now what's your close rate?

NOW IT'S THE DISTRIBUTORS' TURN

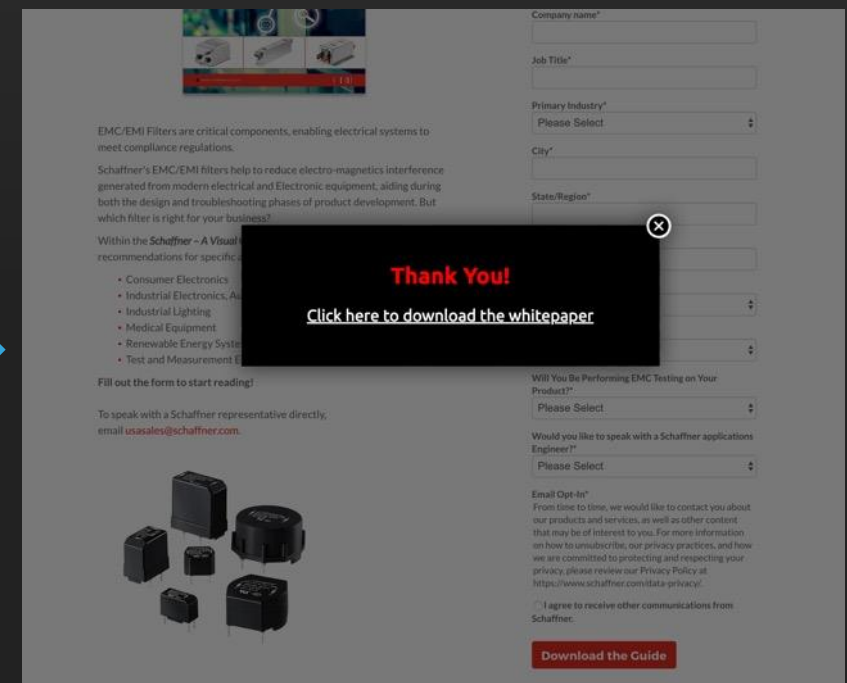
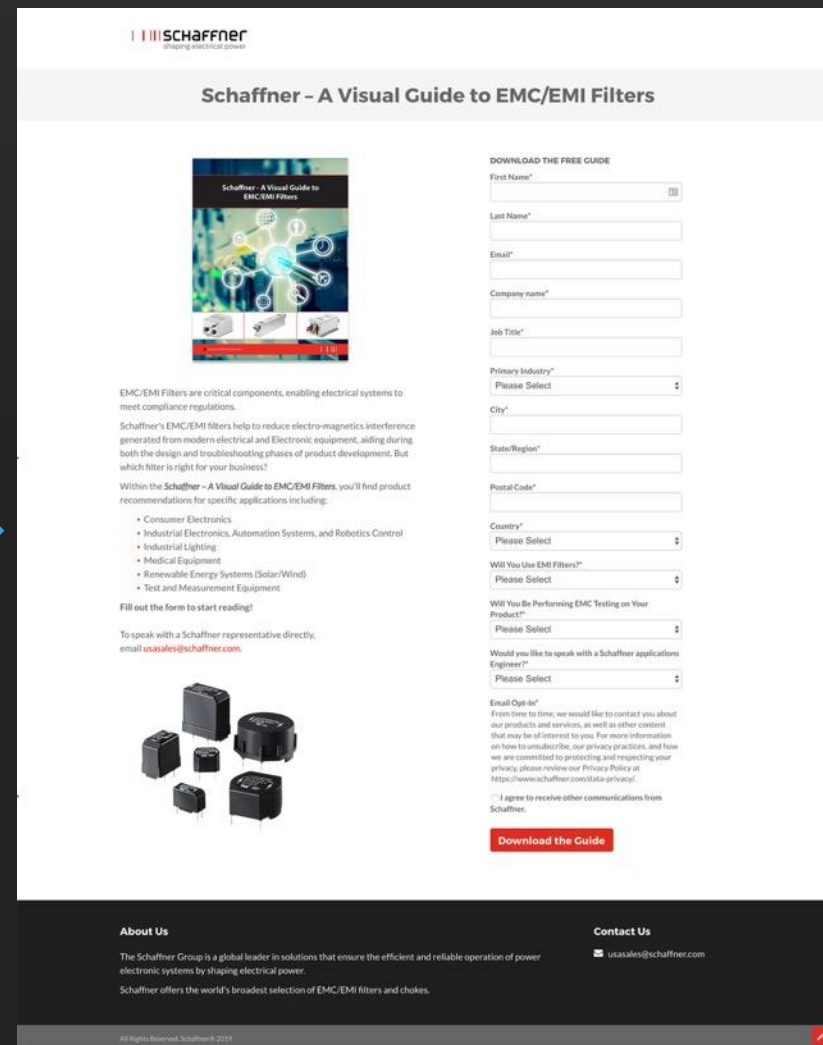
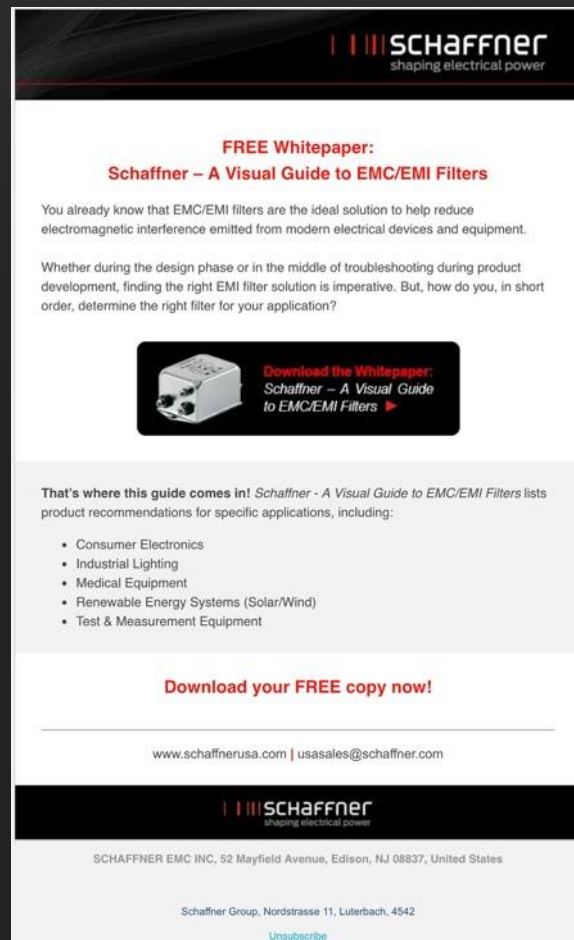
MARKETING AUTOMATION

POPULAR MARKETING AUTOMATION PLATFORMS

COMPANY	LOGO	USER	PRICE PER MONTH (From)
HubSpot		SMBs	\$800
Marketo		Mid-market to Enterprise-level B2B & B2C Marketers	\$895
SharpSpring		Agencies	\$450
Eloqua		Large Global Enterprises	\$1000
Pardot (Salesforce)		Enterprise-level B2B Organizations	\$1000

REPLICATE THE CAMPAIGNS

MULTI-STAGE x3 x5



THANK YOU

EMAIL

LANDING PAGE

SHARE AND CO-BRAND THE CONTENT

RE-DIRECT THE CO-OP SPEND

TIP 1: PLAN IN JULY

**TIP 2: MATCH THE MEDIA
TO THE MARKET**

**TIP 3: BUY *ACTIVE* MEDIA
E.G. EMAIL**

E-COMMERCE DISTRIBUTORS



And Others

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Power through
with WEBENCH.

See what's new

TEXAS INSTRUMENTS

Webinars

TI Webinar Art of Driving Motors Part 1

Brushed, stepper and brushless-DC motors • Co...

Part 1: What is the right motor for my application?

- Brushed, stepper and brushless-DC motors
- Common uses for each motor type
- Compare motors based on performance and cost cases

The ART OF Driving Motors

Innocent Irazola Dalton Ortega

Date: Oct 29th, 2019

A WEBCAST SERIES BY TEXAS INSTRUMENTS

TI Webinar Art of Driving Motors Pa...
• Brushed, stepper and brushless-DC motors • Common uses for each motor type • Compare motors based on performance and cost cases

TI Webinar Art of Driving Motors Pa...
• The H Bridge & conversion • How to select a motor driver • Motor driver with integrated FET versus gate driver

TI Webinar Art of Driving Motors Pa...
• Smart Drive Drive and its benefits • Stepper smart drive and its benefits • Sine-WAVE commutation • Current sensing and current regulation

TI Webinar Art of Driving Motors Pa...
• InstaSPIN™ motor control solutions • Design/Build software for industrial drives and motor control

Chalk Talks

Isolated Your Signals How About Power ...

In this episode of Chalk Talk, Amelia Dalton chats with Neil Sanjeev of Texas Instruments about new components that will help solve your

Isolated Your Signals? How About Power?

sponsored by Texas Instruments and Mouser Electronics

Bluetooth Low Energy for Automot...

Bluetooth Low Energy (BLE) is showing up all over the IoT these days, but what about automotive? It turns out BLE is great for a number

Spectroscopy with Texas Instrume...

In the episode of Chalk Talk, Amelia Dalton talks with Thom Chow of Texas Instruments about an exciting new pocket-sized spectrometer,

Maximizing Battery Life with Tiva W...

In the episode of Chalk Talk, Amelia Dalton talks with David Hines of Texas Instruments about about TI's revolutionary industrial technology

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TI Lumileds V2**

Beyond Black and White with Color LEDs

**Mouser Presents: Texas Instrument...
TI Lumileds V2**

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Mouser Presents - TI MSP-EXP430P401H LaunchPad Development Kit

eBook: Amplifier Solutions That Answer a Range of Design Needs

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Most precise millimeter wave sensor available today on a single chip

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Accelerating the future of automotive systems

Learn More

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Manufacturer Listing > Schaffner EMC Inc.

shaping electrical power
Schaffner Group, Inc. - Schaffner is the international leader in the fields of electromagnetic compatibility and power quality, supplying components that support the efficient and reliable use of electric energy. Customers benefit from the technological know-how of the Schaffner Group in the development, manufacturing and marketing of high-performance products that offer optimized and fault-free operation and compliance with all major quality and performance standards.
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PARTS Search Schaffner EMC Inc.

FN2000 series of Chassis Mount Filters

FN2000 series single-phase filters provide an extremely cost-effective solution for a wide range of general-purpose filtering requirements.

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FN9280 & FN9290 Series

Choosing FN 9280/90 product line brings you the rapid availability of an EMC/EM standard filter associated with the necessary safety acceptance and a high attenuation performance.

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IEC Lock +

The IEC Lock + has been designed to be implemented in areas where access is limited and ease of removal is of paramount importance. The release mechanism differentiates the product from other leads.

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FN9359 Series Power Entry Modules

Schaffner's FN9359 power entry module combines an IEC inlet, mains filter with excellent filter attenuation and fuses in a small form factor.

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Three-Phase Filters

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IF 13 Series Power Cords

Schaffner's IF 13 series power cords incorporate an EMC filter in an external cable to help pass compliance testing at the end of the design phase.

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Schaffner EMC's RT series current-compensated chokes have a wide range of 24 different combinations of layout, mounting position, and current-inductance ratings.

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FN2328 Series 3-Phase Filters

Schaffner's FN2328 series ultra-compact EMC/EMI filters are ideal for 3-phase systems and motor drives applications.

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FN9264 Series IEC Inlet Filters

Schaffner's FN9264 series power entry modules combine IEC inlet, RFI filtering with good attenuation with a double pole switch in a compact metal housing.

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FN2000 Series AC/DC Chassis Filters

Schaffner's FN2000 chassis filters offer standard to very high RFI filtering from 10 MHz to 30 MHz.

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Tools and Support

EMCIEMI Short Form Catalog

Schaffner's easy selection guide to the world's broadest selection of EMC/EMI filters and chokes by product category or market. [Learn More](#)

The Need For EMI Filtering in Electrical Energy Facilities

Today, electric utilities are facing an unprecedented challenge. There is, of course, the usual need for reliability, but also there is the increased demand to pay attention to environmental concerns and reducing carbon emissions. [Learn More](#)

The Need For EMI Filtering with Factory Automation

Increased electromagnetic interference, or EMI, can adversely affect system efficiency and increase downtime by interfering with analog control signals and industrial communications between devices/systems. So, as intra- and inter-communication networks expand on the factory floor, adequate electromagnetic compatibility or [learn more](#)

Duration: 5 minutes

This presentation will introduce the IF15 Series of Filtered Power Cords from Schaffner.

RN Choke Series

Learn about the RN current-compensated RFI suppression choke series

Duration: 5 minutes

Have You Considered Everything in the Design of Your EMI Filter?

With the growing popularity of electronic devices, the demand for regulation has created a vast array of standards and conformity procedures. [Learn More](#)

The Need For EMI Filtering in Medical Devices

In today's society, medical devices can usually be found in the forefront of incorporating new technologies. Regulatory agency requirements dictate that not only conducted and radiated emissions be constrained below specified limits, but that the unit must also pass immunity/resistance requirements as well. [Learn More](#)

The Engineer's Guide to Designing Your EMI Filter

To start at the very beginning, what is an electrical filter? It is a device usually composed of discrete components which can be placed between circuits, networks, or equipment systems to either emphasize, de-emphasize or control the frequency components of a desired or undesired signal. [Learn More](#)

Duration: 5 minutes

FN2000 Series of Single Phase AC/DC Chassis Filters

FN2000 series single-phase filters provide an extremely cost-effective solution for a wide range of general-purpose filtering requirements

Duration: 5 minutes

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Schaffner FN2328 Series L-Dip-Key Dally

FN2328 series from Schaffner is one of the most efficient three-phase filters currently available on the market. The extremely compact, slim design allows a trouble-free installation even where the available mounting space is minimal.

Publish Date: 2016-04-02

FN9280 & FN9290 Series

FN9280/90 Schaffner IEC Inlet Filters

Publish Date: 2015-09-26

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WHO'S JOB IS IT?



An aerial photograph of the ocean with white-capped waves. A large, dark, semi-transparent rectangular box is centered over the image, serving as a background for the main text.

**ITS TIME FOR A
SEA CHANGE
IN OUR
INDUSTRY**

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Q&A