

FOR IMMEDIATE RELEASE:

Avtron Industrial Automation Launches Encoder Trade-In Program

Independence, OH

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Avtron Industrial Automation, Inc., (www.avtronautomation.com), a privately held manufacturer of industrial motor speed control equipment, has launched an aggressive new trade-in program which allows OEMs and users to save up to 50% on the purchase of new THIN-LINE II™ modular magnetic encoders. Avtron is recognized worldwide as the market leader in heavy duty industrial encoders, used to provide precise speed control in paper and steel mills, wind turbine generators, oil and gas drilling, and other severe environment applications.

The THIN-LINE II encoder replaces both older modular styles, as well as hollow shaft and shafted, coupled encoders mounted on motors with C-face flanges.

The program enables customers to discover the all benefits of modular magnetic encoders: no moving wearing parts, tremendous durability, and onboard diagnostics.

“This lets everyone try the technology at a very low price” said Brian Winter, Encoder Product Manager at Avtron Industrial Automation. “We find there are ten of thousands of installations where customers have perfectly good motors with C-faces on them, but they haven’t mounted a modular encoder. Instead, they struggle with wobbling stub shafts, bearings wear, slipping and breaking couplings, and tiny encoders that burn out with the slightest wiring problems. THIN-LINE II™ eliminates all these problems. It’s a great retrofit and OEM product.”

Details of the program can be found on Avtron’s web site at:

www.avtron.com/thinline-trade-in.htm