



Thermal News June 2010

closing the loop on thermal solutions

Welcome to the new Durex Industries.

This issue of **Durex Thermal News** introduces our new visual identity including new logo design, tagline, and fresh, dynamic brand. This directly reflects the dramatic improvements we are making to our business to help better position us for success as we move forward into the new decade.

We are already experiencing an excellent year and have seen a significant increase in orders in all of our target industries. While most of our competitors were “*running for cover*” during the Great Recession, we have been investing heavily to strengthen our marketing, engineering and manufacturing infrastructure. The goal is to significantly improve our (and your) competitive position and help drive growth by winning new business and new customers.



www.durexindustries.com

New Durex Industries Visual Identity

Admittedly, in the past, cast heater and sensor assemblies were the mainstays of our business. To drive our ability to compete effectively, we are transforming ourselves into a thermal loop solutions provider. We will be offering clients robust heaters, sensors, controllers, thermal assemblies and systems to meet their needs. We already do this to some degree now, but will focus on improving our ability to compete in areas where multiple product opportunities present themselves. Our new tagline says it all, “**Closing the Loop on Thermal Solutions.**” The new logo ties together that dynamic concept with a loop around our brand name. By tying together the various parts of the thermal loop, we look to provide channel partners and customers a more attractive source and partner in their business

At Durex, we are focusing our efforts in the areas of speed, improved product robustness and capabilities as well as improved technical support.

development. We have begun to make changes and structural modifications in the business to set us down the path to making this a reality. One of the first areas where Durex is implementing our new “attitude” is in the process heater product line.

Process Heater Focus

We have spent a lot of time examining our way of doing business, as well as the needs of the process (immersion, circulation, duct, tank, etc.) heater marketplace. Our conclusion is that we need to focus our efforts in the areas of speed, improved

product robustness and capabilities as well as improved technical support. With these 3 focus areas in view, we are embarking on a journey that will provide the template for our future business transformation as well as provide immediate dividends to channel partners and customers alike.

Improved Technical Support

To help provide support and focus for process heater business development, we have moved one of our most experienced engineering people, Mark Shershen, into

the role of applications engineer. His primary responsibility is to assist in solving technical problems, solutions generation, product support of process heater and control panel products and complex quote development. Mark has the knowledge, insight and tools to help you win. Although this change took effect in March, we have already seen tremendous dividends through Mark's work. If you have not already spoken with Mark, we urge you to call him with your technical queries, requests for quote, or just to introduce yourself.

Configurator Tool

The ability to rapidly generate pricing on process systems has been an impediment to helping gain business. We have tackled the issue of pricing and configuration by developing a product configurator and pricing tool. This pricing configurator will allow the user to enter product information (such as immersion length, volts, watts, etc.) and the configurator will suggest standard products that can work. For channel partners, the price will also be generated with the ability to generate a quote document with the product and pricing information all supplied. The advantages of using this configurator will be many including drastically shorter price/quote turnarounds, clear specification

layout, quicker internal order processing and significant reduction in potential error. We are looking to complete beta testing soon and are aiming for roll out to all of our channel partners by the end of June.

Market Competitive Lead Times

In the past, some channel partners and customers have experienced lead times for Durex process heater products stretching to, at times, 4 to 6 weeks. Hard to service our customers that way, we know. That is changing! As highlighted below, we are implementing a drive to provide same-day to 5 business day lead times on standard as well as many custom configured immersion and circulation heaters.

Platform development & standardization will allow us to develop an ever-expanding base of design platforms and standardized work procedures and parts. This will drive efficiency, reduce part counts and quality variation. It will provide substantially reduced lead times for both standard and customized solutions.

Design flexibility gives Durex the ability to provide custom heater solutions using base product platforms, instead of "reinventing the wheel." This will greatly reduce the dwell time of orders in the

design and engineering group and reduce cycle time per design as well.

Lean manufacturing concepts are being implemented by completely revamping and retooling the process heater production cells in order to improve product flow, drive up quality and aesthetics while cutting operation cycle times. These improvements along with the aforementioned efforts will yield tremendous gains in efficiency and get us to our goal. We have already made tremendous strides forward and continue to do so daily.

Contact Durex Industries for all your thermal loop product and system requirements.



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**Coming soon . . . Watch for
our new DUREX Industries product
brochures, catalogs, e-news and more!**

closing the loop on thermal solutions

NEXT TRADESHOW:

**See us at
Semicon West
in San Francisco
July 13 to 15th.**