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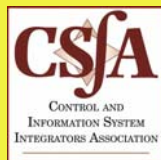
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MEMBER



MEMBER

# new distributors

As Ascon Corporation enthusiastically launches into the second half of 2005, we are happy to welcome aboard two new exclusive stocking distributors. **Beacon Industrial Group** of Salisbury, North Carolina and **Schlemmer Associates** of Cincinnati, Ohio. A profile of each of these distributors appears later inside this newsletter.

The addition of these two distributors is an important step for Ascon as we continue to grow our customer base and improve our market recognition in North America. As more customers learn of a new alternative for their control and instrumentation needs, more qualified personnel are required for increased sales and support functions. Further, Ascon is continuing to actively recruit additional qualified exclusive distributors and integrators in other regions of the US, Canada and Mexico.

Our distributors share our dedication to the highest level of customer support and service. Their experience in the field of industrial controls, instrumentation, and automation provides customers with a sound base of information to draw upon. Our distributors compliment Ascon with many products and services that only local companies can provide.

For more information about Ascon Corporation or our distributors, log on to our website at [www.asconcorp.com](http://www.asconcorp.com). Or call us at 630-482-2950

## everything under control

### Ascon at SPS Electric Automation



Ascon Corporation's **Steve Rakers** (center) with **Fabio Rovere** (left) and **Alessandro Galbiati** (right) at the SPS Electric Automation Show at Chicago's Donald E. Stephens Convention Center in May 2005. Ascon presented the soon to be released **SigmaDue** Series IO & Programmable Automation Controller (PAC) in a joint venture with CAN in Automation (CiA).

When released later this year, **SigmaDue** will provide a new option for systems requiring stand-alone high speed remote I/O modules and control.

## BIG impact on the southeast

Ascon Corporation's stocking distributor in the Southeastern US is **Beacon Industrial Group**. Covering North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Tennessee and Virginia, **Beacon** is a strong presence in a dynamic and competitive industrial market.

**Beacon Industrial Group** has been a leading supplier of sensors, controls, heaters and equipment to the Southeast for over 40 years. Headquartered in Salisbury, North Carolina, **Beacon Industrial Group (BIG)**, with a team of experienced Sales Engineers, serves the industrial marketplace of the Southeastern US, with emphasis in the Chemical, Plastics, Fibers & Petrochemical, Pulp & Paper, Ovens & Furnaces, Power, Food/Pharmaceutical and Packaging industries.

A business plan based on service to customers made **BIG** a perfect fit with Ascon Corporation. In their long history in the Southeast, **BIG** has relied on this dedication to customer service and support in promoting the company's products and services. In order to best serve the customer in an ever demanding market, **BIG** has the ability to stock inventory and maintains the best facilities, equipment and systems available. They are truly committed to their customers and suppliers.

**BIG** President, Dean Cunningham, joined the company in 1984 as a project engineer. In his career with the company he has held several positions, finally taking the helm in June of 1996. Senior Sales Engineer and Vice President, Tom Hamilton has also enjoyed a long career with **BIG**, having also joined the firm in 1984. An extended field sales staff and in house sales support staff with many years of experience in instrumentation assures **BIG** customers timely and effective solutions.

"We are just thrilled to have such a strong and large industrial distributor like Beacon in the Southeast as this is a very large market with many valuable customers who will benefit from Ascon products," says Steve Rakers, Ascon Corporation president. Welcome aboard!

### product focus

## gammadue series instruments



As one of the most complete discrete controller ranges available, the **GammaDue®** series of universal controllers, programmers and indicators are used in a wide variety of applications. It seems the three most frequent applications to date have been plastic extrusion, food processing, and industrial ovens. What do these three applications have in common? The answer is; our customers, who have called us are looking for reliable and easy to use controllers. We're told there seems to be an abundant supply of quite the opposite.

Just as a reminder, **GammaDue®** features include:

- Sizes in 1/32, 1/16, 1/8, and 1/4 DIN
- Easy to use and low cost PC configuration software (Controller Explorer)
- Accurate operation with a variety of universal inputs and outputs
- High visibility displays with easy to understand color beacons
- All configurable alarms (high, low, band, latching, blocking, sensor break, . . .)
- 3 year warranty, CE Marked and UL/cUL Approved

Ask us to send you a color brochure describing the whole range– it's free.

## the best in the (mid)west

Ascon Corporation's new distribution partner in the Midwestern region is Cincinnati, Ohio based **Schlemmer Associates**, covering Ohio, Indiana, Kentucky, West Virginia and Western Pennsylvania. Headed by president Rob Houston, **Schlemmer Associates** is a solutions based company that specializes in process measurement, control and instrumentation, and has been providing solutions for customers needs with heat, pressure, temperature, pH, conductivity and precision weighing for over 40 years.

With the corporate office in Cincinnati and remote offices in Cleveland, Ohio and in Fort Wayne, Indiana, **Schlemmer Associates** is uniquely positioned to offer its customers exceptional customer support and service, and also offering a broad line of superior products that are often in stock. Office and field personnel have over 100 years of combined experience in the instrumentation field and are eager to share their expertise, whether the need is for a simple sensor or for completely designing and building a complex system.

**Schlemmer Associates'** six field sales engineers have diverse and extensive experience meeting their customers' needs with timely and innovative solutions. Inside sales and office staff are available to answer all of their customers' questions and address immediate needs with regard to product availability.

**Schlemmer Associates** have the distinction of being the first US distributor for Ascon Corporation. Their prior experience of 40 years in the controls industry gave **Schlemmer** an immediate interest in the broad line and international reputation that Ascon has to offer.

"When we began Ascon Corporation here in the US, finding an exceptional distributor in the central Midwest region was one of our highest priorities," says Steve Rakers, Ascon Corporation president. "Ascon is very fortunate to have found the perfect match with **Schlemmer Associates.**" We're glad to have you!

application news

## plant growth environmental chamber application

Have you ever wondered why those super market plants look so healthy when you first see them in stores? And then they seem to languish, or even die, once you get them home? That's because they are typically grown in tightly controlled environmental growth chambers with precisely controlled temperature and humidity levels. This also drastically reduces the amount to time needed by a grower to get their plants to market.

These plant growth chambers come in varying sizes ranging from table top reach-in models to much larger capacity walk-in models. Additionally, these chambers can include control of atmosphere, CO<sub>2</sub> levels and day/night light cycles for even better plant growth control.

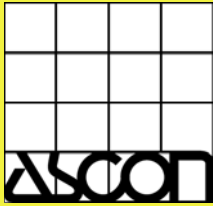
Ascon offers several controller types that are used on these types of chambers. For large or small chambers, or for additional i/o and monitoring, the **DeltaDue®** is an ideal choice with either the OP35 monochrome or OP37 color operator panel. Additionally, some users prefer to use a PC as the interface using Ascon's AutoLink or Specview software.

Presently, plant growth chambers are used in laboratories, universities, and even in abandoned underground mines to grow fruits and vegetables by commercial companies.



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## personal profiles

## export professionals, at your service

Ascon Corporation would be unable to bring you its products if not for the dedicated efforts of our experienced Italian export team.



N. Frascina, L. Baccarini, A. Cattaneo, A. Bosotti, A. Merli

Export Supervisor **Luciano Baccarini** has nearly 25 years of experience in controls and instrumentation and has lead the Ascon export team for the last 10 years with the goal of increasing Ascon's world presence. Fluent in English as well as his native Italian, Luciano is married with three adult children and enjoys traveling, another quality that suits his position well. Assisting in the export department is 20 year Ascon veteran **Anna Bosotti**. Anna began her career at Ascon in the export department in 1985, after several years of experience in the export field and some time at home caring for her daughter, Ilenia. Happily married, Anna also speaks English and French and spends her free time hiking in the mountains. **Andrea Merli** began his career at Ascon in customer service in 1990, making the move to the export department in 1995. Recently engaged, Andrea is an avid chef and an accomplished salsa dancer, fluent in both English and Spanish with a bit of French and German as well. **Nicoletta Frascina** is one of the more recent additions to the Ascon export department. Nicoletta started with Ascon in 2001 after more than 20 years in administrative support positions. Nicoletta holds diplomas in both French and English, and enjoys spending time with her family, including her two young grandchildren. The newest face in the export department at Ascon is **Andrea Cattaneo**. After working for 11 years in the automation industry, Andrea came to Ascon in March of 2005. He is fluent in English and enjoys science fiction and video and board games. A newlywed, Andrea and his wife Ilaria enjoy sailing on the Mediterranean, skiing, and summer picnics in the Alps.

## what's in a name?

## it's all Greek to me...

It's true, the names and symbols used for Ascon's instrument series' are Greek in origin, but it seems that the ancient Phoenicians started the whole thing. As merchants, the Phoenicians were bogged down in their record keeping by a burdensome cuneiform alphabet consisting of 550 characters. They replaced that ancient alphabet with a new one of their own making that was based on distinct sounds (hence the term *phonetic*) and consisted of 22 letters. Later, the Greeks put their spin on it, giving us the language for fraternity and sorority names, and changing or adding some pronunciations. It is from the Greek version of the alphabet that Ascon derives the symbols used to designate the different series' of controllers. The Etruscans also had a moderate amount of influence in creating the alphabet, but it was the ancient Romans who made the improvements to the alphabet that make it what it is today. Wow! You learn something new everyday.

