

FOR IMMEDIATE RELEASE

Contact: Abbey Kocmond
Phone: 847-441-2539
Email: akocmond@magnecraft.com

ON-LINE INTERACTIVE TOOL FOR LATCHING RELAYS AN INDUSTRY FIRST SIMPLIFIES LATCHING RELAY SELECTION

Northfield, IL, July 1, 2008—SE Relays LLC announces a web-based resource for understanding latching relays. [*The Latching Relay Interactive Decision Tool*](#) clarifies and simplifies the selection process.

The instructional module demonstrates contact position after control voltage pulses through the relay's control circuit. The contacts remain in that position until reversed by a second pulse. This interactive tool offers four different control scenarios based on the wiring configuration required for the application. The options include 2-wire uni-directional, 2-wire bi-directional, 3-wire AC and 4-wire DC circuitry. The demonstrator clearly indicates the circuitry and polarity that are used to determine the position of the contacts. A visual representation of a light bulb simultaneously illustrates the status of the circuit.

In addition to providing a real world latching demonstration for each of the control configurations, the demonstrator links to the applicable on-line relay descriptions and catalog specifications. Complete information is available including performance characteristics, wiring diagrams and 2D/3D model downloads. The associated sockets and accessories are clearly indicated as well.

"In this time of increasing consciousness about energy conservation, more customers are being challenged to specify products that will reduce energy consumption;" states Michael O'Donnell, Marketing Product Manager for SE relays. "Due to the fact that power is not required to maintain contact closure in a latching relay, applications that once used general purpose relays are now using a fraction of the utility power by switching to a latching relay. Our new Interactive tool allows customers to comfortably select a suitable product and then integrate it into their system"

The [***Latching Relay Interactive Decision Tool***](#) resides on the Magnecraft website. To access this tool and for more information about Magnecraft products, visit www.magnecraft.com. Call 847-441-2540 to speak with a representative in Customer Service.

About Magnecraft

Magnecraft, a Schneider Electric Brand, is a broad line of electro-mechanical, hybrid, solid state relays and sockets used in industrial applications. As the industry leader in the electronic relay market, Magnecraft provides innovative solutions through the continual launch of new products.

About Schneider Electric

Schneider Electric is the world's power and control specialist. Through its world-class brands, Square D and Telemecanique, Schneider Electric anticipates and satisfies its customers' requirements in the residential, building, industry and energy and infrastructure markets. With 105,000 employees and operations in 190 countries, Schneider Electric generated sales of \$19 billion in 2006 through 15,000 sales outlets.