

## **FOR IMMEDIATE RELEASE**

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### **ON-LINE INTERACTIVE LEARNING TOOL FOR PCB & REED RELAYS** AN INDUSTRY FIRST SIMPLIFIES PCB & REED RELAY SELECTION

**Northfield, IL, October 15, 2008**—SE Relays LLC announces a web-based resource for understanding printed circuit board (PCB) and reed relays. [The PCB & Reed Relay Learning Tool](#) illustrates the key differences between the two types of relays and highlights the advantages of Magnecraft brand electromechanical PCB and reed relays.

The new educational tool includes an interactive circuit diagram for each type of relay and lists the associated features and benefits in a chart for easy comparison. It also links to a parametric search based on key specifications and to 3D models and 2D CAD drawings, which can be downloaded, emailed and inserted into open CAD programs.

“This informational tool is essential for any designer, end user, OEM and distributor to gain an in-depth view of the differences between PCB and reed relays and their use in industrial switching applications, which require printed circuit board mounting,” states Dipin Jain, Marketing Product Manager for SE Relays.

The [PCB & Reed Relay Interactive Learning Tool](#) resides on the Magnecraft website. To access this tool, and to find more information about Magnecraft products, visit [www.magnecraft.com](http://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.