

# Analog Signal Product Offer: Special Distributor Margins

## Which products are involved?

ACT20M and WaveSeries high runners - pitched head-to-head against Automation Direct's FC Series.

## When is this offer valid?

This limited-time offer will continue until at least January 2015.

## Why is this targeted at Automation Direct?

AD is a strong price and stocking competitor for some of the industry's basic conditioning functions. Weidmüller offers both similar and superior options at competitive prices.

## Who are the target customers?

Target those already using the FC Series. This offer allows Weidmüller distributors to provide a close cross for their customers, mainly at the same, or better price than the FC product. And in most cases, they can offer alternatives with an even better price point.

## Additional benefit

Distributors can target other non-AD customers **with the same special priced products, using the same SPA reference.** Distributors may earn significantly higher margins with the selected products during this special offer period.



ACT20M



WaveSeries



Let's Connect

[www.weidmuller.com](http://www.weidmuller.com)

**Weidmüller**

## How is special pricing obtained?

Weidmuller's SPA system is used to approve special pricing for a pre-selected range of products listed below.

Distributors must register each customer name (including the code "AD") with Weidmuller's SPA desk. They will receive a SPA reference number to use when they place an order for any of the specially priced products listed below.

**\*  
Amazing  
Margins!**

Automation Direct Product	List Price	Description	Weidmuller Product	Part Number	Normal List Price	Dist. Price (net)
FC-11	\$90	mA/mA isolator (OLP)	WAS5 OLP	<b>8543720000</b>	\$226	<b>\$72</b>
		mA/mA isolator (OLP - 2 channel)	ACT20M-2CI-2CO-OLP-S	<b>1176050000</b>	\$300	<b>\$82.55</b>
		mA/mA isolator (OLP)	ACT20M-CI-CO-OLP-S	<b>1176040000</b>	\$200	<b>\$160</b>
FC-33	\$120	mA/V converter/isolator	ACT20M-AI-AO-E-S	<b>1176010000</b>	\$185	<b>\$92</b>
		mA/V converter/isolator w/tx pwr	ACT20M-AI-AO-S	<b>1176000000</b>	\$264	<b>\$104</b>
FC-B34	\$129	Bipolar to Unipolar converter/isolator	ACT20M-BAI-AO-E-S	<b>1375450000</b>	\$228	<b>\$107.20</b>
FC-T1	\$120	Thermocouple converter/isolator (3-wire)	ACT20M-TCI-AO-S	<b>1375480000</b>	\$191	<b>\$92</b>
		Thermocouple converter/isolator (4-wire)	WAS5 PRO Thermo	<b>8560720000</b>	\$272	<b>\$96</b>
		Thermocouple converter (4-wire)	ACT20M-TCI-AO-E-S	<b>1375500000</b>	\$141	<b>\$72</b>
FC-R1	\$120	RTD converter/isolator(OLP)	ACT20M-RTCI-CO-OLP-S	<b>1435590000</b>	\$236	<b>\$100</b>
		RTD (2,3,4W) converter/isolator (4-wire)	ACT20M-RTI-AO-S	<b>1375510000</b>	\$165	<b>\$80</b>
		RTD (2,3,4W) converter(4-wire)	ACT20M-RTI-AO-E-S	<b>1375520000</b>	\$137	<b>\$72</b>
FC-P3	\$115	Potentiometer converter/isolator	WAS PRO-RTD	<b>8560700000</b>	\$257	<b>\$92</b>

### Information

Information is available for download on the web at [www.weidmuller.com](http://www.weidmuller.com). Printed catalog versions are also available and can be ordered online.

Sales Tool	Description
<b>LIT1126</b>	ACT20M Series Datasheet (2014 Version)

### Notes:

1. Offer valid for participating U.S. distributors
2. Minimum "SPA Kick-off" purchase is \$500

**Weidmuller, United States**  
 821 Southlake Blvd.  
 Richmond, Virginia 23236  
 Telephone: (800) 849-9343  
 Facsimile: (804) 379-2593  
 Email: [info@weidmuller.com](mailto:info@weidmuller.com)  
 Website: [www.weidmuller.com](http://www.weidmuller.com)

**Weidmüller** 