

TECHNICAL PRESS INSIDER

30th August 2007

The newsletter for editors from *fishermarketing*

In this Issue:

Thought for the Month Take your personal development seriously

Headline Makers All the news that fits

Publishing Talk Movements in the Industry

What's Happening Dates for your diary

Welcome to the latest issue of the *Technical Press Insider*, the electronic newsletter for editors in the technical media. *Technical Press Insider* contains summaries of some of the most important stories we've released this month, plus a few what's-on items you might find useful. And remember, you can get copies of all the press releases that we have issued on behalf of our clients from the press office on our website at www.fishermarketing.co.uk

If you think the content would be of interest to a friend or colleague please feel free to forward it, asking them to send their email address to join-tpi@fishermarketing.co.uk so they can receive future issues direct. To be removed from the circulation list, send an email to leave-tpi@fishermarketing.co.uk or to change the email address it's sent to, hit reply and let us know.

The next First Friday Club for Editors is on October 5th, so keep an eye on your inbox for the invitation!

Simon Simmons

Next Issue: 1st October 2007

Thought for the month

Take your personal development seriously



Having recently altered my career path, with a move from journalism in to PR, I had a good reason to reflect on my personal development plan – or rather, lack of it.

It's fair to say that if you wish to maximise your potential for lifetime employability, it is essential that you maintain high levels of competence by continually

improving your knowledge and skills, as well as networking with your peers.

No doubt some of you are well versed in the methods of planning and recording your development. By taking a structured approach it will enable you to demonstrate continuing commitment to your profession. What's more, the good practice of regularly reviewing your needs, and selecting appropriate learning activities to help you fulfil them, will give your career focus and meaning.

All of this takes time and effort, and time is a scarce commodity in any publishing company (or any business, for that matter) these days. However, its time and effort dedicated to the most important part of you - yourself.

These is a personal development plan available from businesslink at www.businesslink.gov.uk/bdotg/action/pdp

Also, have a look at the professional development website www.pd-how2.org

This has been put together by the Professional Development Partnership (PDP), which is made up of the professional development teams from *IMechE*, *Institution of Engineering and Technology*, *IOP* and *RAeS*. Although it is aimed at technical/engineering career development path, the methods and principles apply to all professions.

Simon

If you would like to comment on this or anything in TPI please drop us a line on simon@fishermarketing.co.uk

Publishing Talk

KHL Group, based in Wadhurst, near Tunbridge Wells, is looking to recruit an editor for its market-leading B2B title Access International. The monthly magazine covers the fast-growing access equipment sector and is looking to appoint an experienced business journalist – either an existing editor or deputy who is ready for an editorship – or someone who occupies a marketing or PR role, ideally within the construction industry. For further details please contact murray.pollok@KHL.com

Crain Communications Inc, and its weekly news publication Plastics News (PN), have greatly expanded their footprint in the global plastics industry by acquiring the Croydon, England-based polymer publications and events of publicly held Emap Communications Ltd. in London.

On an internal note, **Simon Simmons** has joined Fisher Marketing as General Manager. As well as looking after a few of our clients, he is also investigating new ideas and directions for Fisher Marketing – as well as numerous cruel and unusual ways of getting editors to write about our clients. “This is an opportunity that I could not turn down. I have had a great introduction to the world of PR from Mark, and look forward to implementing some fresh initiatives as well as keeping up the great level of service that everyone has come to expect from Fisher Marketing.”

As you might expect, the *Technical Press Insider* is the ideal vehicle for gossip, rants, jobs, freelancing opportunities and all manner of publishing activities... oh yes, and news. So, if you have something to say or you want some help, drop us a line and we will see what we can do.

Headline Makers

Contact Fisher Marketing for the full story on any of these items



A leading automation supplier has expanded its product line to include IP69K/NEMA 4X rated variants of its distributed motor controllers. The new additions will allow users in food and beverage applications to benefit from the lower installation costs, reduced engineering times and ease of maintenance already enjoyed by existing users. In addition, the product line voltage ratings have been expanded to include 575V versions for all the products in the range.

With its laser transmitter and advanced CMOS receiver, the new analogue distance sensor from a leading sensor manufacturer, masters almost all surfaces – from white to black, matt or glossy – with extremely high immunity to different ambient light conditions. Engineers and designers benefit by spending less time commissioning the system due to its tolerance of different surface types and lighting conditions.

Intelligent hydraulic valves from a leading manufacturer of servo-hydraulic and servo-electric drive systems are adding brain to muscle at metalworking company Bronx Manufacturing, which builds high quality, specialist mechanical equipment for a diverse range of industries, from automotive to construction and from security to mining. The West Midlands company, which has particular experience in metal forming and finishing within the steel industry, is fitting a Digital Interface Valve (DIV) to a new machine that levels coiled high strength low carbon steel strip. This is the first application of the DIV in the UK.

Combining high-power performance with a space-saving design, the new liquid-cooled drive from a leading automation supplier delivers unrivalled application versatility. Its high-performance, energy-efficient liquid-cooled technology allows it to be installed in conditions where air-cooled drives may increase climatic control costs or where they simply could not operate, such as dusty locations.

A Redhill based Search and rescue technology specialist is delighted to announce that the new GME Accusat MT410 and MT410G, 406MHz personal location beacons that it introduced to the UK market earlier this year, now have type approval.

Cont...

For application stories or articles on a wide variety of topics or for any other information, please contact us directly on 01959 564987, or visit our press office at www.fishermarketing.co.uk

Headline Makers Continued

Contact Fisher Marketing for the full story on any of these items

With effect from 1st May 2007, a supplier of predictive maintenance systems will supply its continuous thermal monitoring system with Lifetime Calibration and a Lifetime Warranty. The supplier has identified the reliability of the system as a key factor if it is to be entrusted to monitor mission-critical equipment, where failure could result in high downtime costs. The lifetime calibration and warranty will therefore be of particular interest to organisations such as data centres, continuous process or large-scale manufacturing.

In new and retrofit applications, the new AC drives from a leading automation supplier give users economical, easy-to-program variable frequency motor control with feed-through wiring for quick installation. Engineered for ease of use, the AC drive helps users minimise mechanical machine stress and increase application flexibility.

Newly installed equipment, much of which is unique to the UK, has turned a specialist provider of engineered solutions for the Water, Wastewater and Process Industries' 24,000 tpa facility into one of the most advanced plastic recycling centres in Europe. The significant investment by its parent company has given them the capability to handle an even broader spread of post-consumer and industrial recyclable plastics.

A leading automation supplier has extended its range of miniature circuit breakers with accessories. The expanded range now also includes busbars to provide simple and flexible connectivity in control panels. With its improved ratings the miniature circuit breakers can now offer a premium solution from a globally accepted product.

A new encoder technology, specifically designed to cope with the idiosyncrasies of AC motor mounting, is now available from a leading sensor manufacturer. With a larger bearing spacing, an isolated shaft and a metal encoder disc, the new VFS60 will set new benchmarks for encoder performance in a great many industrial applications.



The McKenna Hammerless Drain Valve from Alcoa World Alumina Australia has received the Highly Commended Award from Western Australia's Chamber of Minerals & Energy (CME) Occupational Safety and Health Innovations Awards. Based on the pneumatic torque wrench (torque gun) from a leading torque tool manufacturer, the hammerless drain valve is a tool that makes the task of opening refinery drain valves easier and safer at Alcoa World Alumina Australia's mine sites and refinery operations in Western Australia's Peel Region.

A leading automation supplier has introduced new BACnet interface options for its AC drives, making it even easier for users to employ drive technology in building services applications.



What's Happening?

Pharmatex - East Gate, Little Island, Cork, Ireland – Sept 11-13 - <http://www.pharmatex.ie>

HazardEx in the Region - Maryborough Hotel, Cork, Ireland – Sept 18 - 01732 359990

HazardEx in the Region - Mecure Atrium, Hanover, Germany – Sept 26 - 01732 359990

Industry Live 2007 – Sandown Exhibition Centre, Esher – Sept 26-27 - 01954 267880

HazardEx in the Region - The Angel Hotel, Cardiff – Oct 2 – 01732 359900

Northern Manufacturing Exhibition 2007 – Hallam FM Arena, Sheffield – Oct 2-3 - 01784 880890

Manufacturing Technology, Ireland 2007 –National Show Centre, Nr Dublin Airport – Nov 7-8 - 01784 880890