

# TECHNICAL PRESS INSIDER

28<sup>th</sup> August 2009

The newsletter for editors from *fishermarketing*  
**In this Issue:**

*Thought for the Month* **Think Vertical**

*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 web site at [www.fishermarketing.co.uk](http://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](mailto: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](mailto:leave-tpi@fishermarketing.co.uk) or to change the email address it's sent to, hit reply and let us know.

The First Friday Club for Editors is in it's summer recess but will be back with a bang in October, companies interested in using this unique forum to gain access to editors from the industrial and engineering trade publication sector should contact Fisher marketing for further information without delay.

**John Fisher**

**Next Issue: 30th August 2009**

## *Thought for the month*

### **Think vertical**

One of our major clients has been focusing a lot of effort this year on what to them are "vertical" market sectors. As they are manufacturers of industrial automation equipment, verticals to them are food and drink, packaged goods, pharmaceuticals, water, mining, quarrying and the like. This doesn't mean that the horizontal publications that many of you edit have been forgotten, of course, but simply that we have been talking to editors that we didn't know so well and writing articles that we hope will interest their readers.

In the past, we have found that this can present difficulties, as the readers of an automotive magazine are interested in making vehicles and tend to leave the factory equipment engineering to their engineers who read engineering magazines. (If you see what I mean)

However, we can report that this year the vertical initiative has been a great success. With special efforts focused on a pharmaceutical and a beverage exhibition, we have seen a tremendous interest in the new technology that our client can offer in order to improve production efficiency in their plants.



The editors have been keen to publish in-depth articles on the technology and case studies when it has been used and many of them have arranged meetings at the exhibitions so that they could meet the industry specialists.

So we speculate as to why this has happened. Is it the state of the market? Is it that with web sites as well as magazines, editors can use a lot more material than they could in the past? Or is it some other factor?

In some ways we don't really care, it is sufficient to know that there is a hunger for our messages. But as engineers as well as marketing people, we like to think that there is now such a deep understanding of the benefits that technology can bring to any process that everyone is keen to learn how they can take advantage of it in their world.

Having worked as missionaries promoting this message for many years, we certainly hope it's that.

**John**

**If you would like to comment on this or anything in TPI please drop us a line on [john@fishermarketing.co.uk](mailto:john@fishermarketing.co.uk)**

## Headline Makers

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

At Drinktec 2009 in Munich, Germany, a leading Automation supplier will feature its latest automation and information solutions designed specifically to help beverage companies confront industry challenges and improve their manufacturing operations. As retailers and consumers embrace sustainability, manufacturers feel the pressure with increased demands placed on their ability to respond. With sustainable manufacturing becoming more and more important to beverage producers, the need is high for solutions that help maximize asset utilization while reducing waste and rework.



The world's top specialist manufacturer of torque tools, has launched the ultimate torque measurement, calibration and data archiving system. The 'T-Box', together with the Torque Data Management System software, allows the simple processing of data for analysis and retrieval and can even print calibration certificates.

With reports that many businesses are to encourage people to work from home to avoid the spread of swine flu, a leading data defense expert has warned that this autumn's virus season may not be confined to the impact of human disease on an organisation. The expected rise in home working brings with it a plethora of IT security issues, and small to medium sized businesses and educational establishments are considered to be at greatest risk.

Automation expert has variety of hardware and software for automation, safety, vision, HMI and robotics to builders of medical devices on view and up for discussion at MEDTEC 09.

A British Controls company recently completed a challenging and high profile project that required great expertise in electric actuation as well as the highest level of project management to design and create a control architecture for the actuated elements of a moving roof on the Centre Court at Wimbledon. This motion control challenge required world-class products to work securely, quietly, speedily, safely and accurately and that the project was on-time for the 2009 Championships where it would be under the scrutiny of the entire viewing world.

A PAT specialist has responded to the growing number of electricians setting up independently as the current climate shrinks workforces. The MicroPAT'n'Go is a handy toolkit that literally contains all the equipment a portable appliance tester should need. The Kit comes with the efficient and reliable yet easy to use testing equipment for which it's maker is renowned. Also in there are labels, software and a download lead, plus a barcode reader to speed up testing and help to avoid errors in the future.

A leading automation software expert is offering downloadable application development software free of charge to allow users to create, modify and monitor application programs for cost-effective Allen-Bradley MicroLogix controllers. Designed for the Allen-Bradley MicroLogix1000 and MicroLogix1100g to save time and increase productivity.

A leading data protection expert has introduced a new way of working with its reseller partners to help them to compete against the national chains pile 'em high and flog 'em low approach. The changes come on the back of the success of this year's ChannelExpo, at which the company researched the needs of over three hundred resellers and identified that a changing market needs a flexible, adaptable approach.

A top automation supplier has launched non-contact interlock switches, which incorporate several magnetically sensitive elements, which must be triggered in a particular sequence to operate correctly. With the increasing speed and complexity of applications and the requirements to safeguard machinery, simple magnetic interlock switches may be insufficient to interlock guard doors. The magnetically coded feature present in the new product reduces the possibility of operator bypass, increasing the integrity of the system.

The UK national infrastructure is on a knife-edge warns a leading data protection expert. The stark warning comes as the European Commission announces tougher sentences on cybercrime and Gordon Brown announces that he is to appoint a cyberczar to combat the increase in cyber attacks on vulnerable systems. But, according to a leading data security expert, the IT door to the UK infrastructure is left wide open for hackers to potentially bring the country to its knees.

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](http://www.fishermarketing.co.uk)

## *Publishing Talk*

Suzanne Gill is returning to the engineering market from her brief journey into the international confectionery world, and will be taking over the reins of the Electrical Products & Applications group of titles from Richard Scott.

“I am delighted to be moving back into an industry sector which I so enjoyed the first time around and to be joining IML, where I spent many happy years in my more youthful days, learning the editorial trade from the likes of Paul Gay and Bob Brooks.

“I am really excited to get this opportunity to continue and consolidate all the great things that Richard has brought to the magazine, and to use my experience in the electrical market to further develop the EPA group portfolio at IML.”

Suzanne will take over from Richard on 15th September, and can be contacted on [epa@imlgroup.co.uk](mailto:epa@imlgroup.co.uk)

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.

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.



## *What's Happening?*

**1-4 Sept** - Go. Automation Technology, Basle, Switzerland.

**7-10 Sept** - SECC Glasgow European Congress on Advanced Materials and Processes (EUROMAT)

**8-11 Sept** - DSEi, - Fully integrated defence and security exhibition, London's ExCeL..

**14-19 Sept** - Drinktec, New Munich Trade Fair Centre, Munich, Germany.

**23-24 Sep** - Medtec Ireland, Radisson SAS Hotel, Galway, Ireland,

**24-26 Sept** - 2nd International Conference on Advanced Design and Manufacture (ADM2009), Harbin, China.

**14-15 Oct** - Product safety & liability prevention seminar for manufacturers, Una Hotel Scandinavia, Milan Italy,

**20-21 Oct** - TCT Live: Software & Tech for Product Design & Manufacturing, The IEC Ricoh Arena, Coventry, UK.