

TECHNICAL PRESS INSIDER

05th October 2009

The newsletter for editors from *fishermarketing*
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A belated 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. 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

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 First Friday Club for Editors met on Friday (2nd October 2009), it was a bumper meeting with four market leading companies presenting on everything from torque management to Automation training, and a full house of editors from the industrial and engineering sectors. 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 October 2009

Thought for the month

Beware the dreaded adjectives

The September TPI is coming out a few days late due to production difficulties in downtown Westerham and I must apologise for this but it did give me the opportunity to hear the BBC Radio Four's thought for Thursday 1st of October.



It was given by the Rev Angela Tilby and it was, I thought, a very coherent piece on the overuse of adjectives in modern communications.

She savaged the Ministry of Justice's website for overuse of "effective, transparent, responsive, controlled and fair" and the fact that it goes on to hope that communities will be "cohesive, empowered and active". She focused on Local Councils who offer "vibrant, socially-mixed, safe, convenient and enjoyable places to live". In this case she made the point that although they are attractive promises, they are easy to make as they don't come with time frames, costs or guarantees attached.

She reminded those of us old enough to have gone to "Grammar Schools" that an adjective is supposed to qualify a noun or pronoun and is not, in itself an important word.

We were taught to regard them with suspicion. In fact, if you take a flowery document from Government or wherever and remove all the adjectives, you stand a chance of seeing its real meaning.

As the thought for the day has a religious theme, Angela reminded us that adjectives can make us feel good, even "vibrant and vigorous" but in reality a passage with too many of them is often vain and void of real substance. She made the point that you don't find many of them in the Bible.

She also made the point that you don't find many of them in scientific articles and I hope that we can add technological and engineering articles to that list. I am sure that most of you eagle eyed editors are ruthless when faced with hyperbole but let's not lose the battle.

John

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

Headline Makers

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



For manufacturers looking to better integrate process control and process safety applications, the PlantPax Process Automation System has new capabilities, including integration of ICS Triplex Trusted SIL 3 triple modular redundant (TMR) technology and the scalable AADvance process safety systems. These capabilities help users avoid unplanned incidents and hazards that pose risk to personnel, assets and the environment.

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.

At Drinktec 2009 in Munich, Germany, a leading Automation supplier featured 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.

How to stay competitive in an uncertain economy will be the issue addressed by leading automation experts at the 8th annual World Manufacturing Drug Summit at Maritim ProArt, in Berlin, Germany, from 2-4 December 2009. As lead sponsor of the event, Rockwell Automation will be addressing key decision makers from the Life Sciences and Pharmaceutical industry on the benefits automated solutions can bring to the complex drug manufacturing process.

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 cost free to allow users to create, modify and monitor application programs for cost-effective Allen-Bradley MicroLogix controllers. Designed for the Allen-Bradley MicroLogix 1000 and MicroLogix 1100g 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 Tewkesbury company has announced that it has acquired the remaining 60% ownership of the wind energy business of Lti REEnergy GmbH in Unna, Germany and Shanghai, China. The consideration was €12 million in cash paid and the issuance of a €9.5 million note payable in February 2010. The company produces electric servo controllers and complete drive systems that position rotor blades on wind turbines. Sales for the past twelve months were €95 million.

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

Publishing Talk

A reminder that Suzanne Gill has returned to the engineering market from her brief journey into the international confectionery world, and has taken 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 can be contacted on epa@imlgroup.co.uk

As you might expect, the Technical Press Insider is the ideal vehicle for gossip, rants, jobs, free-lancing 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?

October 14-15, 2009 - Product safety & liability prevention seminar for manufacturers, Una Hotel Scandinavia, Milan **Italy**.

October 20-21, 2009 - TCT Live 2009: Software & Technology for Product Design & Manufacturing, The IEC Ricoh Arena, Coventry, **UK**.

November 4-6, 2009 - 22nd International Conference on Computer Applications in Industry and Engineering, Hilton San Francisco Fisherman's Wharf, San Francisco, California **USA**.

November 11-12 2009 - Automation Fair, Anaheim, California **USA**.

2-4 December, 2009 - World Manufacturing Drug Summit, Maritim ProArt, Berlin, **Germany**.