



# The World of Watlow at Your Fingertips

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Introducing a user-friendly  
program to quickly meet  
your thermal needs





# Introducing Watlow **SELECT**<sup>™</sup>

## for Popular Heater, Sensor and Controller Products

Now it is even easier to start with Watlow for all your thermal needs. Watlow **SELECT**<sup>™</sup> enables you to quickly identify, configure and purchase your thermal products faster and easier than ever before. Watlow **SELECT** includes many of our most popular heater, controller and sensor products. Most ship in five days or less. With **SELECT**, you can search online, use tools such as drawings, user guides, white papers, etc. to guide your decision, configure products for an exact fit and quickly receive your order. With Watlow **SELECT**, the world of Watlow is now at your fingertips.

### Watlow **SELECT** is ideal when:

- > You need a proven Watlow solution, or
- > You know your part number, or you have a repeat order, or
- > You are unsure of the product you need

Original equipment manufacturers, authorized Watlow distributors and end-user customers all use Watlow **SELECT** to obtain high-quality Watlow products.

Watlow **SELECT** is easy to use and can be accessed in many ways. Contact your local Watlow representative today.



In Watlow's catalogs, **SELECT** products are easily found. Look for the Watlow **SELECT** logo!



Easily find the best performing products online and in our catalogs.



Quickly configure the product to fit your application.



Readily access drawings and technical content.



Same day shipment available for many products, five days or less for most.

“The fixes you have implemented around the tool have made a huge difference in the way I interact with Watlow. It is so much easier and faster now to get reliable quotes and delivery information. You have surpassed your competition on many levels and I will be moving more business over to Watlow this year because of it.”

*Paul B.  
Distributor Partner*





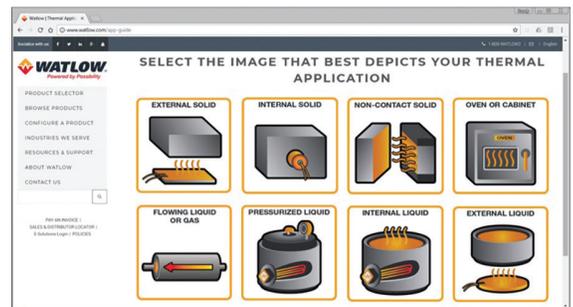
# Whether Online or in Our Catalogs

## Quickly Identify the Best Thermal Products for Your Customer's Application

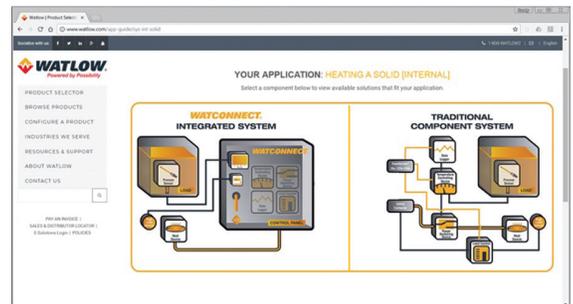
Enhanced watlow.com navigation provides direction to the best products for your application. Catalog pages are marked to identify Watlow **SELECT** products.

### Watlow **SELECT** gives you the tools

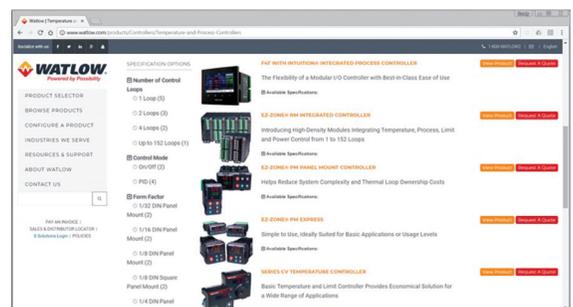
In addition to providing our most popular products faster, we have also added many tools and features to www.watlow.com as part of the Watlow **SELECT** user experience to assist in finding the right product to do the job. Look for the Watlow **SELECT** logo as you navigate the site for our most advanced tools and product guidance.



The Watlow SELECT Application Guide starts the process of identifying the most appropriate products to solve your challenging thermal problem.



The system view assists in identifying the necessary components to complete your thermal system.



With easy-to-use check boxes you can filter for the features and specifications that are important to your application.

“The changes have been very helpful. We are much more efficient with quoting now and spend far less time than ever verifying ship dates or chasing after orders that should have shipped. This is helping us take back share from customers who left us because we were too slow in responding or couldn’t hit our commitments. We love the upgrades. Keep going!”

Teresa J.  
Distributor Partner



# Quickly Configure a Product To Fit Your Application

Product configuration tools provide guidance and visual feedback confirming feature choices from thousands of configurations.

## With the Watlow **SELECT** Visual Designer™, what you see is what you get

The new Watlow **SELECT** Visual Designer™ uses imagery to quickly and effectively communicate the features of the product you are designing. This customer design tool uses pictures for product feature menus, and provides a constantly updated drawing of the product you are configuring. That means no more memorizing code letters or part numbering structures. Click the features you need and watch them appear in the drawing.

## Easy to use menu to keep the information right at your finger tips



Drawing view provides a visual confirmation of the product being configured.



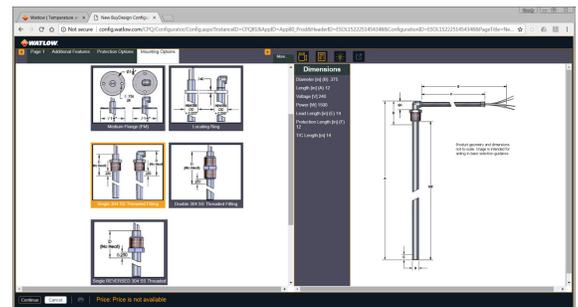
Specification panel displays all pertinent dimensions and feature selections.



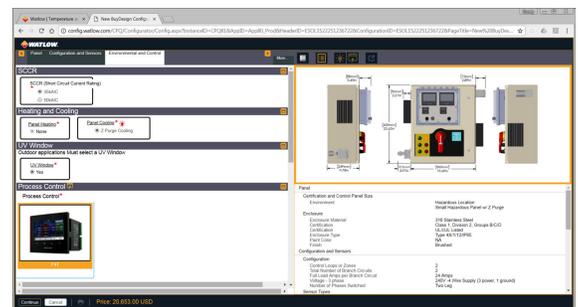
Light bulb provides additional detail on the product features.



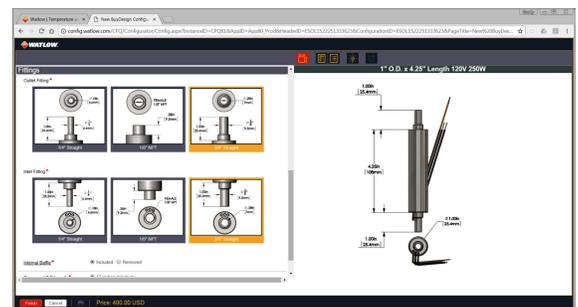
Next page view opens a separate tab for printing or exporting content.



Picture menus in the left panel make it easy to choose the correct product options to fit your application.



As you complete the design, the drawing on the right side changes to reflect your feature choices.



Throughout the process, tool tips and value ranges are displayed and suggested to assist the design process.



# Readily Access

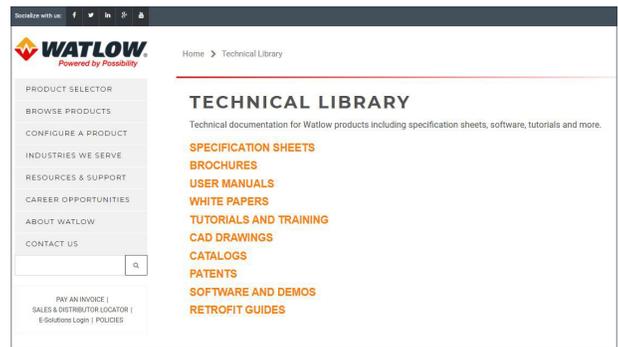
## Drawings and Technical Content



Drawings, user guides, white papers, brochures, specification sheets and other documents are available online.

## Online documentation and post-sale downloads

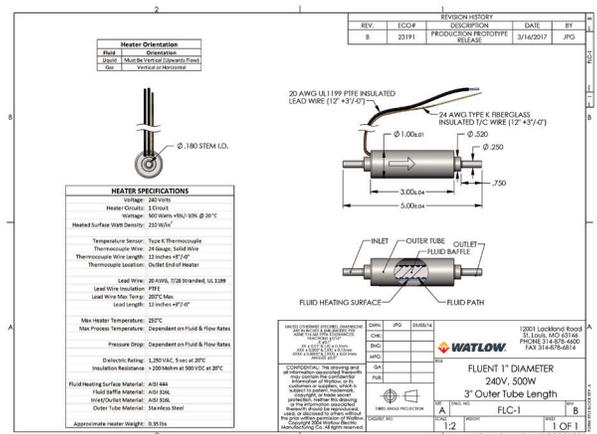
We know that most of our products are components in larger systems making it critical to have access to product documentation that explains features, specifications, certifications and start-up procedures. Many of these are available through Watlow **SELECT**. As new products are developed, and more enhanced documentation is created, look for download instructions included with your product.



## Engineering Drawings, 3D CAD models, certifications, installation guides and quick start guides

Some of our more recent **SELECT** products such as FLUENT®, WATCONNECT® and the new ASPYRE® power control series have engineering drawings and 3D models available for download.

All products that have the new Watlow **SELECT** Visual Designer tool provide outline drawings that can be copied from the application. Future tool development will provide downloadable engineering drawings and 3D models for all **SELECT** products.



“It’s like night and day. Don’t get me wrong, it was always a great tool, but the improvements y’all have made over the last year, or so, have been beyond my expectations. Once you add the drawings, no one will even come close to Watlow. Great job.”

John V.  
Distributor Partner



# Same Day Shipment Available

## For Many Products, Five Days or Less For Most Orders

Choose the lead time you need—from guaranteed one-day expedited shipment or five days or less standard shipment — for most **SELECT** configured products.

### Same day shipping

System components are stocked and ready for rapid assembly on short notice.

- > If the order is received before 12 p.m. CST, it will ship that day.
- > If the order is received after 12 p.m. CST, it will ship the next day.
- > There is a \$125 or 25 percent (whichever is greater) expedite charge.

### Five days or less shipping

- > Five days or less shipping is standard at no extra charge.

### 10 days or less shipping

- > This shipping option is available on our WATCONNECT control panels.



Many of Watlow's most popular heating, sensing and controlling solutions are available through Watlow **SELECT** including:

 FIREROD® cartridge heaters*	 RTD sensors
 ANSI flange heaters**	 WATCONNECT® control panels†
 FLUENT® in-line heaters	 EZ-ZONE® PM (panel mount) controllers
 F4T with INTUITION® temperature controller	 D4T with INTUITION® data loggers
 Circulation heaters	 EZ-ZONE® RM (rail mount) controllers
 Mineral-insulated thermocouples	 Tube and wire sensors
 Screw plug heaters***	 DIN-A-MITE® power controllers

\* All imperial sizes except for 1/8-inch and one inch

\*\* WATROD only, with or without standard vessel, three to 14 inches

\*\*\* All WATROD™ and FIREBAR®, with or without standard vessel, one to 2 ½ inches

† Our online product selector and product configurators provide guidance and recommendations for many thermal applications



Find out more about Watlow and how we can provide thermal solutions for your company:

Phone: 1-800-WATLOW2 (1-800-928-5692)

E-mail: [inquiry@watlow.com](mailto:inquiry@watlow.com)

Website: [www.watlow.com](http://www.watlow.com)

*Powered by Possibility*

## **Watlow Products and Technical Support Delivered Worldwide**

### **North American Technical Support & Sales Offices**

United States & Canada 1-800-WATLOW2  
(1-800-928-5692)

### **Asian Technical Support & Sales Offices**

China	+86 21 3532 8532
India	+91 40 6661 2700
Japan	+81 3 3518 6630
Korea	+82 2 2169 2600
Singapore	+65 6773 9488
Taiwan	+886 7 288 5168

### **European Technical Support & Sales Offices**

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France	+33 1 41 32 79 70
Germany	+49 7253 9400 0
Italy	+39 02 458 8841
Spain	+34 91 675 1292
United Kingdom	+44 115 964 0777

### **Latin American Technical Support & Sales Office**

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