

# Your answer to a tough economy



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- MORE** free manuals and software
- MORE** savings without sacrificing quality

\* See inside for details

**#1 Value in Automation**

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You need quality products at a great price from a solid supplier. . .

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more info [www.AutomationDirect.com/price](http://www.AutomationDirect.com/price)

You insist on better service and you want it FREE . . .



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Many industry magazine reader surveys have placed us at the top of the list for service. In Control Design magazine, we've been voted #1 in multiple product categories eleven years in a row.

The awards are nice and we appreciate them, but a satisfied customer who comes back time and time again is our best reward. Located just north of Atlanta, Ga, we start every business day with that in mind.

more info [www.AutomationDirect.com/service](http://www.AutomationDirect.com/service)

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. . . we have FREE live Webinars and we're constantly updating our on-demand product videos.

And for almost-FREE online videos that dive deeper into our product lines, go to [www.interconnectingautomation.com](http://www.interconnectingautomation.com) for in-depth training libraries.

more info [www.AutomationDirect.com/videos](http://www.AutomationDirect.com/videos)

\*\*2-day transit time does not apply for LTL shipping of heavy orders or drop-shipped items not in Cumming, GA warehouse. (We cannot ship heavy items to Hawaii or Puerto Rico.) For orders under \$300, you may request that your order ship via the 2-day (transit) method; shipping charges will be added to invoice. For complete details on shipping methods and charges, see Terms and Conditions in our catalog or on our Web site. We do not guarantee delivery times of the carriers. AutomationDirect is not responsible for carrier delays due to weather, mechanical failures or other issues.

You need it delivered FAST and you don't want to pay for shipping . . .

. . . order from us, you'll get it in 2 days or less with no charge for shipping on orders over \$300\*\*.

complete details [www.AutomationDirect.com/2day](http://www.AutomationDirect.com/2day)

AutomationDirect Price/Part Number	VS.	Competitor Price/Part Number
Proximity sensor, 18 mm, 3-wire NPN DC shielded, with 2-meter cable AK1-AN-1A \$21.75		\$81.90 A-B 872C-DH5NN18-E2
AC Drive, 5 hp, 460V GS2-4SP0 \$407.00		\$995.00 A-B 22B-D010N104
Supplementary Protector, Single pole, 5 AMP, D trip curve WMZS1D05 \$8.50		\$42.60 A-B 1492-SP1D050
NEMA 12 Enclosure, steel, wall mount (20" x 16" x 8") N12201608 \$243.00		\$489.30 Hoffman A-201608LP

All prices are U.S. published prices. AutomationDirect prices are as of October 2011. Hoffman prices are taken from [www.hoffmanonline.com](http://www.hoffmanonline.com) 2/14/11. Allen-Bradley list prices are taken from <http://www.rockwellautomation.com/en/e-tools> 2/21/11. Prices may vary by dealer. Many other part numbers are available from vendors. All prices subject to change without notice.

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You paid hard earned money for our products. Why should you have to pay more for the manuals to use them? That doesn't make sense.

If you're evaluating a product, download the manual to help you make a better choice - no purchase necessary.

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## A controller for every application

Whether you're a newcomer to PLCs, or a seasoned veteran; whether you need simple discrete control or need to calculate complex algorithms lightning fast, you can find what you need among our cost-effective programmable controller families.



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- Basic machine control
- Lowest cost

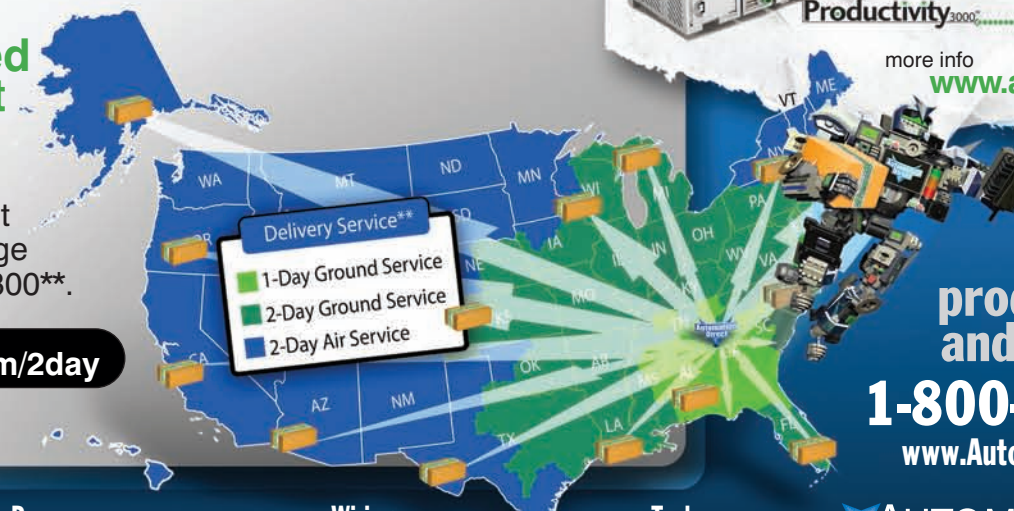


- Advanced discrete
- Basic process control
- Expandability
- Ethernet



- Advanced discrete and process
- Data collection
- Extensive communications
- Distributed I/O

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AUTOMATIONDIRECT.com  
#1 Value in Automation

- Programmable Controllers
- Field I/O
- Software
- HMI

- Drives
- Soft Starters
- Motors & Gearboxes
- Steppers/Servos

- Motor Controls
- Proximity Sensors
- Photoelectric Sensors
- Limit Switches

- Encoders
- Current Sensors
- Temperature Sensors
- Pilot Devices

- Process
- Relays/Timers
- Communications
- Terminal Blocks

- Wiring
- Power Products
- Circuit Protection
- Enclosures

- Tools
- Pneumatics
- and more!



## Comments from our current customers:

"Products are a good value for a fair price. We've used a wide selection of what's offered. Online ordering is easy. Supplies are delivered quickly. Every year the product line is expanded. Currently trying the pneumatic fittings with great success."

Ken, Holly MI

"This company is by far the easiest to order from and the quickest to ship than any other online supplier that I know of. Quality of most items are as good or better than the brand "X" boys. Thanks for the great site."

Todd, Hood River OR

"AutomationDirect is the best vendor of automation products that I have ever used and second best is not even close. I make regular decisions to purchase automation products from AutomationDirect based solely on the quality of the Web site and the availability of knowledgeable technical support staff. There is that super low price thing, as well :)"

Steve, Charbonneau OR

"I have been in the machine design trade for 15 years and never found a company like this one. The support you receive when working with this company is unheard of. Some companies charge for tech support. The software is friendly and all the information you need is available online. The company is how most should be ran."

Online comment from Affton MO



**Programmable Controllers**



**Universal Field I/O**



**Software**



**Operator Interface**



**AC Drives**



**Motors and Worm Gearboxes**



**Motion Control**



**Motor Controls**



**Pneumatics**



**Process**



**Relays & Timers**



**Sensors**



**Pushbuttons, Switches and Lights**



**Terminal Blocks and Wiring**



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**Tools**

**A quality product line, with FREE #1 rated technical support and quick shipping!  
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