

From the desk of David Ross:

It's hard to believe it's fall already. I hope all of you enjoyed your summer.

It appears as though an end to the recession may be near, and we are seeing signs at OTTO. Engineering activity continues to rise, which indicates product development. Plus, we are seeing increased orders in select markets. As always, we are well positioned to handle this increased business.

In our continued efforts to improve our service levels a survey was sent out to our customers in August. Overall feedback was favorable, but customers pointed out some areas for improvement, including price and responsiveness. I would like to briefly address both these issues.

With regards to lower prices: OTTO has held pricing in 2009 and we intend to continue pricing review on a product-by-product basis to ensure we remain competitive.

Responsiveness is incredibly important. We have kept a full staff in one of the most difficult economic times. In the future, this will allow us to respond to upswings in business with an experienced and knowledgeable assembly, sales, engineering and quality staff. It is also an OTTO priority to expand our staff in the Asian and South American market.

Our sales team will continue to be in the field in an ongoing support effort. Marketing has ramped up tradeshow participation for Q4 and 2010. Additionally, OTTO's full line catalog has been expanded and supplemental catalogs are in the works. Finally, planning is underway for an improved website.

OTTO is always here to support you. Thank you for your continued input, and please don't hesitate to contact me with any feedback.

Warmest Regards,

David Ross

Vice President of Sales & Marketing

KEEPING CURRENT

New Products

HFNR

The compact, robust and reliable HFNR has a mechanical life of 3 million cycles, which makes it ideal for grip or panel mount applications. This 3-position switch provides operator comfort by reducing the movement required to change directions or switch gears. Backlighting makes the switch easier to see in poor lighting or nighttime operation. The HFNR provides excellent EMI/RFI immunity and the electronics are sealed to IP68S. List price starts at \$70.00 each. [Click here for part numbers and pricing.](#)



FG Flip Guard

The FG flip guard assembly offers a maintained or momentary actuation for pushbutton switches with a 15/32 threaded bushing. The flip guard's main feature is a spring-loaded cover that locks in either an open or closed position, reducing the chance of accidental actuation. The flip guard is easily installed from the front panel and optional D-flat or mounting tabs prevent rotation during assembly. List price starts at \$25.00 each. [Click here for part numbers and pricing.](#)



LP3 & LP5

The LP3 and LP5 vandal-resistant switches now offer bi-color illumination. List price starts at \$33.00 each. Delivery is 6 weeks after receipt of order. Contact the factory for color combination options.



QPL ANNOUNCEMENT

OTTO has received a Qualified Products Listing (QPL) for its PE and PE2 series.

| | PE | PE2 |
|---------------------|--|--|
| QPL Products | M8805/96-001 thru -016 | M8805/99-010 thru -015 M8805/99-025 thru -031 M8805/99-037 thru -039 M8805/99-045 thru -047 |
| Competition | Eaton | Stacoswitch |
| List Price | Unsealed \$27.33 each Sealed \$29.33 each AA discount No min. order qty. Part numbers may be combined for max. qty. discount | \$107.25 for 2 circuits \$126.25 for DPDT |
| Features | Momentary snap-action MIL-S-8805/96 approved Low operating force Compact, space-saving design RoHS & WEEE compliant | Momentary snap-action Withstands extreme shock and vibration MIL-S-8805/99 approved Splashproof Black, white or red button colors available RoHS & WEEE compliant |



“ One of the greatest discoveries a man makes, one of his greatest surprises, is to find he can do what he was afraid he couldn't do. ”

-Henry Ford

ANNOUNCEMENTS

Closed November 26-27 for Thanksgiving Holiday

Closed December 24-25

Closed January 1, 2010 (Resume normal business hours January 4, 2010)

UPCOMING EVENTS

SAE Commercial Vehicle Engineering Expo
Rosemont, IL
October 6-8
Booth 422

IBEX – International Boat Expo
Miami Beach, FL
October 12-14
Booth 2724

Agritechnica
Hanover, Germany
November 10-14
Stand 06-B08A