



# Tubular Solenoid

STA Line Review and Hunting





**So, what do you think?**



# Highlights and Launch Schedule

- We can produce 750k pcs annually
- 3-day lead time
- Born on Date tracking
- 24-month price lock for ALL new customers
- Stocking package will be hitting distribution shelves this month

## Release Update

- STA 75 - NOW
- STA 100 – Dec 1
- STA 150 – Jan 1
- STA 125 – Feb 1



# Marketing

## Web – Launch TBD

- Update STA page
- Feature on JE home page at launch
- Letter containing launch details
- Sell Sheet - done
- Data Sheets (pending drawing/data updates)
- Email template for sales

## Promotion

- 1 day lead time, Made in Vandalia, Price lock etc.
- Launch Package through direct customers of STA, Sales Reps and Distribution

**Ledex Linear Solenoids**

**Benefits**

- Clear choice for pull or push configurations
- Available in 1/2" and 1" diameters
- 100% lead time
- 100% price lock
- 100% made in Vandalia

**Specifications**

Part Number	Stroke	Lead Time	Price
100-100-001	1/2"	1 Day	Price Lock
100-100-002	1"	1 Day	Price Lock

**Contact Us**

Name: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Phone: \_\_\_\_\_

**Ledex Linear Solenoids Tubular**

**Versatile, Durable, Reliable.**

**Long Service Life: 20M+ Cycles**

**Quick and Easy Installation**

**Choose From Pull or Push Configurations**

**Full Traceability**

**Part of the Industry's Most Extensive Solenoid Line**

**Made in the USA/Reduced Lead Time Risk**

**Extreme Temperature Functionality**

**Full Traceability**

**Easy Adapted to Legacy Design**

**Expeditious**

**COMPLETE SOLUTIONS FROM ONE COMPANY APPROVED**

**JOHNSON ELECTRIC**

**Product Change Notice**

**Tubular Solenoid**

**Product Lead Time Risk**

**Traceability**

**Quick and Easy Installation**

**Expeditious**

**Features**

**COMPLETE SOLUTIONS FROM ONE COMPANY APPROVED**

**JOHNSON ELECTRIC**

**New Males Connector**

**Features**

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Part Number	Package Lead Time	Description
100-100-001	1 Day	1/2" Pull, 100-001
100-100-002	1 Day	1" Pull, 100-002
100-100-003	1 Day	1/2" Push, 100-003
100-100-004	1 Day	1" Push, 100-004
100-100-005	1 Day	1/2" Pull, 100-005
100-100-006	1 Day	1" Pull, 100-006
100-100-007	1 Day	1/2" Push, 100-007
100-100-008	1 Day	1" Push, 100-008
100-100-009	1 Day	1/2" Pull, 100-009
100-100-010	1 Day	1" Pull, 100-010
100-100-011	1 Day	1/2" Push, 100-011
100-100-012	1 Day	1" Push, 100-012
100-100-013	1 Day	1/2" Pull, 100-013
100-100-014	1 Day	1" Pull, 100-014
100-100-015	1 Day	1/2" Push, 100-015
100-100-016	1 Day	1" Push, 100-016
100-100-017	1 Day	1/2" Pull, 100-017
100-100-018	1 Day	1" Pull, 100-018

**COMPLETE SOLUTIONS FROM ONE COMPANY APPROVED**

**JOHNSON ELECTRIC**



# Target Potentials

## **New opportunities Targets:**

- **Commercial Food Equipment – Anthony International**
- **Injection Molding manufactures – Clifford H Jones**
- **Testing and Measurement Companies – Intoximeters, Prismatic Dentalcraft**
- **Medical – Vacuum Barrier**

# How did I get these targets?

**Your Distributors!**

**Use the data to find low hanging fruit for existing and new projects.  
How can we help them increase volumes or value-added services**

# How did I get these targets?

There is **GOLD** in those analytics, we need to dig them out!

**Your Distributors!**

Use the data to  
How can we help

and new projects.  
Added services

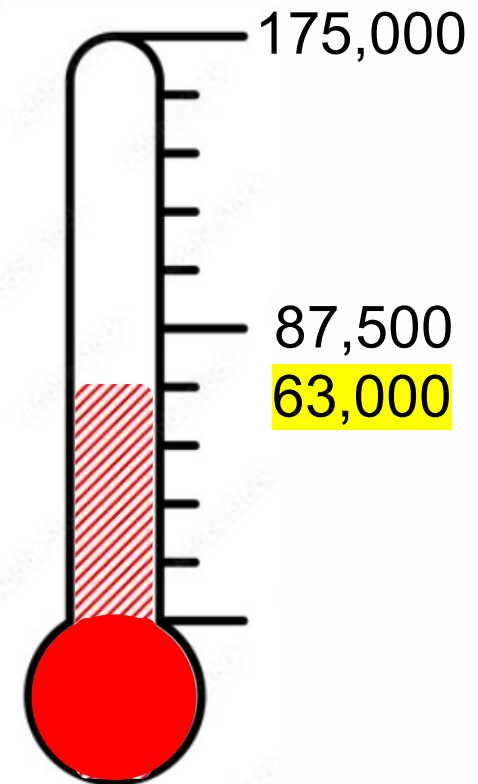


# The Challenge

- The solenoid GODS have placed a challenge before our feet
- Only the strong will accept, and I see a each of you as strong!
- Currently we sell 350k pcs annually of our STA

## The Challenge

- 175k pcs committed by March 31 2024.
- If you accept this challenge, I want a resounding battle cry!!!



# WE ACCEPT!!





# Questions