



# SENTRAN News

**We speak your language. Every day.**

It begins with our very first conversation. We listen. We question. We offer guidance. We collaborate. Our team's understanding, creative instincts, talented craftsmanship, manufacturing acumen and service mindset permeates every aspect of our relationship with our customers, and with our vendors and strategic partners. Using these attributes efficiently results in our ability to deliver to you a premium product at an unparalleled value.



Our core objective is to provide professional guidance and service at the highest level. We understand the value of time, technically competent solutions, and high value results. Measurement applications require an in-depth understanding of mechanical and electrical properties to create optimum results for any given situation. We speak your language when it comes to a stand-alone component, systems integration, or high volume O.E.M. ingenuity.



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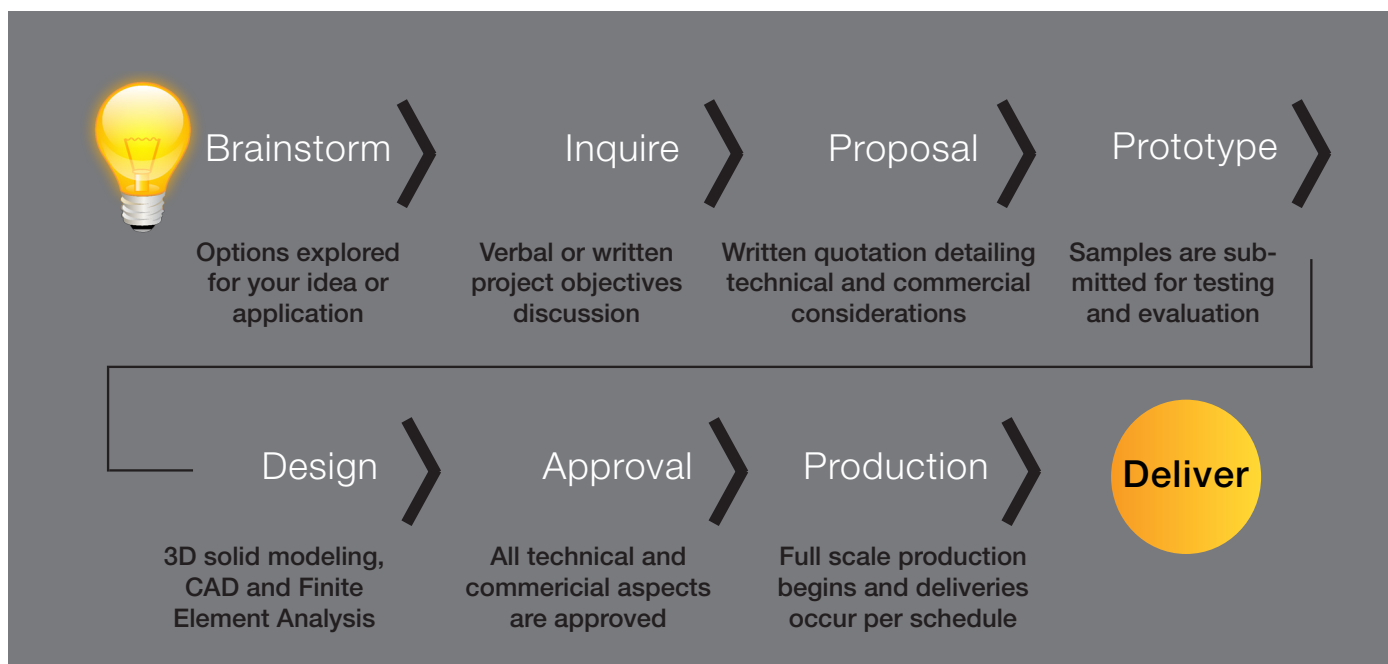


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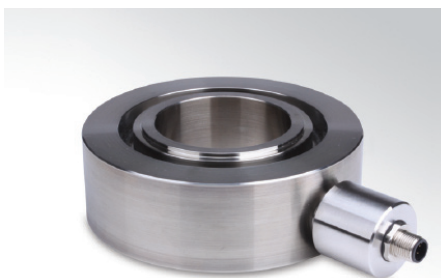
## Sentran's custom engineered solutions

At Sentran, LLC we understand that an off-the-shelf solution sometimes doesn't meet the demands of commercial or industrial application challenges. Sentran application engineers are professionals, well-trained to assist customers with their application problems and to work closely with you to develop the best possible solution for your specific need. Problem solving isn't just something we do. It is the most important thing we do... and we do it every day.

# Custom Project Process



Creativity is the hallmark of our design process and that requires Sentran to leverage technologically advanced programs and facilities to create the most compelling solutions in the shortest amount of time. With the advantage of multiple work centers, Sentran is proficient at providing standard and customized solutions ranging from single piece requirements to O.E.M volumes in the tens of thousands. Technological superiority is the leading factor that sets us apart from others. We deliver by addressing the critical influence factors that can abbreviate product life. Be it manufacturing methods, performance testing, temperature, environment, electrical interference, or any other concerns, our low failure rate is a testament to our science.



### Load Cells

- Capacity ranges span from 0-1 lbs. to 0-200,000 lbs.
- Compression, tension and universal measurement modes
- Aluminum alloy, high alloy tool steel or stainless-steel construction
- OEM solutions
- Unique geometries and performance characteristics
- Low volume to very high-volume production capabilities
- On-board amplification options

## Force Transducers

- Capacity ranges span from 0-1 lbs. to 0-1,000,000 lbs.
- Compression, tension and universal measurement modes
- Aluminum alloy, high alloy tool steel or stainless-steel construction
- Sealing capabilities up to and including hermetically sealed to IP68
- Beams, columns, low profiles, thru-holes, links, radial, multi-axis solutions
- On-board amplification options

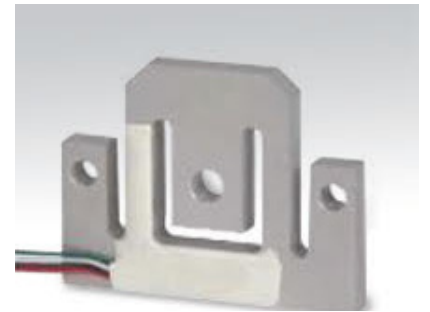


## Load Pins

- Capacity ranges span from 0-1 lbs. to 0-1,000,000 lbs.
- Compression, tension and universal measurement modes
- Aluminum alloy, high alloy tool steel or stainless-steel construction
- Standard and OEM solutions
- Unique geometries and performance characteristics
- Low volume to very high-volume production capabilities
- On-board amplification options

## Sensors

- Force, pressure & torque O.E.M. solutions
- Application-driven geometries and performance specifications
- Aluminum alloy, high alloy tool steel or stainless steel construction
- Sealing capabilities up to and including hermetically sealed to IP68
- Dedicated, high technology work cells for high volume-low cost manufacturing
- Serve virtually all industries and environmental conditions



## Pressure

- Relative (gage) O.E.M. solutions
- Male and female pressure port adaption
- Pressure ranges span from 0-1 psig to 0-10,000 psig
- Stainless steel construction
- Sealing capabilities up to and including hermetically sealed to IP68
- Onboard amplification options

## Torque

- Reaction, thrust and multi-axis solutions
- Flange, shaft and hollow flange mount configurations
- Capacity ranges span from 0-100 in-lbs. to 0-10,000 ft-lbs.+
- Aluminum alloy, high alloy tool steel or stainless steel construction
- Sealing capabilities up to and including hermetically sealed to IP68



## How high quality creates value

It is sometimes tempting to choose a component or service solution for your project based on lowest cost, particularly if you are working with tight price constraints. In certain circumstances, the lower cost option may have merit; however, when it comes to technical products that must perform under the rigorous conditions common to industrial applications, low cost almost always means compromising the application in some manner.

Studies consistently show that high quality products and services, which typically represent a somewhat higher initial cost, prove to be of much greater value in the long-run. As the saying goes, "A chain is only as strong as its weakest link." Selecting high quality products and services yields a variety of benefits for both the supplier and the customer. Trust, goodwill, long-term reliability and customer satisfaction translate into a strong brand, future opportunities, and enhanced profitability.

Holding a high standard for products and services quality has a demonstrable influence on an organization's culture as well. Employees of a company that is uncompromising in its proposition for delivering only high quality results are exceptionally dedicated, enjoy their contribution, are more productive and are less likely to become complacent and/or dissatisfied.

As the graphic below illustrates, compromising on quality can result in diminished performance, reliability and profitability.

## How poor quality diminishes value



## Our commitment to customer success

Sentran has always been known for its premium quality products, but in today's competitive world, customers expect – and deserve – quality in every aspect of the business cycle. Sentran's renewed commitment to customer success is threefold: Instant Answers, Smart Solutions, and Premium Quality.



### Instant Answers

At Sentran that means immediate access to applications experts. It's a fast-paced world. With multiple responsibilities and innumerable tasks to complete, you need solid answers... and you need them quickly. At times, it comes down to having an experiential understanding of an application question or a technical challenge, then providing thoughtful communication to determine the best solution. That's what our team of technical sales experts, applications engineers and designers bring to the table. They will use every tool available to deliver exactly what you need. Instant Answers isn't just a tagline at Sentran. It's a passionate commitment.

### Smart Solutions

We have an unwavering commitment to help people access, understand and benefit from the solutions we recommend for the electrical measurement of mechanical quantities. We invite you to experience our vision of responsiveness, knowledge, and capabilities. Each of these elements enhances our ability to offer a broader range of relevant, real-world solutions that help make the world a better place for all. This is an important part of why Sentran was created – to make certain we can empower ourselves and empower others by offering truly premium measurement solutions at honest, competitive prices.



### Premium Quality

Quality product begins with quality design, which requires a clear understanding of all design objectives and restrictions. Every step of the manufacturing process and flow is arranged for maximum effect and efficiency, culminating in a thorough performance evaluation and final certification. Sentran incorporates field-proven subcomponents, compounds, metals, and other quality materials, resulting in high value products that provide worry-free operation and very low maintenance costs. The fit and finish of Sentran products is exceptional. It doesn't end there. The internal working components and workmanship are equally impressive.

Sentran thanks you for taking the time out of your busy day to browse our newsletter and learn about who we are and how we can help you solve your measurement needs - with INSTANT ANSWERS, SMART SOLUTIONS and PREMIUM QUALITY. We look forward to our next conversation.



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