

MARKETING NEWS

News No.: 6

Date: 5. August 2009

INVOLVES: Motor

Accessories

As a result of our continuous value improvement program, we are pleased to introduce the new 4", **2-wire** Submersible motor line "Made in Germany".



A continuation of our 2008 product enhancement initiative, we have expanded the manufacturing capabilities of our Wittlich, Germany plant to include the single phase, 2-wire motor design. In addition to the complete range of 3 phase motors, Wittlich now manufactures motors in all three single phase electrical designs: 2-wire, 3-wire and PSC.

New motors will be shipped starting August 2009 and can be ordered using the following model numbers:

MODEL	DESCRIPTION	Material	Phases	kW	HP	Voltage	Hertz	Thrust (N)
4" SUPER STAINLESS - 2 WIRE (1 Lead Required)								
2447551221	2W-0,37-230-50-W	W	1	0,37	1/2	230	50	3000
2447571221	2W-0,55-230-50-W	W	1	0,55	3/4	230	50	3000
2447581221	2W-0,75-230-50-W	W	1	0,75	1	230	50	3000
2447591221	2W-1,1-230-50-W	W	1	1,1	1,5	230	50	3000

In order to minimize impact to our customer's documentation and literature, all design parameters and performance have been kept unaltered. In addition, it has been possible to increase motor efficiency and standardize on the larger 3000N thrust bearing on all ratings.



Franklin Electric

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Compared to conventional single phase systems, wells equipped with Franklin Electric's genuine 2-wire submersible motors benefit from the following advantages:

Feature\Product	2-wire	PSC/3-wire	Comments
Start and/or run capacitor	Not required	Separate control box required	<i>No additional control box cost; space for wall mount saved</i>
Thermal Overload Protection	Built in	Separate control box required	<i>No additional cost and space required</i>
Lightning arrestor	Built in	Optional	<i>Better protection – longer life</i>
Drop cable	3 cores	4 cores required	<i>Savings on copper from drop cable</i>
Starting torque	1,2xT _N	0,8xT _N (1,8xT _N for 3-wire)	<i>Better than PSC</i>
Reverse impact torque	Built in	Not available	<i>Unique feature of Franklin Electric 2-wire motors</i>

Traditionally, 2-wire motors are being used in the residential and light commercial market segment, a market segment particularly affected by the general economical decline. Understanding this, in an effort to help our customers revigorate the slumping demand we have revised our price list substantially in order to make our offer more attractive. Please consult your local Area Sales Manager for details.

Thanking you for your business,

Franklin Electric Europa GmbH
Dieter Schuch
Product Manager



Franklin Electric