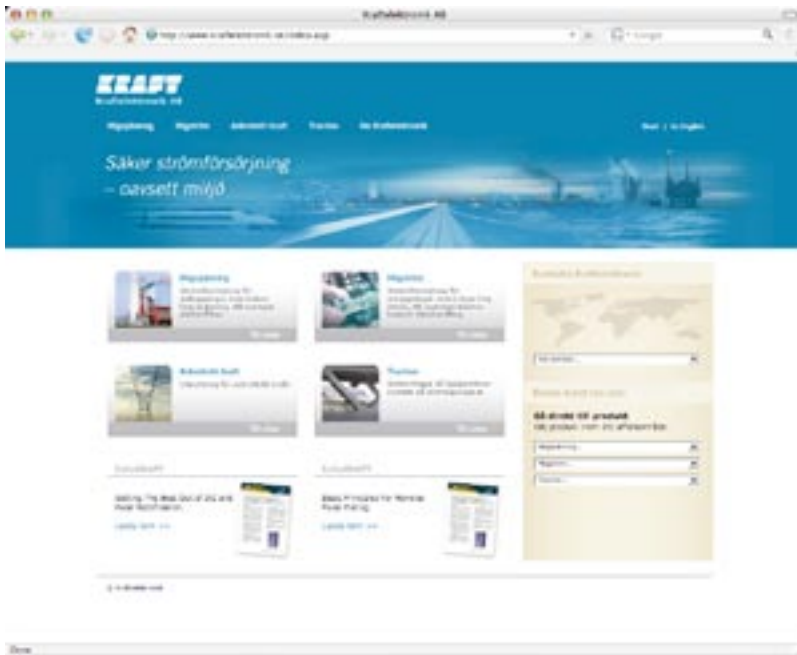


## Our new website has been launched



At the beginning of 2007, we pressed the start button for our new website – after giving it a real facelift and improving its content.

“We want the website to help both old and new customers. That was one of the foundations of our work,” says Axel Nilsson of “Giv Akt”, who was in charge of developing the website.

He points to the home page as the key to it all. A new visitor who doesn't know exactly what he is looking for can click on the relevant business area and reach his goal step by step.

“If you – on the other hand – know what you need, there are several quick-choice buttons in the right-hand part

of the window,” Axel explains. You can use them, for instance, to find the product or contact you want.

“The new website really has simplified communication between us and our customers,” says Lennart Hansson. I'm especially happy that visitors can quickly find the information they're looking for. And as usual you can talk to the customer while both of you can see what you're discussing on your own screen.

The website also has a completely new design and new information is constantly being added to it.

A lot is happening at Krafterlektronik and now there is a website that can tell you all about it – read more at [www.krafterlektronik.se](http://www.krafterlektronik.se).

## Meet Mats and Mikhail



Mats Lindberg



Mikhail Brandt

It's not just in technical development that things are happening; they're happening on the personnel side as well. Mats Lindberg is the new head of marketing after Göran Kristensson, who is cutting back on his workload as he approaches pension age.

“I'm happy and expectant about the future,” says Mats Lindberg. “We've seen strong development for several years and with my colleagues I'll do everything to continue on the successful track.”

Also new at Krafterlektronik is Mikhail Brandt, sales engineer with special responsibility for our growing market in Russia.

## SK 5B and SK 15 to cease production

Our classic switch-power rectifiers SK 5B and SK 15 are increasingly being replaced by Flex Kraft. Because of reduced volumes we are therefore ceasing manufacture of these during 2007, after which they will be dropped from our range. Spare parts and service are not affected by the decision.

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## Surf right – upgrade your memory

Surfing on [www.krafterlektronik.se](http://www.krafterlektronik.se) could pay off. If you find the answers to these three questions, you will be entered into a competition for ten memory sticks. Send your answers by 31 March to [info@krafterlektronik.se](mailto:info@krafterlektronik.se). Put “Web competition” on the subject line of your e-mail.

1. What is normally the highest secondary voltage in kV for three-phase transformer rectifiers for flue gas cleaning?
2. How many kilos does a power module for a Flex Power weigh?
3. How many languages does loan Bucatariu in our service department speak?

# Flex Kraft – developments are racing ahead

**Among the new features of Flex Kraft are dual output, higher currents, higher secondary voltages – and soon polarity reversal as well.**

“Much of Flex Kraft’s success is due to its modular design. It minimises the loss in the event of a failure and allows the customer to install precisely the power needed,” says Lennart Hansson. Göran Kristensson points out that the customer is never locked in with Flex Kraft and mentions several properties that have contributed to its success, for example its redundancy and flexibility. Many purchasers value the high power factor, the low current ripple and the modern control interface.

## **Dual output saves space and money**

Dual output is one of the great new features. One control module controls two DC outputs totally independently of each other. This saves the customer space and money.

“Success spurs us on to develop Flex Kraft further, which means that

we can help more customers,” explains Göran Kristensson.

## **Parallel connection gives higher currents**

Flex Kraft can now be connected in parallel, allowing even higher currents. “We recently supplied all of 24 kA for a large hard chrome bath, and that’s not the limit,” says Lennart Hansson.

## **Smart series connection gives 60 V DC**

A further advance is that the modules give secondary voltages of up to 60 V DC through smart series connections, opening the way for new processes such as ED painting, hard anodising and chromic acid anodising.

## **Polarity reversal on the way**

“In the spring we will be starting deliveries of Flex Kraft with polarity reversal for electrical degreasing and anodic etching with hard chrome. As for what will follow that, you’ll just have to wait and see,” Lennart Hansson concludes.



## Visit us at Ytforum

**From 6 to 8 March, Kraftelektronik is exhibiting at Ytforum, part of the Elmia Days For Industry trade fair at Jönköping. You’re welcome to visit our stand, where we’ll be presenting several exciting new news. You can order tickets directly from us.**

Ytforum is the only Swedish trade fair to show how more effective surface treatment can increase both productivity and the aesthetic value of a product. We will be there, of course, and Lennart Hansson, who is in charge of the arrangements, promises a lot of interesting things to see on stand C 04:04.

“We’ll be exhibiting Flex Kraft with

dual output and the possibility of higher currents and voltages. You can get a small preview of the new items in below of this issue of Power Paper.

If you want tickets for Ytforum, fill in the coupon and send it to us. At [www.elmia.se/dfi/](http://www.elmia.se/dfi/) you will find more

information about the fair, how to get there, and nearby hotels.

Ytforum’s opening hours are: 6-7 March, 9:00-17:00 h and 8 March, 9:00-15:00 h. As already mentioned, Kraftelektronik can be found on stand C 04:04.

### **Do you want free tickets?**

Yes, I would like \_\_\_ ticket(s) for Ytforum.

If you want the tickets sent to an address other than the above, please state the address below.

Name: .....

Address: ..... Town: .....

Country: ..... Company: .....

When you’ve filled in the coupon, fax the entire page to +46 (0)31 97 97 97.

You can also order tickets by sending an e-mail to:  
[lennart.hansson@kraftelektronik.se](mailto:lennart.hansson@kraftelektronik.se).