

# **POSITAL**

## **FRABA**

## Press release

### **New Website Helps Users Access POSITAL's Growing Product Portfolio**



**Hamilton, New Jersey, June 2013** – POSITAL's position and motion sensors are based on a highly modular design philosophy that makes it possible to offer a very wide range of product configurations in a highly cost-effective manner.

This very broad product portfolio includes 40,000-plus rotary encoder variants, over 200 inclinometer models and more than 900 linear sensor configurations. As a result, POSITAL is able to supply a product that closely fits each customer's requirements. However, finding the 'right' product in a catalogue with over 40,000 entries can be a daunting proposition! POSITAL has simplified the task of finding the right product – and the right product number – by adding a powerful and convenient product finder tool to the company's newly revamped web site. Using this tool, customers can choose the options they require. The tool narrows the search and provides detailed specifications for the products that meet these criteria. In the case of POSITAL's IXARC rotary encoders for example, customers can choose among several communications interfaces, measurement ranges, resolution (number of steps per turn), housing materials, degree of ingress protection, shaft configurations, shaft diameters and flange designs. Options such as certification (CE/UL, ATEX, SIL) can also be specified. Once the right model has been selected, POSITAL's streamlined ordering and production systems are able to deliver the finished product quickly, usually within 10 business days.

POSITAL's new web site provides extensive support for users in 13 languages, reflecting the company's commitment to global markets. See the new web site at [www.posital.com](http://www.posital.com).

#### **About FRABA and POSITAL**

FRABA Inc. is the North American sister company of Netherlands-based FRABA N. V., a group of enterprises focused on providing advanced products for position sensing and motion control in many sectors and applications. Business units within the FRABA Group include POSITAL (position sensors), VITECTOR (safety assurance equipment), and INTACTON (optical motion sensors).

#### **Further Information**

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