

Tailored Products

(“Non-Standard, No Penalty” Options)

CINCINNATI, OHIO

SALES BULLETIN SB-0400

Crane Offers COST EFFECTIVE Solutions For “Non-Standard” Applications

AVOIDING THE “C” WORD

If there's one word that makes connector specifiers turn red, it's the word **CUSTOM**. When a standard off-the-shelf part will not meet the design requirement, buyers and engineers alike know going the custom route can be an expensive road to travel. Custom products typically carry a load of penalties including:

- ⊗ **Long leadtimes**
- ⊗ **Higher piece price**
- ⊗ **High tooling or NRE costs**
- ⊗ **High minimum order levels**
- ⊗ **Slow (or no) turnaround on samples**

Although we understand that a custom approach is sometimes the only option, we also know that in many circumstances, a **TAILORED PRODUCT** from Crane Connectors may be the most cost-effective approach.

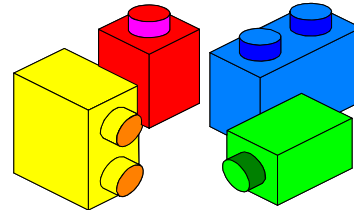
Taking A Different (AS IN COST SAVING) Approach

Have you ever had a good suit that didn't fit (we won't ask why!)? Chances are you didn't just toss it aside. Instead, you probably had it **altered** to fit your present need. In other words, the most cost effective option for you was a “tailored” one.

We take the same approach in solving connector problems. Although Crane offers well over **HALF A MILLION** standard options, many times the application requires something else. Like an experienced tailor skilled in making the adjustments needed for a good fit, Crane engineers take pride in finding a cost-effective solution by “tailoring” our parts to your specific application. With so many benefits, you can see why we call this a non-standard, no penalty product!

IT'S A CREATIVITY ISSUE

Instead of looking first for expensive custom solutions, Crane engineers are trained to look for possible answers within standard components. Our engineering team is experienced in looking at our raw materials much like a kid looks at a stack of Legos®. **How many different ways can they be put together?** Who knows. The only thing limiting the possibilities is the creativity of the builder. And our



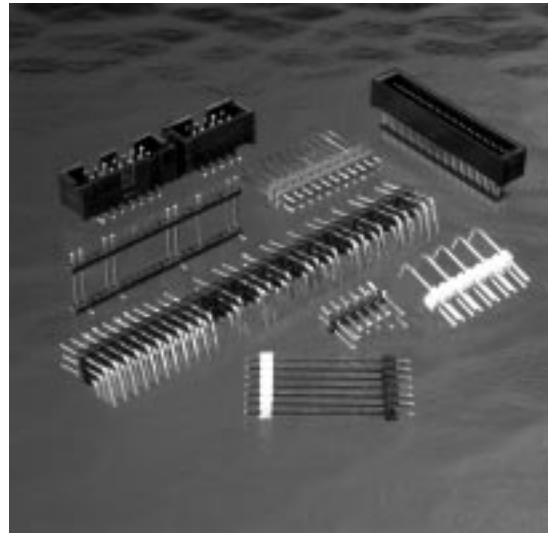
“builders” are pretty darn creative! To see how creative, take a look at pages 4-5 in our new C57 Full Line Catalog. You'll see a dozen Case Studies where Crane was able to find a **TAILORED SOLUTION** to the customer's problem.

So, next time you find that one of the standard parts won't work, give us a call. We'll do our best to see if we can find a **TAILORED SOLUTION** that preserves all the benefits of a standard one ... low cost, quick delivery, and no (or low) tooling charges!

*Please see the reverse side of this
bulletin for a partial listing of some typical
Tailored Options. Contact Crane about
your SPECIFIC NEED today!*

Know A Good Tailor? We Do!

Crane's **TAILORED PRODUCTS** are available in a wide number of options. The table below illustrates a few of the ways we create "non-standard, no penalty" solutions to your SPECIFIC need. Contact Crane today for your **TAILORED SOLUTION**.



A Few Of The Available Modifications

INSULATOR	TERMINALS / CONTACTS	PLATING
High Temp Insulator	Sequential Mating	Thickness
Ultra High Temp Insulator	Flat Blade Terminals	Profiling
Other Insulator Colors	Fine Line Terminals	Base Metal Underplate
Insulator Styles	Coined (Rounded) Tails	Special Materials
Polarization	Special Lengths	
Hold Down Features	Special Shapes	OTHER TAILORING
Alignment Posts	Polarization	Bar Coding
Dimensional Tolerancing	Angle Modifications	Special Testing / Certification
Sawcuts	"Lazy Bends"	Full Traceability
Detachability	Contact Material	Special Inspection
Special Shroudings	Dimensional Tolerancing	Pre-Mated Assemblies
Special Thicknesses	High Retention Force	Sequential Mating
Spacers	Low Retention Force	Hot Tin Dipping
Labeling	Ferrite Beads (EMI)	Special Packaging
Special Stand-Offs	Solder Donuts	
Special Radius (ing)	Special Centerlines	