



Sales Newsletter

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Volume 2, Issue 2

In this issue:

New Sales Coordinator – Ken Houfek comes on board as a new member of our Sales Department

Updated Price List – The standard price list for Lester Electrical chargers has been posted to the website.

New 12V/24V Battery Discharger – A new product offering from Lester Electrical.

Archived Newsletters – All previous *Sales Newsletters* have been added to the archive at <http://www.lesterelectrical.com/news/archives.htm>

NEW SALES AND SERVICE COORDINATOR

Ken Houfek has been hired on as a sales and service coordinator. He will be filling the position vacated by Tammy Kramer, who will be taking over Judy Delisi's responsibilities. Ken comes to Lester Electrical after working for Interstate Battery and also has extensive experience in the power wheelchair market. He has training in electric motor repair and has worked in production and maintenance functions in previous jobs.

Ken's primary duties will include providing technical support and repair quotes to customers, answering service calls, and assisting the other sales coordinators with inbound sales calls and order entry. Ken can be reached at (402) 477-8988 x137.

UPDATED PRICE LIST

As mentioned in the last *Sales Newsletter*, new pricing went into effect on February 1st. Since then, we have putting together an updated price list that better reflects our product offering. This new price list is now posted on our [Products section](#) on the Lester Electrical website. In addition to pricing, the new price list includes AC input and DC output specifications, case dimensions, shipping weight, DC Plug option pricing, and discount information.

While this price list is representative of the various chargers and plugs we manufacture and offer, it is not an all-inclusive list. As many of our customers know, we manufacture over 400 different models of chargers every year. If you do not see a charger that specifically meets your needs on the Price List, please call one of our Customer Service representatives at (402) 477-8988 (ask for Sales) and they will gladly help you find what you are looking for.

NEW 12V / 24V BATTERY DISCHARGER

Lester Electrical is pleased to announce the addition of Model #25270, a 12V/24V Battery Discharger to its current product line. Prior to this addition, the Lester Electrical product line consisted of Model #17770, a 36V/48V Discharger, and Model #18400, a 36V Discharger.



With the addition of Model #25270, a more complete range of battery voltages is served. Like our other Dischargers, this model runs without AC input so there is no need to drag around extension cords or find an outlet to plug into. This discharger is also electronically controlled with a built-in microprocessor that automatically determines the battery voltage being tested. It can be programmed to shut off based on voltage or time and the discharge data can be viewed on the LCD display or downloaded to a computer with the built-in RS-232 port.

Large 500-amp alligator clips, heavy-duty DC cables, and an 18G powder-coated steel case ensure years of trouble free use. Made in the USA, this product is simple to operate and the testing cycle is automatic, shutting off automatically when complete.

This Discharger discharges at 75 amps, following accepted industry standards. For those service shops that carry both the 12V/24V model and the 36V/48V model, we have made the 12V/24V model with a red and black case, reducing the possibility of the two models to be mistaken for one another. Case dimensions are identical to Model #17770 and #18400, which are 14.1" x 10.63" x 10.25" (WxHxD) with a built-in cord wrap on the handle.

For technical specifications, pricing, and delivery on all of Lester Electrical's Battery Dischargers, please contact a Lester Electrical Customer Service representative at (402) 477-8988 or email at sales@lesterelectrical.com.

SALES NEWSLETTERS NOW INCLUDED IN ARCHIVES

At the request of many of our customers, we have now begun to include archived copies of the Sales Newsletters on our website at

<http://www.lesterelectrical.com/news/archives.htm>. The pricing on each of the previously listed chargers in our Specials listings will continue to be honored. We cannot, however, guarantee availability of every charger listed. Many of the specials were overstock chargers that have been sold out since publication. If you have questions on pricing or availability of any of the chargers listed, please call one of our Customer Service representatives at (402) 477-8988 and ask for Sales, or email at sales@lesterelectrical.com.