

SALES NEWSLETTER

February 2005

Vol. 2 Issue 1

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Popular Models Now Stocked – Lester Electrical has begun stocking some of its more popular chargers for those customers needing a charger in a hurry.

Judy Delisi Retirement – Sales coordinator Judy Delisi is retiring after 38 years at Lester Electrical.

Golf Industry Show – Come visit Lester Electrical at the Golf Industry Show in Orlando February 10-12.

Price Increase – An explanation of the recent price increase that went into effect February 1, 2005.

Rebuilt Wheelchair Chargers – Two popular wheelchair chargers are being offered at an unbeatable price.

Listing of All Special Prices – We have extended pricing on all models previously offered in our Sales Newsletters. A summary is included.

POPULAR MODELS NOW STOCKED

Lester Electrical has begun stocking five popular charger models. These chargers are made available to customers that need a small quantity (1-5) in a hurry. We will be keeping a limited quantity on hand, so larger orders will be subject to our standard lead-time (approximately 3 weeks). The availability of these chargers will depend on quantity ordered and current stocking levels. Please contact a Lester Electrical sales representative at (402) 477-8988 (ask for sales) or sales@lesterelectrical.com for more information. Standard pricing applies to these chargers.

06430-00 – A 36V/25A DC output charger with 115V/60Hz AC input, this charger comes with a 100" DC cord with no plug. It is a ferroresonant charger and the case dimensions (with handle) are 10.1"x8.7"x9.5" (HxWxD).

07210-03 – This charger is a ferroresonant charger with 24V/25A DC Output and 115V/60Hz AC Input. It comes standard with a 99" long DC Cord with an SB-50 Gray DC Plug and a 102" AC plug. Case dimensions (with handle) are 10.1"x8.7"x9.5" (HxWxD).

09475-00 – Another popular ferroresonant charger, the 09475-00 is 36V/40A DC Output and 115V/60Hz AC Input. It's case dimensions (with handle) are 11.8"x8.7"x11.1" (HxWxD) and it comes standard with a 98" DC cord with no plug and a 65" AC cord.

09695-03 – This 48V/25A ferroresonant charger comes standard with a 97" long DC cord with an Anderson SB-50 gray plug. The AC input is 115V/60Hz with a 66" long AC cord. Case dimensions (with handle) are 11.8"x8.6"x11.1".

14100-01 – This popular Lestronic II charger is a 36V/21A charger that comes with the standard rubber Lester 2-Prong plug. The DC cord is 103" and the AC cord is 72". It is commonly used in many golf applications. Case dimensions are 9"x8.7"x10.3" (HxWxD).

JUDY DELISI RETIRES AFTER 38 YEARS

Many of you who have called our sales department in the past have spoken with Judy.

Judy, a long-time employee at Lester Electrical, will retire on March 4, 2004. She was the 24th employee hired at Lester Electrical and has seen the company go through several different periods of growth. Her experience and wealth of product knowledge will be sorely missed and definitely difficult to replace.

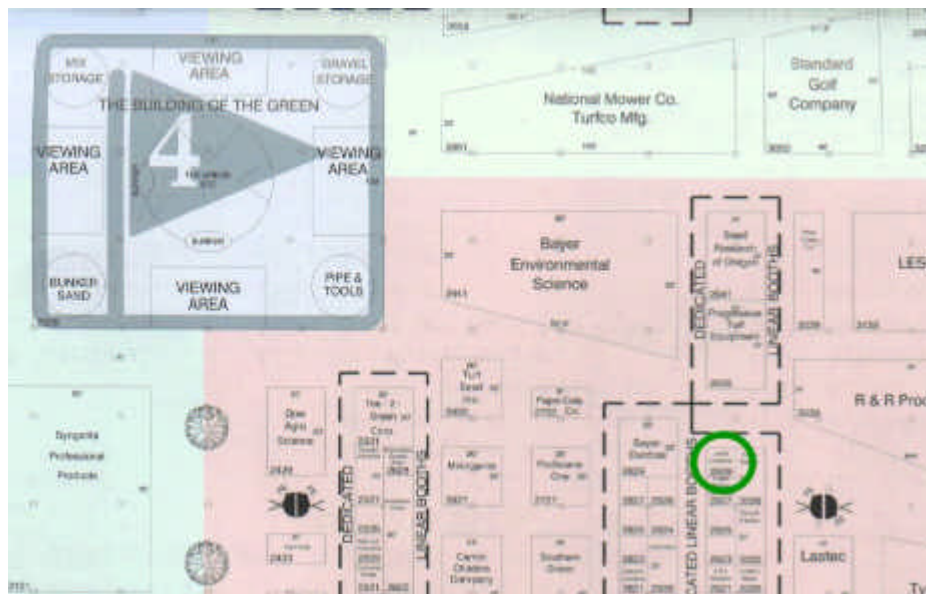
Judy has worked in several departments at Lester, beginning as a general office employee. Since her hiring, she has worked in accounts receivable, accounts payable, as the receptionist, and for the past 14 years in the Sales Department. Her plans for retirement include traveling with her husband and spending time with her family.

GOLF INDUSTRY SHOW

The inaugural Golf Industry Show will be held in Orlando February 10-12, 2005. This year marks the combination of the Golf Course Superintendents Association of America (GCSAA) and National Golf Course Owners Association (NGCOA) trade shows. Several Solution Centers will be showcased at the exhibit. At the featured Solution Center, there will be a building of an actual golf course green. Other Solution Centers include the Water Solutions Center, the Agronomic Solution Center, Clubhouse Solutions, and Equipment & Maintenance Solutions.

Two new additions this year include the Indoor Driving Range, where attendees can test the latest ball and club equipment, and the Electric Vehicle Test Center, where visitors can test drive various brands of electric golf carts and utility vehicles on one of two tracks. For more information on the Golf Industry Show, please visit their web site at <http://www.golfindustryshow.com>.

Lester Electrical will be at Booth #2929 (circled in green below). This is on the diagonal aisle that connects the building of the green to the member solutions center. See this section in the image below for more details (click on the image to go to a larger view of this area).



PRICE INCREASE

In early January, our customers received advance notification of a price increase on Lester battery chargers. The new pricing became effective on February 1st, 2005 and marks the first across-the-board price adjustments on our chargers since 1998.

We have seen significant increases in material costs in the past 7 years, especially with copper and steel in the past couple of years. We reviewed our current material and labor costs and believe the new pricing reflects the accurate value of Lester battery chargers.

Many of the customers that received our advance notification have asked for new price lists. We are currently putting together a price list that reflects the updated pricing and it will soon be available at <http://www.lesterelectrical.com>. Our sales representatives have

access to the new prices in our system and will be glad to offer you this information if you have questions on a specific charger model. To contact a sales representative, please contact us at (402) 477-8988 or by email at sales@lesterelectrical.com.

This change in pricing does not affect service parts and replacement components. We have no plans to raise these prices in 2005.

REBUILT WHEELCHAIR CHARGERS

As many of our original newsletter subscribers are aware, Lester Electrical offers various overstock and rebuilt chargers for sale. In many cases, these chargers were originally built for OE customers but, due to model updates or changes in requirements, we were left with several of the chargers in stock. Also, since we have an in-house repair department, we sometimes have various re-built chargers. These are chargers that have seen limited use in the field but have been updated, reviewed, and tested to original specification standards.

Two of our most popular rebuilt chargers are being offered for the powered wheelchair market. We will continue the two models listed below as inventory permits.



18330-08-USE 24EL8-2ET, 120/60

The 18330-08 is a great powered wheelchair battery charger for 24V applications. This 8-amp charger includes two LEDs for charge and fault status along with a switch for sealed or wet batteries. It is UL listed and comes with a 3-pin DC plug for Sunrise/Quickie and Invacare powered chairs. This used charger has been tested to meet OE specs and comes with a 1-year warranty. \$60.00 net each.



18350-08-USE 24EL8-2ET, 120/60

This 24V, 8A charger is similar to the previously listed model. It is designed for powered wheelchair use but could be used in other similar applications with a new DC plug. This model has 2 LED charge status indicators along with a DC ammeter to show charge current. A switch sets the proper charge settings for either sealed or wet batteries. UL listed with 3-pin DC plug, suitable for Invacare or Sunrise/Quickie powered chairs. This used charger has been tested to meet OE specs and comes with a 1-year warranty.. \$65.00 net each, while supply lasts.

LISTING OF ALL CURRENT SPECIAL PRICING

We have listed several specials over the past year and will use the first Sales Newsletter in 2005 to summarize those specials still being offered.

Along with the aforementioned wheelchair chargers, we are also offering the following chargers at special pricing. Click any of the pictures for a better view of any of these chargers.

Model 08875-00 24LC25T12, 230/50

This 24V, 25A charger includes a 12-hour manual timer. Designed for either built-in or portable applications, this charger is suitable for



230V, 50Hz applications outside of North America. It was initially designed for Upright. Comes with a 4" AC cord and 8-ft DC cordset, both without plugs in this model. NEW, with 1 year warranty. **\$107 ea**



Model 08875-01 24LC25T12, 230/50

Same as above except this includes the molded two-pin Lester DC plug. The mating receptacle is our model 08045S (not included). Fits some older Legend and US Electricar vehicles. NEW, with 1-year warranty. **\$109 ea**



Model 10560-04-USE, 24EL40-16ET, 120/60 126" DC, SB175 GRAY PLUG, 9'AC,UL

These 24V, 40A "Single-Shift" chargers offer automatic charging with a charge interrupt and resume switch, along with a low voltage start switch for charging deeply discharged batteries. It is a great charger for pallet jacks and other 24V applications where higher capacity batteries are used. May be private branded. Wet batteries only, with 16A finish rate. UL listed. Used, tested, with 1-year warranty. **\$250 net each.**



11380-06-USE 48EL22-12ET, 120/60 126" DC, SB350 BLU, 9'AC

This 48V, 22A automatic charger features a 12A finish rate, start/stop & low voltage start switches, and a charge complete LED. This "Single-Shift" charger is perfect for smaller 48V material handling applications. For wet batteries only. May be private branded. Used, tested, with 1-year warranty. ONLY 1 LEFT. **\$260 net.**



Model 11755 36LC25-8ET, 230/50

This 36V, 25A charger operates on 230V 50Hz. It comes with a 36" DC cord and a recessed AC receptacle. Designed for built in or portable applications, this is a good all-around export charger for wet batteries. NEW, with 1-year warranty. Limited quantity. **\$120**



Model 17910-54 48LC21-6ET, 120/60

This is a 48V, 21A portable charger operates on 120V 60Hz. It includes an SB-175 blue 9-ft DC cord and an 8-ft AC cord with molded US plug. This is a Lestronic II ferroresonant charger and will charge wet batteries up to 270 Ah. UL and cUL listed! NEW, with 1 year warranty. Limited quantity. **\$139**



11950-04-USE 24EL40-8.25ET, 120/60, 126"DC, SB175 GRAY PLUG, 9'AC

This 24V, 40A charger is specifically designed for charging sealed batteries. Features include automatic start, manual start/stop switch, low voltage start switch, and a charge complete LED. May be private branded. Used, tested, with 1-year warranty. ONLY 1 LEFT. **\$250 net.**



12635-04-USE 36EL30-7.5ET, 120/60 126" DC SB175 GRY PL, 9' AC

Another great sealed battery charger set for 36V, 30A output. Features include automatic start, manual start/stop switch, low voltage start switch, and a charge complete LED. May be private branded. Used, tested, with 1-year warranty. \$255 net each.



Model 18700 48EL20-8ET, 90-125 /180-250, 50/60Hz

This 48V, 20A charger is designed for built in application, but could be used as a portable. A true "World" charger, it operates on 90-125V or 180-250V, 50 or 60 Hz. Includes 10-ft DC cord, 15" AC cord and a vehicle lockout system. Fits some Snorkel lifts. With ammeter and LED charge status indicators. NEW, with 1 year warranty. Limited quantity. **\$195**



15150-08-RB 24LC25-8ET 100-125/200-230 50HZ

Designed for built-in applications in Upright AWP's, this 24V, 25A model is designed to operate on 100-125 or 200-230 volts at 50 Hz. This unit will not perform at 60hz. It is very suitable for Asia and Europe, especially in the UK. Wet batteries only. These are rebuilt chargers with a 1-year warranty. \$99.00 net each, while supply lasts.



20630-83, 24LC25-6ET, 230V, 50Hz

This 24V, 25A charger is designed to operate on 230V, 50Hz AC input. CE marked, this new charger will work in most parts of the world outside of North America. It includes a new IEC AC inlet and an 8-ft. DC cord terminated with an SB-50 Red connector. It may be private labeled and comes NEW with a 1-year warranty. Price: \$125 net each.



21110-08, 48LC21-6ET, 115/230V, 50Hz

This built in charger was originally designed for Snorkel Aerial Work Platforms. With a switchable 115-230V 50Hz AC input, this charger works well in the UK and other parts of the world where these voltages and frequencies are present. It includes a vehicle lockout to disable equipment while charging and comes with 1' negative DC and 4' positive DC leads and IEC power inlet. For use on wet batteries only, this charger is NEW with a 1-year warranty. Price: **\$150** net each

If you have any questions on any of the products mentioned in this newsletter, or if you would like to place an order, contact a Lester Electrical sales representative at (402) 477-8988 or at sales@lesterelectrical.com