

Sales Memo

From Residential and Commercial Comfort Controls
2004.03.16

Danfoss X-tra Collection

For the towel-rail and design radiator market



Set in Inox (matt steel)

White sensor

Chrome sensor

Radiator thermostat, type RAX

A new thermostatic sensor in a unique, stylish design, aimed for the towel-rail and design radiator market, is introduced. The sensor is available in white, RAL 9010 & 9016, chrome and Inox (brushed steel).

The sensor features positive shut-off facility (0-Absperrung). The sensor is with RA 2000-mount, secured with a 2 mm Allen screw. A compact Allen key is enclosed in the product carton together with instruction.

RA-URX valve and RLV-X lockshield valve

To complement the existing range in RAL 9010, 9016 and chrome a surface in Inox to match the above sensor is introduced.

Set-packs

The above range of sensors and valves are also available as set-packs.

A set-pack with gold plated sensor and valves will be introduced in June of 2004.

Sales information

<i>Product</i>	<i>Surface</i>	<i>Code no.</i>	<i>EAN no.</i>	<i>MP(Pcs)</i>	<i>Product class</i>
RAX sensor	Chrome	013G6170	5702420057323	35	03 016 03009
RAX sensor	Inox	013G6171	5702420057316	35	03 016 03009
RAX sensor	RAL 9010	013G6071	5702420057415	35	03 016 03009
RAX sensor	RAL 9016	013G6070	5702420057309	35	03 016 03009
RA-URX, right valve	Inox	013G4060	5702420057705	30	03 015 03386
RA-URX, left valve	Inox	013G4061	5702420057712	30	03 015 03386
RLV-X, right lockshield	Inox	013G4062	5702420057729	30	03 223 03387
RLV-X, left lockshield	Inox	013G4063	5702420057736	30	03 223 03387

Set-packs, containing RAX sensor, valve and lockshield valve

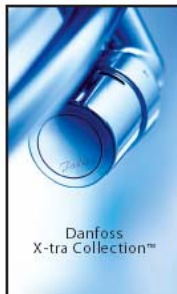
Right mounted valve	Chrome	013G4003	5702420059501	12	03 016 03010
Right mounted valve	Inox	013G4009	5702420059518	12	03 016 03010
Right mounted valve	RAL 9010	013G4005	5702420059525	12	03 016 03010
Right mounted valve	RAL 9016	013G4007	5702420059532	12	03 016 03010
Right mounted valve	Gold plated	013G4001		12	03 016 03010
Left mounted valve	Chrome	013G4004	5702420059549	12	03 016 03010
Left mounted valve	Inox	013G4010	5702420059556	12	03 016 03010
Left mounted valve	RAL 9010	013G4006	5702420059563	12	03 016 03010
Left mounted valve	RAL 9016	013G4008	5702420059570	12	03 016 03010
Left mounted valve	Gold plated	013G4002		12	03 016 03010

The existing set-packs in RAL 9010, 9016 and chrome, with RAS-D sensor, will remain in the product programme.

Sales promotion campaign

An extensive sales promotion campaign comprising leaflets, ads, direct mails etc. - targeted toward installers, wholesalers and architects has been prepared and presented earlier. For details contact Ms. Mette Buchbjerg

Packaging



For the RAX sensors a striking, new carton was developed. Valves and set-packs are in standard white or brown product cartons.

Orders & delivery

- Beginning of April,
- Sensor in RAL 9010 in May
- Sets in Gold in June

PCM and Intranet

Product data as well as datasheets in English, German and Polish have been uploaded.

Technical support: Stig Andreasson & Bent Rützou, Danfoss Silkeborg