

# INDUSTRIAL > NEWS

EXCLUSIVELY FOR MOLEX INDUSTRIAL DISTRIBUTORS

## Molex® Brad®: Automation connectivity solutions that increase distributor sales

Offering the most complete line of interconnect products for today's leading Fieldbus and Ethernet industrial networks, Molex® Brad® is the leading single-source provider of automation connectivity solutions worldwide. As such, the depth and breadth of the Brad product portfolio can often enable distributors to make additional sales within the customer's bill of material. Frequently distributors can find these added sales in the form of consolidation opportunities for purchases of Molex Brad Ethernet cables, cord sets, I/O cables and other network infrastructure products. What's more, when consolidating an end user's purchases distributors will typically: (1) earn a healthy margin (2) substantially lower their customers' costs, and (3) make their customers' purchasing process more cost-efficient. This win, win, win trifecta results largely from the fact that the customer, through its distributor, is now sourcing its components directly from the manufacturer. In this instance, a manufacturer, Molex, that owns and controls – from design to production – every aspect of every component it sells.

It's also worth noting that, as an industry leader, Molex connectivity products are widely used by all types of robotics and automation equipment OEMs. Consequently most distributors should have more than a few consolidation sales opportunities within their existing book of business. Simply put, the active pursuit of consolidation sales can, over time, often pay off in deeper account penetration, increased sales and improved bottom line results. To that end, Molex sales engineers, field sales reps and other qualified personnel stand ready to help our valued distributors identify and close more of these profitable opportunities.

### One trusted source for all industrial network infrastructure needs

From the industrial network to the Intelligent Safety Network to communications commissioning and diagnostic tools, Brad's comprehensive array of products safely and reliably connects devices to over 40 industrial networks and fieldbuses. An industry leader, innovator and trusted brand since 1969, distributors can count on Brad for all the connectivity tools their customers need to build, upgrade and maintain their industrial networks. From IO modules to EtherNet switches to scanners to all kinds of cables and more, Brad has distributors and their customers covered – and, connected.

Ideal for factory automation and harsh commercial environments, the Brad line comprises a range of products in varying sizes and connection technologies to fit a variety of applications, including: automotive, industrial robotics, process machines, food and beverage, vision systems, telematics, railways and more.

#### Connection technologies include:

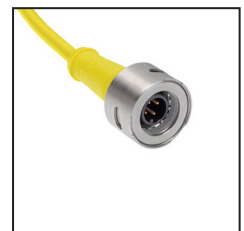
- Conventional threaded
- Unique push-pull Ultra-Lock® quick-connect system
- ODVA<sup>1</sup> bayonet style quick-connect system

#### Harsh I/O modules offerings include:

- A range of IP67 I/O for on-machine applications
- Compact 30mm and classic 60mm formats
- Fixed and user-configurable I/O versions

#### Harsh duty switches offerings/features include:

- IP67 / NEMA6 waterproof package
- Machine mountable
- 40 to 75° C operation
- Ultra-Lock M12 Connectors
- Dual power connection
- Plug-n-Play at power up



## Key cost-reduction benefits to single-source connectivity for machine builders and end users:

- Reduction in wiring time
- Reduction in wiring errors
- Reduction in machine build time
- Reduced down time
- Lower spare parts inventory cost
- Reduction in troubleshooting

### Who to sell?

- Machine builders selling to customers using network controls
- System integrators needing to network their machines
- End users needing to network plant wide devices
- Anyone that uses Rockwell<sup>®</sup>, Siemens<sup>®</sup> based network systems
- Controls engineers, design engineers, purchasing/ procurement functions

## MOLEX BRAD HIGHLIGHTED PRODUCTS

### Brad HarshIO IP67 modules for EtherNet/IP\* featuring CIP safety technology

Brad HarshIO Ethernet modules provide a reliable solution for connecting industrial safety controllers to sensors and actuators in harsh duty environments. Machine mountable in an IP67 rated housing, Brad HarshIO modules are ideally suited for industrial applications where liquids, dust or vibration may be present, and have been tested to withstand shock, high-vibration and high temperatures. Rockwell Automation<sup>†</sup> ready, these modules are compatible with all Rockwell GuardLogix<sup>\*\*</sup> controllers.

- Suitable for harsh environments and direct on-machine mounting without need for protective cabinet
- TÜV<sup>††</sup> and ODVA<sup>†</sup> certified; safe design with self-monitoring and diagnostics LEDs
- Versatile; 5-pin and 4-pin Mini-Change power connectors versions; 12 safe Inputs + 4 safe Outputs

### Brad Micro-Change<sup>®</sup> M12 CHT Connector System

The IP67-sealed M12 Circular Hybrid Technology (CHT) connector for harsh industrial applications features innovative wrap-around shielding and combines Cat5e Ethernet speed with power lines. This combination results in excellent signal integrity and optimal performance while reducing cabling requirements and installation costs.

- Achieve optimal signal performance without system noise interference
- Reduce number of connectors and cables required
- Data rates and transmission speeds of up to 10 gigabits per second.

### How and where to get help

- Free distributor support hotline: 800-225-7724, select option 3 for Brad connectors.
- Technical support team ready for your call (no call back ticket). Sales support available at customerservice@molex.com
- Look on molex.com website for product info, videos and manuals.



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## WHERE TO SELL?

**Any industry that uses Rockwell PLCs. Prime targets include:**

- Process Control
- Waste/Fresh Water treatment
- Manufacturing
- Packaging
- Automotive
- Oil & Gas

## WHO TO SELL?

**Anyone that uses Rockwell PLCs. Prime targets include:**

- Machine builders selling to customers using Modbus<sup>®</sup> networks
- System integrators needing to network their machines
- End users-needing to network plant wide devices.

## TED SZARKOWSKI GLOBAL PRODUCT MANAGER MOLEX, LLC



Ted Szarkowski is a global product manager for Molex, LLC, with responsibility for industrial automation connectivity products. Ted oversees product planning, marketing, and product management. He develops and prioritizes product and customer requirements, defines product vision, and works closely with engineers and developers to create and deliver successful new products. He has been in the industrial automation space for 18 years. He became a valuable resource as Molex acquired Woodhead and has been working for Molex, LLC for over 12 years.

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