



Industrial Heating Equipment Association Member Benefit Summary Sheet



Activity: Infrared Equipment Division

History: The Infrared Equipment Division (IRED) of the Industrial Heating Equipment Association (IHEA) was formerly known as the Infrared Equipment Association (IREA), an independently operated trade association made up of gas and electric infrared manufacturers and utility companies. In early 2003, IHEA and IREA recognized the mutual goals, benefits, and synergies of the two associations, and agreed to consolidate. IREA therefore became a new division of IHEA. IRED provides services to our members that will enhance their abilities to serve the end users in the industrial heat processing industry.

SUMMARY OF BENEFIT: IRED members are comprised of utility members and gas/electric IR manufacturers. The benefits for each organization are the following:

Utility:

- a) Technical Information – IRED educates account representatives about the latest technologies and teaches them how to identify potential IR applications.
- b) Cost Comparison – IRED teaches account representatives how to do cost comparisons between electric and gas technologies.
- c) Cooperative Funding of Projects – IRED enhances the opportunity for utility members and manufacturers to share funding in research and developing new application ideas.
- d) Develop associations – IRED utility members have a chance to work closely with manufacturers and discuss promotional ideas on an individual utility basis. Example: inviting specific vendors into your territory to do seminars or demonstrations to promote a specific technology.
- e) Promotional Items – IRED utility members can promote a specific application idea in a trade magazine and have access to all promotional items to offer to end users.
- f) Utility Networking – IRED gives utility members a chance to associate with other utility members to get ideas on how they are promoting end use sales and what techniques have been effective.

Manufactures:

- a) Consistent Use of Terminology – IRED manufacturer members are encouraged to use specific technical terms with a consistent meaning and intent when using them in promotional materials.
- b) Develop Associations – IRED manufacturer members have an excellent opportunity to work very closely with utility members to increase sales.
- c) Promotional Items – IRED manufacturers are provided with opportunities to publish an application story featuring their equipment in a leading trade publication at no extra cost.
- d) Partnerships – IRED manufacturers have an opportunity to partner with other vendors to increase their market sales.
- e) Technical Information – Manufacturers have an opportunity to receive technical information from industry-recognized speakers as well as any published material.

DETAILS OF BENEFIT

The IRED Division of IHEA provides services to our members that enhance their ability to serve the end users in the industrial heat processing industry. In order to offer IRED member companies the competitive edge, IRED makes it a priority to provide timely and useful information to its members. This includes information about emerging and currently available infrared technologies.

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Access to Technology Leaders – IRED actively recruits industry specialists to be speakers at the annual meetings about emerging applications or technologies and promotional ideas. IRED members can share laboratory research results from industry-recognized labs. Keeping abreast of current and emerging technologies gives IRED member companies a competitive edge.

. **Technical Information** – Utilities and manufacturers share different application ideas and discuss ways to identify and help promote and sell IR in a particular market segment. Share research information provided by technical laboratories.

Marketing Incentives – Publish a specific application and feature a manufacturer or IR vendor in a trade magazine quarterly. This is an extra marketing tool for the manufacturers and utilities as well as educational material for utility members.

Publications – The Infrared Handbook, a desktop handbook, is provided to IRED members to leave with a potential customer to introduce them to IR technologies and show pictures of applications based on market segments.