

Newsletter

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TRENDS IN DATACOM / TELECOM in 2020

As industries move toward more data collection and analysis for decision making and automation, the Telecom and Datacom merchants hold a key to that progress with its enabling interactive technologies. As we look at 2020 and the near term, several are rolling out now and creating significant impacts.



IoT (Internet of Things) – Even as you look around your office and home, you can see the proliferation of IoT hardware. Televisions, lights, thermostats, and appliances are just some of the common consumer items with embedded wifi connectivity. In 2020, it is expected that the number of internet connected devices will reach 20.8 billion globally. That's three devices for

every person walking the earth and the number will grow as it continues to spread into industrial and civil environments.

AI (Artificial Intelligence) – We have grown accustomed to the interactions with Siri, Alexa and Google Assistant. This is the type of Narrow AI that is taking hold in society and the workplace as machine learning can automate repetitive functions easily and efficiently. Short term implementation will be focused on this type of functionality. In the mid-term, this will also expand to increase the autonomy of automobiles, robotics, medical systems and agricultural equipment.

5G wireless technology – This is the foundation on which the previous two technologies will need to grow. IoT and AI are driven by interconnectivity and data sharing. 5G platforms outperform 4G in a number of ways such as increasing the number of connections from 100K to 1M per square kilometer and raising peak data transfer speeds from 1 Gigabit per second to 20 Gigabits per second.

It also reduces the 'latency' of response from the network from 1/100th of a second to 1/1000th



of a second. For critical systems operating on a network such as an autonomous automobile, low latency is essential.

For Anderson Power Products®, this means more product is required to support the infrastructure behind this growth. As functionality increases, so does the power required to make it work. We are part of that power train in infrastructure by connecting batteries, carrying power from auxiliary sources, and carrying primary power to essential hardware. As you chat with Siri, set your thermostat remotely while out having dinner, or someday ask your car to take you to your friend's home, Anderson™ will be behind the scenes carrying power to some of the equipment that completes those tasks.

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General Manager's Corner

Since joining Anderson Power in the fall of 2018, many people have asked me "What is your vision for Anderson Power?" Being new to the industry this was a challenging question the first few months at Anderson Power while I learned about the history, the products, the team, and what Anderson Power means to our customers. I continue to be impressed with the global brand recognition, the passion of our employees, partners and customers, and the focus on providing the highest quality products possible. Anderson Power has been a leader in high power interconnect solutions for more than half a century, and the vision of the entire team is to continue to be the leader in the markets we serve and adapt to the changing needs of our customers. We see continuous change in our daily lives, whether it's how we communicate with each other digitally, the battery technology

that powers the equipment we use, or how information is instantaneously available when requested. This change will also drive our vision for Anderson Power.

The vision for Anderson Power is to continue to be a leader in reliable high power interconnect solutions, while evolving our technology to support the markets we serve. Starting in 2019 we focused our sales and marketing efforts on four primary markets:

- Material Handling
- Datacom
- E-Mobility
- Commercial / Industrial

The focus has enabled us to identify trends, applications, and customer needs around the interconnect solution that Anderson Power can support in the future with new products, features, and capabilities. Technology changes will require the interconnect

solution to evolve, and support the increased use of Lithium Ion batteries, transmit higher levels of power efficiently and safely, and even provide real time status of the interconnect solution. While our focus was on these four primary market segments, we see these trends covering multiple markets and applications, including Consumer Products and Solar Equipment. The team is working on these solutions today while focusing on Anderson Powers ability to supply a higher level of power in the smallest possible space. You will start to see more news later this year as these new products and accessories start to come to market. Regardless of the market or application Anderson Power Products® will be the preferred provider of the safest and most reliable high density power interconnect solutions.

Global Sales Team

APP's dedicated Sales Team has numerous years of combined sales and support expertise in the **America's, EMEA and APAC** electronic and interconnect markets. Our team consists of our Regional Sales Managers, Field Applications Engineers, and Customer Service. Our services includes but are not limited to

- Design Consultation for Custom and off the Shelf Applications
- Application and Field Support
- Training (Products, Tooling and Crimping)
- Top Tier Distribution Support
- Extensive North American Manufacturer's Representative Network



Our top priority is always you, our customer. We strive to maintain lasting relationships to help grow and support your business, and to be your preferred provider for all your high-power interconnect solutions.

Choosing the Right Plastic for your Environment



It's important to understand the environment for which your power connector will be utilized in, so that the material chosen will be compatible for the full usage in its intended purpose. Industries such as Automotive, Personal Mobility, Industrial, Material Handling are industries where the connector could be exposed to hydrocarbons and or solvents that are not chemically compatible with standard polycarbonate plastic materials. This can lead to a chemical deterioration within the plastic causing interruptions and possibly leading to product failures.

For industries such as these, Anderson™ has developed a line of Chemical Resistant power connectors that are made from a robust PBT blend material that is designed to highly resist hydrocarbons, solvents and

chemical exposure, while extending the temperature ranges down to -40°C. PBT materials are also highly recommended for products that will have prolonged sunlight exposure as they have enhanced UV resistance, making them the best choice for these industry applications.

The Chemical Resistant material is available for Powerpole®, SB® and SBS® products and are marked with a (P) for easy identification of material.

Chemical resistant items still come with features that include an array of color choices, mechanical coding, hot plug capabilities in genderless designs. Products are fully intermateable and interchangeable with the standard polycarbonate lines of connectors offering the same wire ranges allowing you to easily transition legacy generational products to these more robust offerings.

Check out our chemical resistant housings at www.andersonpower.com by searching chemical resistant



P = Chemical Resistant

SB® 50 Housing

P992-BK	Gray
P992G1-BK	Red
P992G2-BK	Black

SB® 120 Housing

P6810G1-BK	Gray
P6810G3-BK	Red

SB® 175 Housing

P940-BK	Gray
P949-BK	Red

SB® 350 Housing

P906-BK	Gray
P913-BK	Red

SBS® 50 Housing

PSBS50GRA-BK	Gray
PSBS50RED-BK	Red
PSBS50BLK-BK	Black
PSBS50BLU-BK	Blue
PSBS50GRN-BK	Green
PSBS50BRN-BK	Brown

SBS® 75x Housing

PSBS75XBLK-BK	Black
PSBS75XBRN-BK	Brown

Powerpole® 75

P5916G7-BK	Red
P5916G4-BK	Black
P5916-BK	Blue
P5916G5-BK	White
P5916G6-BK	Green

NEW Product Highlight

As a leader in the design and manufacture of interconnect solutions, we are excited to announce the release of the Chemical Resistant “T” Handle, SBS® Mini Cable Clamp and Powerpole® Pak Connectors Dust Covers. For more information, visit our website at <https://www.andersonpower.com/us/en/ProductPages.html>

Chemical Resistant “T” Handle



Housing sold separately

The Chemical Resistant “T” handle is made from a robust PBT material that is designed to highly resist hydrocarbons, solvents and chemical exposure. This allows the product to hold up even in the toughest applications, while making it easier to mate and unmate connectors.

To order request part number:
Chemical Resistant “T” handle: **#PSBS50-HDL-RED**

SBS® Mini Cable Clamp



Kit includes clamp and pins only

Now available is the Cable Clamp for the SBS® Mini products. Made from durable plastic material, this new cable clamp helps to prevent accidental strain or pulls from dislodging contacts within the housing, ensuring performance is not interrupted.

The SBS® mini series connector is our smallest DC connector rated for up to 52 amps.

To order request part number:
SBS® Mini Cable Clamp Accessory Kit: **#B02597G4**

Powerpole® Pak Connectors Dust Covers

Best Powerpole® Dust Covers at the Best Value!



Does not include the connector

The Powerpole® Pak is used in more applications than ever before. In some cases, the application lives in an environment that can deposit debris on the contact surface or within the connector housing. The Powerpole® Dust Cover is a simple and effective way to protect the connector from most foreign material and potentially prevent premature degradation of the product.

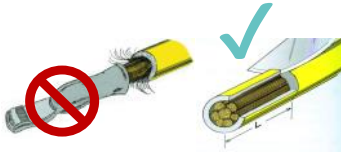
To order request part number:
Dust Cover for Powerpole® Pak 2X2: **#2-8831P1**

Dust Cover Powerpole® Pak 2X3: **#2-8831P2**

Quality Spotlight

The Importance of Proper Crimp Technique

1 Stripping Insulation



Problems with cable harness and connector systems often begin with improper or accidental cutting of wire strands while stripping cable insulation. Each strand is important, and all of them must be included in the contact barrel to avoid unnecessary hot spots during later operation. When removing insulation, position a sharp blade at a right angle and apply steady, controlled pressure, cutting only the cable insulation, not the copper wire. Strip cable to the right length for the contact being crimped. Proper lengths are listed in the instruction sheet that accompanies each Anderson™ Connector.

2 Cleaning Copper



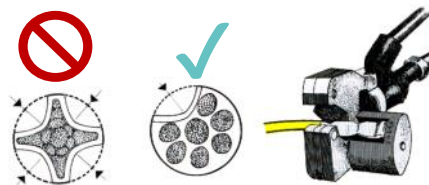
Aged and badly tarnished copper should be thoroughly scraped with a stiff wire brush that penetrates the entire bundle and cleans every strand. The wires are ready for insertion into the contact barrel when they are burnished to their original bright copper finish. Contact barrels are lined with silver or tin plating to assure consistently high conductivity, which will be reduced if the barrel is crimped around aged or tarnished copper wire.

3 Crimping



The best preparation will be defeated if inadequate tools or improper crimping procedures are employed. Never use a hammer and chisel or the "squeeze-in-a-vise" method. They won't do the job and will lead directly to substantial reduction in connector life.

Use a Crimping Tool. It effectively compresses the contact barrel tightly around the cable strands so that all of them are pressed tightly against each other and the inside wall of the contact barrel. Doing this requires that the stripped cable be inserted all the way into the barrel of the contact, and that the contact point is centered in the crimping tool.



When the crimp has been completed, check the appearance of the contact. A properly crimped contact barrel is compacted tightly with the outer strands. The outer strands on an improperly crimped barrel will be loose and will not have adequate clamping force. Test for low pull-out force by giving the cable a tug. If the cable can be loosened, re-crimp until it is tight.

Tech Corner



Cheryl Scali— Our Live Chat Operator

Q – How do I locate drawings, datasheets, product specifications, crimp specifications for my product?

A – Our website now offers a specific product section where you can learn more about the product as well as reference specific technical documents as they relate to the product you are inquiring about. Please reference the Product Pages at <https://www.andersonpower.com/us/en/ProductPages.html>

Please note that you will need to be registered and logged into the website in order to download technical materials.

There is also additional technical/resource information for certifications, product videos, application guides, as well as preventative maintenance guidelines that can be located at <https://www.andersonpower.com/us/en/resources.html>

Meet Our Teams

Global Customer Service



APP® CS APAC

**Meet the team
(left to right) -**

(SZ) Vivienne Zhang
Grace Jiang
Matthew Pang
Etta Li
(HK) Teresa Lau
(TW) Zoe Liu
(IN) Sandeep Seth



APP® CS/IS/TS Americas

Meet the team (top left to right) -
Fabiola Rosado, Michael Fletcher,
Wendy Johnson.

(bottom left to right) -
Cheryl Scali, Christine Fagone.



APP® CS EMEA

Meet the team (left to right) -

Louise Rice, Michaela Oravcova, Patrick Longange, Dora Glomsda, Claire Mann.

At APP® our number one priority is always our customer. Our dedicated Customer Service team provides global support to all our customers throughout the world. Our diverse and experienced team is spread out over six locations worldwide and speaks multiple languages including Chinese, Czech, English, French, Hindi, Italian, German, Slovakian, and Spanish. Our support functions also include Inside Sales, Technical Support, and Webchat. The Customer Service team is here to support you and all your APP® needs!

Global Sales Meeting

The global Sales meeting was held in ASIA. Many days of strategic discussions. Not to worry, team APP® was ready to have some fun.



(Back Row) Rishi Raj, Ryan Baldinelli, Manfred Wack, Charlie Douglas, Judy O'Reilly, Dan Gruenemeier, Ajay Aggarwal, Gregg Leighton, Nancy Wang, Jeffrey Tan, Dean Guo, Cheryl Mailloux, Mathew Pang.

(Front Row) Ankush Sharma, Gaby Wu, Eldon li, Jane Deng, Kevin Yu, Bill Estes.

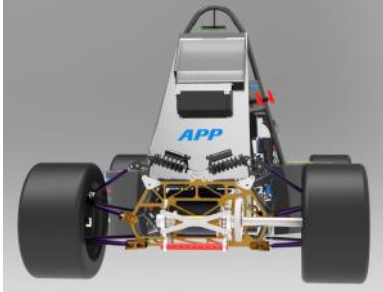
Company Events

- Employee Functions • Community Support • Sponsorship • Tradeshows • Awards •



company events continued

When Power Counts



At Anderson power we look to work with companies in order to partner and develop new interconnect solutions for powering technology. We have worked with top ranked Organizations and Institutions around the Globe to help support the Lithium-ion Battery

technology. This F1 race car is just one of the ways we are supporting the e-mobility movement.

Please contact us to help

<https://www.andersonpower.com/us/en/contact-us.html>

or checkout our technical application guide:

<https://www.andersonpower.com/content/dam/app/site/resources/AG-MOBILITY.pdf>

Stop By

These tradeshow are on our list for the remainder of 2020 and early 2021. Since there are so many APP® connectors to choose from, by talking with one of our experts, we can let you know which one would be a good solution for your application and meet your specifications.



Kaizen Trophy Cup

Each year IDEAL® Industries awards one of their business units the **Global Kaizen Trophy Cup**. It's awarded to the organization that has demonstrated the best value creation and most strides compared to the previous year. This is determined at the corporate level by the LEAN committee. This is determined by evaluating each sites documented and audited improvements.

We are proud to announce that APP's global LEAN activities have been recognized at the **Highest Levels**. This was achieved not by one department but all departments in all locations working to improve our performance.

The trophy is a tribute to everyone's hard work!



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All product names, including, but not limited to A®, A in circle, Anderson Power Products®, APP®, Powerpole®, SB®, SBE®, SBO®, SBS®, SBX®, SPEC Pak®, Saf-D-Grid®, Power Clip®, Power Drawer®, Power Mod® and the APP Logo are registered trademarks of Anderson Power Products, Inc. Anderson™ is a trademark of Anderson Power Products, Inc.

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