

F4T: Good Fit For OEMs Selling To Non-Technical End Users



The F4T process controller features several modern capabilities integrated into one piece of technology. For less sophisticated end users, the F4T's full-color touch screen makes it much easier to use than most power controllers.

For example one of our clients has built large ovens and other heating equipment and tools for glassblowers for 24 years. The company's customers are highly skilled artists who make glass creations. Some of them have grown comfortable programming controllers while the majority are a good fit for the touch screen on the F4T.

The company wanted to upgrade their equipment by adding fans, more loops and modernized controls. That meant traditional controllers didn't have the capability they were looking for. The other challenge for them was answering technical support calls from customers.

"When the owner saw the F4T, he realized he could reduce his tech calls because the F4T is much easier to use," said their outside sales engineer. "His customers are artists. They want to push a button on a screen. Having predefined recipes are important as well as plain English on the touch screen. He knew all of those things would reduce the number of calls to him asking for help."

During a sales visit he took an F4T demo device to show off its capabilities and to give the business owner a hands-on experience.

“He loved the touch screen, loved COMPOSER® for time management,” he said. “He kept the demo for a couple weeks. Once he understood the demo, he took things over from there. About two weeks later he was ready to order his own modules.”

The owner was able to reduce the number of physical buttons on the machinery’s electrical panels by programing the functions of those buttons onto the F4T touchscreen. Integrating the buttons into the F4T touchscreen reduces wiring and makes gaining UL compliance easier.

The company now installs PM controllers on smaller devices and the F4T on larger ovens and thermal systems.

“We didn’t need to help the company understand the equipment, it’s his customers who need the help. There wasn’t a lot of handholding with our customer, he was able to figure a lot of things out,” said Craig Dennis, product manager. “Reducing technical support calls has been a common theme with F4T. Another customer said they had not gotten one tech support call for F4T in a year.”