



Thermcraft

incorporated

Ceramic Refractory Heating Elements

Case Study of Thermcraft Elements VS Competitor

Thermcraft is a Leading International Manufacturer and Supplier of Thermal Products, Systems, and Accessories.

For many years we offered our products to a potential customer, Innovative Test Solutions, with little success. Each time that we approached them, we proposed a standard creep or tensile test unit or ceramic refractory heating elements we were informed that our competitor's price was cheaper. We were not able to match the pricing and the customer was focused on keeping costs as low as possible. What the customer did not realize was how much the cheaper products were actually costing them.

After some recent discussion with the customer, they shared with us that our competitor's heating elements failed rather quickly when operated at the upper end of their temperature range. We offered to provide heating elements for a side-by-side comparison test of Thermcraft elements versus our competition in order to prove the value and quality of our product. The customer agreed to the test and sent us a tube furnace with a new set of our competitor's elements installed in one side and we installed Thermcraft heating elements in the other side. The unit was sent back and the customer began their tests according to the following schedule:

319 hours @ 500°F
3 hours @ 750°F
1 hour @ 1200°F
1 hour @ 1300°F
1 hour @ 1400°F
535 hours @ 2000°F

At the conclusion of this initial test, the competitor's product had failed and the Thermcraft elements were still in operation without any issues. At the time that this study was written, the Thermcraft elements were still running strong, 6 months after

the initial test began. The customer decided to implement a change to use all Thermcraft ceramic refractory heating elements for this application.

Thermcraft Elements



Competitor's Failed Elements

Scan the code with your smart phone to visit our web site and see how Thermcraft can provide you with heat on demand!

