

Wirebenders' Wire

Custom Transformers and Similar Devices for Electronics 10201 N. 21st Ave. #1-4 Phx. AZ 602-861-1856 fax 602-870-9242 E-mail coils@wirebenders.com web site www.wirebenders.com

May - June, 2003

The Guy who started it all

Mike Middleton's dad, Leo, is the person "responsible" for getting Mike and Marsha started. Leo was a part owner in CTM Magnetics, located in Tempe, Arizona, at that time. Leo came over to their house and asked Marsha if she wanted to make a little money doing work at home. Marsha said "why not". After a while, Mike started to do some design work on the side, at night and on weekends while working for Honeywell. The rest is history.

What we make

None of our parts are off the shelf. We do not have a catalog or sell through a distributor. We do have a brochure that describes our capabilities. If a Customer (We always capitalize this word.) needs a part that is currently in mass production, we probably can't help them. Often, we make parts nearly identical to catalog parts but that are modified in some way. Volume suppliers that sell through catalogs don't like small to medium sized custom orders. We do.

For some of our larger volume orders, we have an Asian affiliate to help keep the costs down. If a prospective Customer wants a catalog part modified or they can't find the product in a catalog, we can probably help them. We design about half the parts that we make.

We also make air coils. They look like little springs and we sell a lot of them. Almost anything that involves wireless or RF uses these parts.

Size does matter

If two or three parts will fit in your hand, we can probably wind them. We make very small parts that go in hearing aids and others up to about the size of a hockey puck. Most are somewhere in between.

High Voltage?

About 3000 to 4000 volts is our upper limit. We do our best to be as much as we can to all of our Customers. But, others specialize in higher voltage parts.

The high voltage parts we do make are used mostly in aircraft for radar sets and pilot displays.

LA Story

On March 4th and 5th, 2003, Mike, Marsha, Bonnie and Ed went to Los Angeles, CA. for the

Jet Propulsion Labs Small **Business High Tech Conference** 2003. Mike and Marsha made a long weekend out of it. They went to the land that the mouse built. We talked with several potential Customers, General Atomics, United Space Alliance, Ball Aerospace and ITT Gilfillan. We also visited several current Customers, but different divisions of the ones that we are supplying to at present -Honeywell, Lockheed Martin, Northrop Grumman and Raytheon to name a few. On the shuttle ride to the hotel. Bonnie and Ed shared the ride with a representative from General Dynamics, formerly Motorola, located here in Scottsdale, AZ. He remembers working with Mike and Marsha when they were starting out. Talk about a blast from the past.

Our goal is to become our Customers' "Supplier of Choice" for their magnetics needs.

Suggestions are always welcome at Wirebenders.