

POWERS UP!

In This Issue

Curtis strives for continuous improvement.

There isn't a week goes by that the people at our Nogales plant aren't



making improvements. The Curtis de Mexico IT team has found a way to reduce the time required to record test results for EMI filters by over 50 percent.

The Curtis website continues to receive an increasing number of visitors. Our Search Engine Optimization (SEO) program now has several key phrases that rank our site in the number one position. That means Curtis' web page is more relevant than any other site on the World Wide Web for search phrases like, "Custom Terminal Blocks."

We continue to improve upon our products, too, and recently introduced a snap-in version of our low-cost F2199 integral IEC filter. Read all about it inside.

Believe it or not, we also try to improve our jokes and quotes. At least I hope you think so.

Enjoy.

Steven

NEWS FROM NOGALES

Improvement in Measurement Times


Every EMI filter Curtis manufactures is tested for

- Resistance
- Capacitance
- Inductance
- Voltage

Each test result is recorded, collated and stored. Should any filter ever fail, Curtis engineers can then identify and review the test results for that specific filter.

"All that record keeping takes a long time," says Mario Sanchez, VP of Manufacturing. "Each test result is recorded manually. It takes 60 to 90 seconds each time."

The IT engineers in Nogales decided there had to be a better way. Using a simple Excel spreadsheet, they created an automated record posting system. With it, the operator no longer has to record each result by hand.

"It's a major time saver," says Curtis President, Steven Powers. "We continue to track every filter, but now we do it in less than half the time thanks to the IT crew at Curtis de Mexico." 

Curtis Joins GIDEP Networking Group

Curtis recently joined the Government-Industry Data Exchange Program (GIDEP), a cooperative organization of suppliers to the government.

"At the suggestion of one of our customers, we applied to the group and submitted our documentation," says Engineering Manager, Chris DeBraal. "We got accepted a short time later."

Participants seek to reduce expenses by sharing technical information.

"It's a group of companies who are all involved in one way or another with

Search Engine Optimization (SEO) Progress

In late 2017, Curtis embarked upon a concerted effort to improve its Internet search rankings.

SEO is the practice of increasing the number of visits to a website based upon searches for specific words or phrases. Each month, Curtis receives a printout of the number of “hits” on specific search phrases and the Company’s rankings against other websites.

SAMPLE SEARCH PHRASES

Custom Terminal Blocks
 Double Row Terminal Block
 Terminal Block Connector
 Low Voltage Terminal Block
 Power Line Filter
 DC Filter
 Inline Power Filter

We’re Number One!

“The number of unique visits to our website has nearly doubled over the past six months,” says President, Steven Powers, who personally monitors the lengthy printouts each month. “We still have some work to do, but we now rank number one in several key phrases.”


Using an organic search engine (e.g., Google, Bing, Yahoo), Curtis comes up first when searching for “Custom Terminal Blocks,” “RFI Line Filter,” and “High Voltage Terminal Blocks,” among others. Curtis ranks

second on key phrases like, “Power Line Three Phase Filter,” “Single Row Terminal Block,” and “Double Row Terminal Block.”

“The objective is to make our pages more attractive to search engines than our competitors’ websites vying for the same keywords and phrases,” says Powers.

Other phrases that still need some work:

Rank #	Phrase
8	Wire Terminal Block
35	PCB Terminal Blocks
46	EMI Filters


“It’s a matter of constant vigilance,” says Powers. “Somebody else is trying to rank above you all the time, so we need to stay on top of this to make sure the Curtis name pops up when it comes to electronic component searches.” 

Curtis Joins GIDEP Networking Group

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government-type applications,” says DeBraul. “We share information. Nothing proprietary or confidential. We network to try and avoid any unnecessary expenses.”

GIDEP serves as a clearing house for data requests or supply and distribution issues. About once a week or so, participants receive an email request with specifications and a link to a response form.

“Any company that would be able to fill that need would respond accordingly,” says DeBraul. “It could lead to more sales down the road.” 

FEATURED PRODUCT

Low-Cost Flange-Mount or Snap-In Filters

Curtis recently introduced a new series of flange-mount and snap-in filters that combine high performance with a compact design. All at an extremely competitive price.

The front panel mount and quick connect capabilities make these filters ideal for use in digital equipment, medical or home healthcare, test or measurement devices, and household appliances.

1A to 15A Current Ratings

Designed for common mode emissions or susceptibility applications, these IEC filters offer a range of use options. And their low-cost design makes them suitable for a broad range of applications.

For more information on the F2199 Series, go to the Curtis website under RFI Filters, or contact your Curtis rep. 



F2199CA/CS/CT flange-mount and snap-in filters



TwitTweets

Dolphins are so smart that, within a few weeks of captivity, they can train people to stand on the edge of a pool and throw them a fish.

My therapist says I have a preoccupation with vengeance. We'll see about that.

My 50-year kindergarten reunion is coming up and I'm worried about the 150 pounds I've put on since then.

Quote/Unquote

“Spring is nature’s way of saying, ‘Let’s Party!’”

— **Robin Williams**

Curtis came to the rescue when a Customer specified incorrect inserts for the Terminal Blocks they ordered. We were able to rework the Blocks to meet the Customer's requirements. Their response –

“Thank you so much guys. A couple of weeks ago I thought these were all going in the scrap bin. I appreciate your help in figuring out how to make them usable.”

Eric/Trafficware

