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LATCHING RELAY AVAILABILITY
EFFECTIVE METHOD TO CONSERVE ENERGY

Northfield, IL, July 1, 2008— SE Relays LLC announces availability of Magnecraft Latching relays. The line includes relays designed for 2-, 3- and 4-wire control circuits.

The Magnecraft 711 Series relay is a unique device that controls the application with a single pulse into the control coil. The contacts magnetically latch in position until a second pulse is sent down the same control wires, which then release the contacts. There is no need to reverse the polarity or redirect the pulse into another coil. A simple 2-wire circuit using a momentary push button is a common practice when controlling the 711 relays.

The Magnecraft latching relay line also includes the 755, 785 and 303 Series relays. These magnetic latching relays offer a solution for all common relay applications due to the variety in mounting configurations, contact ratings and control circuitry.

To assist in the proper selection of latching relays, the [Magnecraft website](#) includes [The Latching Relay Interactive Decision Tool](#). The module demonstrates contact position after the control voltage pulses through the relay's control circuit.

"In this time of increasing consciousness about energy conservation, more customers are challenged to specify products that reduce energy consumption," states Michael O'Donnell, Marketing Product Manager for SE relays. "Due to the fact that power is not required to maintain contact closure in a latching relay, applications that once used general purpose relays now consume a fraction of the power by switching to a latching relay."

For more information about Magnecraft products, visit www.magnecraft.com or call 847-441-2540.

About Magnecraft

Magnecraft, a Schneider Electric Brand, is a broad line of electro-mechanical, hybrid, solid state relays and sockets used in industrial applications. As the industry leader in the electronic relay market, Magnecraft provides innovative solutions through the continual launch of new products.

About Schneider Electric

Schneider Electric is the world's power and control specialist. Through its world-class brands, Square D and Telemecanique, Schneider Electric anticipates and satisfies its customers' requirements in the residential, building, industry and energy and infrastructure markets. With 105,000 employees and operations in 190 countries, Schneider Electric generated sales of \$19 billion in 2007 through 15,000 sales outlets.