

# THE JLF JOURNAL

VOLUME 7, ISSUE 8 8/15/05



## WARM FEET MAKES THE WHOLE BODY FEEL GOOD!!!!

Raychem® New Quick Net™ floor warming system for your home can save you money. Do you enjoy walking around barefoot at home, on a comfortable warm floor? When your feet feel warm, your entire body feels warm. With the Raychem® Quick Net™ electric floor warming system, you are sure to feel more comfortable. Simply install the Quick Net heating cable between the ceramic tile or natural stone and the sub floor and let the comfort begin.

Improve your comfort and save on heating costs at the same time. Heating cost is a significant part of the household budget. By installing a floor warming system, you turn a small investment into a real cost savings. With Quick Net, you can lower the room temperature by a few degrees and enjoy the same level of comfort as a warmer room with out floor warming.

### What is Quick Net?

Raychem Quick Net is an electric floor warming system for installation directly under ceramic tiles or natural stone. It provides ideal comfort heating in your bathroom, kitchen, entryway, or other tiled areas. Quick Net's compatibility with all standard sub flooring materials, and it's low 3/16 inch (3mm) profile, make it

ideal for renovation as well.

The Quick Net floor warming system includes a blue heating cable woven into an adhesive-backed red fiberglass mesh that allows for simple roll-out installation without worrying about heating cable spacing.

The floor warming mats are pre-terminated for use with 120 and 240 volt, and are available in various lengths of 20-inch widths. The mats emit no measurable electromagnetic fields due to the shielded dual conductor design, and require only one cold lead connection making it easy to layout and install.

Installation is easy-  
QuickNet Advantages:

- Ideal for renovation
- Low profile installation-only 3/16 inch thick
- Adhesive backing for ease of installation
- Includes thermostat
- Dual conductor heating cable allows for only one cold lead connection
- Built-in ground-fault protection (GFCI)
- Compatible with all standard sub flooring materials

- No measurable electromagnetic fields
- Long life and maintenance free.

Let Raychem & JLF Electrical Sales create everlasting summer in your home.....!!!

Call today for your free demo and catalog on the New QuickNet floor warming system.



## INDUSTRY INSIGHTS

- Sept. 15th The Electric Golf Club Golf Outing at Cog Hill Lemont, IL
- Electric Association's Annual Membership Awards Dinner Thursday Oct. 6, 2005 "The Carlisle" in Lombard, IL

faster gun." You won't have to look far to find a competitor who's lack of any imaginative marketing strategy leads him to readily drop his drawers to get your business.

I know, you don't think you have much of a choice - but you do. Dell Computer is in the cut-throat PC market and yet they compete in many ways beyond price. Lexus automobiles competes with quality, service, brand and reputation. And, many other companies have found ways to bring safety, one-stop-shopping, convenience, flexibility, technology, inventory, assembly, variety, relationship, engineering, etc. to the forefront. Manufacturers, Contractors and Distributors can do the same. Granted, it takes time, effort and creativity to come up with your own personal winning strategy. It's much

easier to cut the price. But if you do, you're swimming with sharks and against the tide. Let's face it; while we already buy a lot from China, if price was the only consideration, we'd be buying EVERYTHING there. But, our creative marketers have been successful by differentiating their products and services and skillfully communicating those differences to their customers. We must ask ourselves if we are price-orientated salespeople or are we value added salespeople? I know everyone talks about price and that is a factor but if we work on developing a value for ourselves and our products we can still obtain the business and also grow our bottom line.

Joe Friedlein II

## Inside this issue:

Cost You Money

NEW Quick Net Floor Warming System

What does your boss think about you spending time online

30 day copper graph by republic wire

Raychem wintergard Gardian self-regulating heating cables

MGM Transformers Largest Stock in the Midwest

Fulham Minnie Linnies

Nutritional makeup



JLF ELECTRICAL  
SALES, INC.

1765-A Cortland Ct.  
Addison, IL 60101

Phone: 630-627-1722  
Fax: 630-627-1720

WE'RE ON THE WEB  
[www.jlfelectrical.com](http://www.jlfelectrical.com)

"SERVICE AFTER THE SALE"

## COST YOU MONEY

The real services you provide **COST YOU MONEY**. There for it would be logical to assume that unless your business is a hobby or you're doing this for the betterment of mankind, you must recoup and hopefully add some profit to these costs to keep your bottom line healthy. Yet, time after time we fall into the trap of letting the customer frame the buying experience and keep everybody's focus on one thing - price. This is a losing proposition. It takes no skill to cut the price. There is no competitive advantage to be had unless you can guarantee that you are, and will continue to have, the lowest overall operating cost and can therefore, continue to make an acceptable profit employing this strategy. But like the old westerns used to say, "there's always a