

Dear Reader,
 On Saturday 20th of March at 17.32 Universal Time (GMT) the vernal equinox occurred officially marking the start of spring in the northern hemisphere.
 Centuries ago this equinox, which roughly translated means equal night, effectively signaled the return of warmer weather and with it the promise of replenished food supplies.
 However throughout the world there are numerous rituals, traditions and sights which herald the coming of spring. For example, in Japan, the home of SMC, at this time of year large groups of families and friends typically meet in parks, shrines and temples to hold viewing parties (hanami festivals) to celebrate the beauty of the cherry blossom (the sakura) and to relax and enjoy the beautiful views.
 And, following the colder than normal weather conditions which many of us have endured this winter, this celebration seems like a very pleasant way to welcome spring and hopefully some improving weather back into our lives once again.
 Welcome to this latest edition of e-Matters which, keeping with the climatic theme brings you up-to-the-minute information on our new, compact thermo-chiller option (Series HRS) plus lots more interesting news.
 The European Marketing Centre
 SMC Corporation



NP INNOVATION AT A GLANCE

CE **HRS - Thermo Chiller**
Compact & Lightweight



This latest addition to our rapidly expanding portfolio of Thermo-Chillers is now the smallest and lightest option available.
 A **space-saving** model but with a large cooling capacity: from 1100 / 1300 W to 2300 / 2500 W.
 Offering excellent temperature stability and a comprehensive range of operating functions as standard.
Easy to handle and transport - standard fitted casters and carry handles for easy transit
Low Maintenance - simple liquid supply, thanks to the top angled supply port, low tank detection and tool-less front-panel removal.



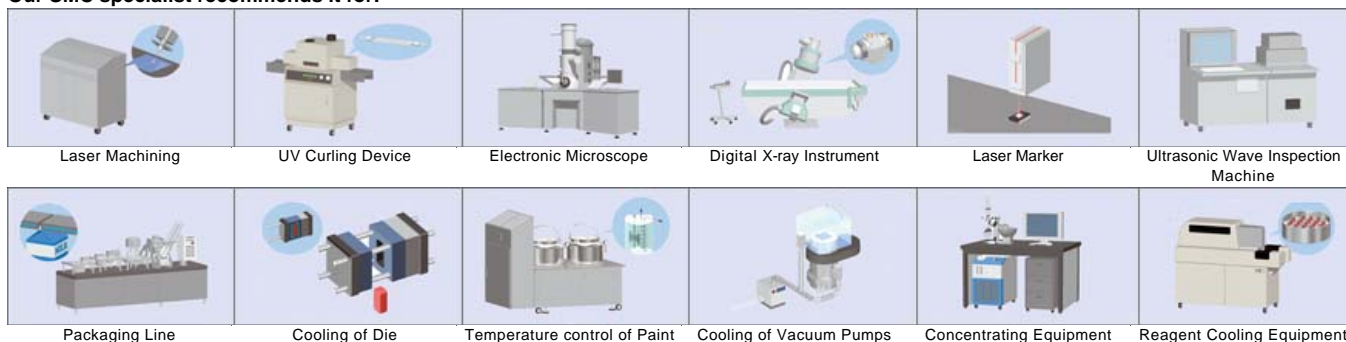
+ For all HRS related information, please [click here](#)

Environmentally friendly - European RoHS compliance as standard

- ° Low noise: 60 dB(A)
- ° With new refrigerant R407C with ozone layer depletion rating 0
- ° All-cardboard packaging



Our SMC specialist recommends it for:



More Innovations this month!

IDK - Moisture Control Tube

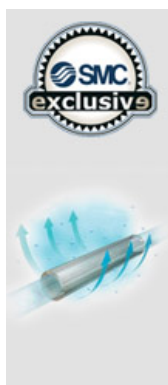
Say goodbye to condensation problems encountered in small actuators or air grippers, with our new IDK!
 Its unique technology prevents condensation without lowering the dew point and overcomes previous obstacles encountered in this challenge (e.g. dried grease or ozone)

This moisture tube eliminates condensation using **diffusion**.

Super-saturated water vapour is diffused to the outside before it liquefies thereby dramatically extending the life of actuators, air grippers or valves.

Our SMC specialist especially recommends it for: General automation industry; the IDK is directly connected to the tube between the solenoid valve and small actuator at a place close to the small actuator. Only needs to be mounted where condensation problems could occur.

+ For all IDK related information, please [click here](#).



SMC Experts - working in the Print Industry

With a firm commitment to help Industries through the development of specialist products and services, check out our latest products designed for the Print Industry.
 Our teams of experts understand the important issues and need in this important industry sector.

- Including:
- * high speed - high quality production, with constant colour control throughout the complete print run
 - * efficient turn-around processes in these ultra competitive times
- maximum operator health and safety is a **MUST**

We recognise that and with energy costs increasing at an alarming rate, even the smallest saving can have a real impact on a business's bottom line as well as the environment.

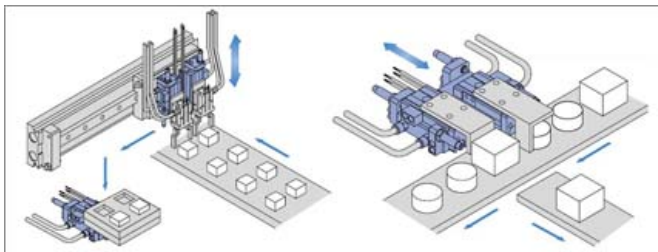


CE **MXQR - Reversible Air Slide Table**

Standard and Symmetric in one product. The adjuster and the piping direction can be changed at any time depending on your particular application needs.
 Providing total flexibility and real cost saving benefits.



Our SMC specialist especially recommends it for: General machinery manufacturers; Electronic parts and device manufacturers; Manufacturers of information and communication electronics equipment



+ For all New MXQR related information, please [click here](#).

+ [Print Industry Leaflet](#)

+ [Print Industry Web Site](#)

To check **other** available **industries**, please [click here](#)



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SMC - European Marketing Centre -
Zuazobidea 14, Pol. Industrial Jundiz
01015 Vitoria - Spain
emcmarketing@smc.smces.es