

Press Information

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Motortronics™ launches expansion of its European soft starter operation at SPS 2019

30th October 2019

New at SPS 2019, Nuremberg – Hall 1, Stand 139

On stand 139 at SPS, **Motortronics™** will unveil the world's most innovative and largest range of soft starters. These energy saving motor control solutions are introduced as part of the official launch of **Motortronics™** new European operations.

Motortronics™ provides low and medium voltage soft start solutions for every type of AC motor from 1.1 kW to 15,000 kW.

VMX-synergy™, **VMX-agility™** and **VMX-PFE™** low voltage soft starters cover up to 1,080 A with features such as pre-programmed smart application suites and '3S' soft start technology. As well as reducing lost energy, these soft starters are up to 80% more efficient than a variable frequency drive (VFD) running at line frequency. With an internal bypass they also deliver 0% harmonics and 99.9% efficiency.

The unique **Intelligent Energy Recovery System (iERS)**, included as standard on the **VMX-synergy™**, is a world first for a soft starter. It improves power factor performance and allows energy savings of up to 32% to be achieved in lightly loaded, fixed speed applications.

The **MVC4** medium voltage soft starter provides true thermal modelling combined with smooth, stepless control of acceleration and deceleration that guarantees optimum power control and motor protection. The MVC4 includes a high-end motor protection relay, a heavy duty solid state starter, flexible control features and selectable ramping profiles to match any application. High level circuit isolation via fibre optics (standard on all units) ensure safety and power quality. Sealed IP52/NEMA 12 enclosures are provided as standard, rather than as an expensive option.

Msmart™ touchscreen control panels, compatible with **VMX-synergy™** and **MVC4**, make remote soft starter operation intuitive and easy to use. The touchscreen supports 6 languages and provides full colour graphical soft starter performance data. It allows soft starter monitoring, diagnostics and programming as well as being designed for operation in harsh environments.

Innovation in soft starting and motor protection is taken to a new level with **StartView MLink**, the PC based configuration and monitoring software. As well as easy configuration of soft starters, this software makes back-up, maintenance and comparison of parameter sets, firmware updates and a host of other functions available on your PC.

The **Motortronics™** soft start, protection and control demonstration on Stand 139 also includes current transformers for most ratings and window types; motor relays offering cost effective, quality motor protection; and remote temperature detection (RTD) monitors with differential current monitoring.

Motortronics™ is one of the world's largest soft starter and control manufacturing specialists with operations in USA, UK, Korea and China. **Motortronics™ UK** was established on 1st August 2019 to spearhead the groups' growth in the European market following the acquisition of Fairford Electronics in 2018.

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Editors' notes

Motortronics™ is a world leader in the manufacture of solid state AC motor controls, soft starters and motor protection products. Founded in 1982, the company's headquarters are located in Clearwater, Florida and it has additional facilities in the British West Indies, China, South Korea and the UK.

The company has shipped over 2 million solid state starters and controllers to virtually all industries around the world, amassing more real world experience than any other manufacturer in the business. With over 600 employees in multiple facilities and authorised sales & service representatives located around the globe,

Motortronics™ is now one of the largest manufacturers of solid state power controls in the world.

More details can be found at www.motortronics-uk.co.uk.