# **Customer Delight**

Delighting our customers is not only a natural and satisfying experience - it is our compelling business strategy. This was demonstrated recently, when a kitting company placed an order on us for 600 D connectors. Our sales office received a progressing call on the same day that the order was raised and before we had even received it. The following morning, a copy was sent to us by facsimile. We were able to manufacture and deliver the complete order to our Customer's OEM within 5 hours of receiving the fax.

McMurdo's D Range multiway steel shelled connectors are designed for demanding industrial applications where reliability and low cost are priorities. The range is available at Standard, Budget and Special performance

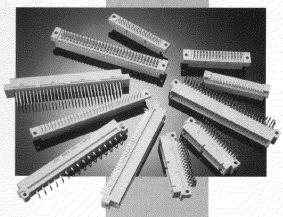
levels. Lead times have been reduced to an absolute minimum, with a very wide selection of shell sizes, c on f i g u r a t i on s, contacts and accessories available. This broad choice means there is a D connector for every application, giving the user maximum design flexibility.

Other D range options include Mixed Layout, Filter versions, EMI/ RFI covers for screening out unwanted signals and high density options for saving space and weight. Semi automatic termination allows fasts, reliable and low-cost assembly.

### **Unbeatable B.S. DIN41612 Capacity** With our capacity, it's worth making a DIN

We've just laid down additional capacity to achieve ex-stock to 4 weeks deliveries on popular lines. But this is only one of the benefits offered by our

41612 Series of twopart PCB connectors. The BS and CECC approved DIN 41612 Series is ideal for electronics equipment requiring a reliable. yet inexpensive daughter/mother circuit board interconnection system. Available in Classes I, II and III, the Series is designed to allow the selection



of the appropriate durability level for the application. Versatility is enhanced still further by the UK's widest range of contacts, standard and reverse DIN and full or partial contact loading. Dual beam socket contacts ensure reliability and there is an optional "first make - last break" feature for added security. The DIN 41612 Series is suitable for a wide range of

security. The DIN 41612 Series is suitable for a wide range of general industrial, computer, control, instrumentation, automation and other applications.

## Fruitful Connection for Sinclair

McMurdo's Red Range series of connectors has been designed-in to a machine used for brand labelling

fresh fruit and vegetables throughout the world. Sinclair manufactures a range of machines for use in fruit and vegetable packing operations worldwide. These machines include the RM6.



which provides a fast, efficient, flexible and automatic method of attaching labels to all kinds of produce - fresh tomatoes, kiwi fruit, apples, peaches, pears, grapefruit and so on.

The McMurdo Red Range, which is designed-in to the RM6, connects the label cartridge to the machine. The rugged two-part rack and panel



construction of the connectors makes them suitable for the harsh environment which is often a feature of the application. The connectors are easily mated in either the normal or radial situation, enabling Sinclair to take full advantage of their excellent current carrying characteristics. The connectors are also guaranteed to over 500 mating cycles, helping Sinclair maintain its world-leading reputation for quality and reliability.

# 801 the 'Hyper-tech Solution

Approved to BS9525 N0001 and MIL C 55302/140-155, McMurdo's 801 Series of two-part PCB connectors are suitable for such high reliability applications as Rail Mass Transit systems, Avionics devices, Military Communications, Radio and Radar Electronics and Underwater Sonar Systems.

The 801 Series features a 1.27mm staggered pitch with 2.54mm between rows. The Series is available with low and high frequency and high power contacts in a choice of 19 sizes and many termination styles, giving design engineers the benefit of maximum versatility. 36 position jacking and polarising allow a very broad choice of board layout. Contacts are removable and can be replaced if damaged, although covers and pin shrouds provide effective protection.

connect a bility

# connect ability

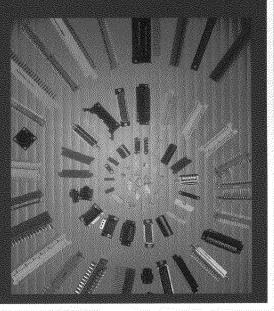
# The UK Connection

McMurdo Limited is one of the UK's leading designers and manufacturers of connectors. McMurdo holds BS EN ISO9000 quality approval for both design and manufacturing and our products have gained numerous qualification approvals. Taking advantage of the very latest CAD technology, our products have been designed for diverse applications

in a wide range of industries including computers, control and automation, security, communications, defence, avionics and transportation.

5

Our broad product range can be modified to suit customer specifications and is supported by a strong technical sales and distribution network. As a UKbased company, we can also offer faster response times and shorter lead times than off-shore manufacturers. Combined with inhouse design and total control of the production process, the result is fast prototypes and a reliable, on-time, in-budget service.



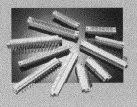
#### - in this issue $\cdot$

A Fruitful Connection

Page 2



### We're Making One Hell of a "DIN" <sub>Page</sub> 2



in this issue

# Lucas 180 Way Connector Takes Just 6 Weeks

A new 180-way two-part interconnection system has been designed, manufactured and supplied by McMurdo in just 6 weeks from receipt of order.

McMurdo was approached by Lucas Aerospace with a complex brief: produce a 180-way twopart PCB-to-wire connector with

three-position jacking/polarising, plus accommodation for environmental sealing in both halves.

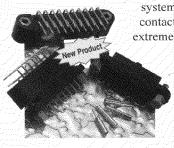
Although Lucas Aerospace specified a timescale of 10 weeks, the first 20 pairs of connectors were delivered ahead of schedule in only 6 weeks. The devices are now being extensively used in airborne electronic engine control systems.

These two-part high density connectors are based on a 2.54 mm grid, with parallel mountings for through-hole termination to PCBs of up to 3.2mm thickness. Polarised asymmetrical housings include jacking capability. Rear insertion crimp style male or female contacts may be fitted. Crimp contacts are removable subject to the replacement of the insulator before insertion.



McMurdo has now introduced a new addition to the Micronector product family. The Micronector 220 interconnections system is a low-cost 2mm pitch connector with proven high reliability under the most extreme environmental conditions.

This new 'Board to Board', 'Board to Wire' and 'Wire to Wire' interconnection system benefits from a mixed layout, giving the designer a choice of H.F., H.P. and L.F. configurations with no cost penalty for specific requirements. An integral jacking mechanism offers security of interconnection, whilst a high temperature insulator allows for infra red or vapour phase soldering. Along with a small, space saving 2mm footprint, the



system also features a high reliability contact design which copes well with extreme vibration.

The Micronector 220 has been developed for the aerospace, instrumentation & control, military and transportation markets, with applications that include IFES, HUDs, flight controls, mobile radios, power supplies and engine controls.