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Diversification leads Rea to use nanotechnology

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By Doug LeDuc dleduc@kpcmedia.com | 0 comments

Fans of new materials research who have been waiting to see how it could affect Fort Wayne business will enjoy seeing the responses to a trade show exhibit featuring the latest Rea Magnet Wire Co. product.

“Our winders love it!” the company said in a website posting on the NanoShield product it exhibited last month at the Electrical Apparatus Service Association Convention in San Antonio. “Positive feedback ... rolled in from motor repair shops across North America.”

With its supplier, Fort Wayne-based Rea introduced a new electrical insulation coating product developed using nanotechnology, said Mike Connolly, Rea’s chief marketing officer.

“New products are critical in meeting our growth objectives with existing customers and providing diversification into new markets,” he said. “Rea has a dedicated technology department that pursues the performance enhancement of current products as well as the advanced technologies for new products.

“These activities are crucial in our ability to deliver competitive advantage to our customers. It is one of the reasons they align with Rea.”

As the U.S. magnet wire industry continues to compete with imported offshore components such as motors and end products such as appliances, success will require product innovation and advances in technology as well as effective operations, Connolly said.

This is part of Rea’s approach as a private corporation to making “decisions in the long-term interests of its customers, employees, and shareholders,” he said.

“This has been a successful formula for developing our strong leadership position within the industry.”

Some of the variable speed drives used in industrial motors to reduce power usage introduced some electrical fluctuations that harm wire coated with an older product NanoShield replaces.

“When you get these electrical fluctuation attacks, it’s like lightning strikes that keep attacking the wire,” said Gene Andert, a marketing manager for Rea. “What we had in there before were these very large particles that would protect the wire and act as insulation. With nanotechnology, we were able to essentially disburse it across a greater area on the wire than with bigger particles.

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“With the bigger particles, it still leaves gaps that the fluctuations can attack, and now we are closing those gaps with nanotechnology.”

The extraordinarily small size of the particles doing the coating with NanoShield also helps with the flexibility and durability of magnet wire, Connolly said.

The product was unveiled last September at at the Coil Winding Expo in Chicago.



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