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## **For Immediate Release**

### **Moore Industries Announces SNAP, a New Service to Meet Unusual Signal Interface Needs**

NORTH HILLS, CA— Moore Industries-International, Inc. has announced a revolutionary new service called SNAP, or Special Needs And Products. SNAP debuts this month, and provides customers with customized solutions to meet unusual signal interface needs in industrial process control, systems integration and factory automation applications.

Moore Industries has an extensive product line of interface solutions, and most product needs can be met with a standard instrument. However, the company developed SNAP to solve the problems customers sometimes face when they need something very specific and unique to their operation. The SNAP product team of applications engineers is on hand to evaluate unique customer signal interface requirements, and recommend a Moore Industries solution when a customer needs a signal interface instrument that's a bit different, a lot different, or something that they just can't get anymore.

The SNAP service aims to fill the hole when it comes to updating instruments, replacing instruments and supplying a signal interface solution when an off-the-shelf instrument is not available. Typical modifications include special instrument functions, such as non-standard signal inputs and outputs, non-standard power ranges, computing and math functions, alarm trip modifications, and more. In addition to custom orders for specialty instrument functions, SNAP engineers will work with customers to develop special and OEM instrument housings and enclosures, special and custom mounts and connectors, as well as special and custom temperature sensors and thermowells.

Though the SNAP service debuts this month, Moore Industries has been building such specials for customers over the past 40 years. Over the years, thousands of specials have been developed to meet specific customer needs. However, the need is increasing. "We are getting more requests than ever for specials," says Leonard Moore, president and CEO. "It may be because many instrument suppliers have moved their manufacturing offshore and can no longer respond to customer requests. Because we design and build our products in the same building near Los Angeles, our application engineers can talk to manufacturing and create whatever customers need in a very short time." Therefore, whatever the signal interface need may be, SNAP is an increc

*SNAP Program Debuts- Add 1*

Moore Industries' SNAP team of engineers is dedicated to making customized solutions attainable for as many customers as possible. The team is focused on providing any necessary modification if the price is

right for the customer. Additionally, frequently requested modifications typically carry more standardized pricing, so the adaptation can most often be accommodated.

For more information about Moore Industries' SNAP program, customers can go to the company's SNAP webpage at [www.miinet.com/SNAP](http://www.miinet.com/SNAP) . Customers looking to make a SNAP request can submit an online description of their special need or product in the SNAP customer response form and get a reply back within 24 hours or by the next business day. For a requirement that is exceptionally urgent, customers are encouraged to telephone their nearest Moore Industries Worldwide Interface Solutions Center. To locate a center, go to [www.miinet.com/contactus](http://www.miinet.com/contactus).

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