

EASA Show News Release

July 7, 2008. IRD Balancing and Lexseco were both well represented at this year's Electrical Apparatus Service Association convention in Dallas, TX.

The three-day event, held June 22-24 at the Gaylord Texan Resort and Convention Center, was attended by over 2000 members and exhibitors, up more than 13% from the 2007 convention. More than 150 vendors exhibited products and services at the event which celebrated EASA's 75th anniversary.

All of IRD Balancing's current instruments were on display in IRD's own booth while a B5 Balancing Machine with a 290 Series III instrument were available for demonstration in the Essex Brownell booth, who was our show partner. A Lexseco 10kva Core Loss Tester was also displayed in the Essex Brownell booth.

The show was well attended according to IRD LLC CEO Rick Nalley, who commented, "Recession? You could have fooled me as the exhibition floor at the convention was very active. Lots of interest by progressive repair centers in our products was seen throughout the three days of exhibits. The floor was alive!" Product Support Manager Bruce Boerger was also extremely satisfied with the results. "It was exciting to connect with our customers again," he said afterward.

Also representing IRD/Lexseco were General Manager Jack Wright and Application Engineer Rashad Harris. In addition to the floor exhibits there were over twenty educational technical sessions covering topics ranging from manufacturing to marketing to management. Jack Wright observed that the show was a great success from a sales and marketing perspective and is looking forward to reconnecting with our customers and friends at next year's show in St. Louis.



Pictured left to right: Rashad Harris, Rick Nalley, Jack Wright, Bruce Boerger