



AuCom

THE SOFT START SPECIALISTS

A middle-aged man with a mustache and a friendly smile is the central focus. He is wearing a dark blue jacket over a dark, vertically striped button-down shirt. He stands in front of a chain-link fence. In the background, large, circular, metallic objects, possibly parts of a large machine or fan, are visible. The lighting is soft, highlighting his face.

THE SOFT START
SPECIALISTS

“Dealing with AuCom is like dealing with friends. With the big multi-nationals it’s just business. AuCom treat you like a friend – they help us tackle issues as they come along.”

A MESSAGE FROM THE CEO

In 1981, AuCom introduced the first complete range of soft starters. Since then, we have concentrated on fulfilling that promise – leading the world in soft start technology and developing new products to keep improving motor performance.

From the very beginning, we have prided ourselves on our attention to detail. We are known for our flexibility and engineering skill, and are recognised as the world's leading specialist in soft starters.

We take things very personally, because we genuinely care about our customer's success as much as our own.

Plus, we're always open to the fact that if people are seeking our advice and expertise then they're after specific and specialised solutions for technical needs. We understand that each situation is as different as the person involved.

For us, that translates into flexible, friendly and honest relationships as we work to prolong the life of expensive machinery and improve the success of a business.



BRENT ARCHER



Brent Archer, CEO

"AuCom is very good at support because they only do soft starters, they have a concentration on that. That makes them better than the rest of the competitors."

"We are very happy with our relationship with AuCom – on a human level, on a business level and on a technical level."

SOFT START MOTOR CONTROL

We're all about soft starters.

Soft start is all AuCom does – and we love it. We thrive on working with a range of people in a variety of industries – everything from forestry, mining and marine through to petrochemicals, manufacturing and much more.

Based in Christchurch, New Zealand, AuCom was one of the very first companies in the world to develop soft starters for commercial applications. Since then we have developed this innovative technology into a successful mainstream business.

Our products are technologically advanced and robust; that our experts are responsive and knowledgeable; that our products are available worldwide through a channel of highly trained distributors; that we offer

excellent after sales support; and that we are proud of our credibility in the international marketplace.

But why do companies need soft starters? Soft starters reduce the maintenance required for machinery, which reduces down time, lessens costs and extends operating life. They increase production efficiency and optimise the use of limited power supplies. For our clients, that means greater reliability and significant financial savings.

Why do people come to AuCom? Because of the promise we make to our clients.

For AuCom, it's personal. We deal with our clients on a human level. We take personal responsibility for

customer satisfaction. We know that one size doesn't fit all and we offer advice to get the best soft start solution for your needs.

We think the people who work at AuCom are amazing. We believe our clients are equally incredible: they make us laugh, frown and ponder; they inspire us and our business partners; and they motivate our teams to deliver outstanding solutions. In a nutshell: we genuinely care about our clients and the success of their businesses. ...as if they were our own.

“AuCom have a real purity of purpose.”







“AuCom’s total dedication to soft starters is important – they understand them more than anyone and are willing to share that knowledge with people like us.”



THE SOFT START SPECIALISTS

SMART THINKING

We've been making soft starters for nearly three decades and we're still going strong. Soft starters really excite us and we're always talking to customers in order to improve technology to meet their needs. So our products have an international reputation for being the market leaders in soft start.

THE HIGHEST INTERNATIONAL STANDARDS

AuCom is accredited to ISO9001:2000, with all products designed and tested to international standards such as IEC 60947-4-2, UL 508, CCC and CISPR-11. All

our products are thoroughly tested in certified facilities and in the field before release, and every soft starter is individually tested before despatch.

IT'S PERSONAL

No two people are the same, just as no two businesses are alike. We're proud that we treat each and every client as someone quite individual with their own set of business challenges. We have solutions for simple applications, and fully-featured advanced starters for more complex requirements.

We'd love to talk with you about how soft start could benefit your application – just contact us or our local representative.

EXPERT PARTNERS

AuCom chooses partners that are committed to soft start and motor control, and regarded as experts in their local market. We work closely with our partners to ensure customers receive only the best advice.

With worldwide support and a comprehensive product management programme, our customers consistently tell us that our soft starters provide excellent performance in their applications.



"They have a good work ethic, and a good customer support ethic. The customer is king for them."

"Support is very professional, prompt, they always back us up. Response is very quick... the support at all levels right up to the CEO is good."

AUCOM SOFT STARTER APPLICATIONS

There are many reasons why you might need a soft starter. Your operation might suffer from water hammer in pumping situations, belt stretching on conveyors, or you may want to lessen mechanical wear and tear on a system. Or maybe you need to eliminate voltage disturbances or fluctuations in the electricity supply.

Whatever the motivation, we have the knowledge, expertise and soft starter product solution to prolong a machine's operating life, reduce maintenance costs, lessen down time, increase productivity and optimise limited power supplies.

PUMPING

- Irrigation
- Water treatment
- Infrastructure development

Soft starting and stopping prevents fluid hammer, reducing strain on pipes and valves. Advanced motor protection prevents damage caused by system breaks or blockages. Extensive input and output options simplify interfacing with external monitoring and control equipment.

AGRICULTURE

AuCom has extensive experience in optimising the performance of irrigation systems, and our soft starters are used to improve water pumping and distribution throughout the world.

INFRASTRUCTURE

AuCom works with municipal clients through our expert sales network to ensure reliable and efficient water reticulation.

CASE STUDY

METALS INDUSTRY

Cape Gate (Pty) is the largest producer of wire products in South Africa, one of the world's most challenging industrial markets. Every machine in Cape Gate's Vanderbijlpark manufacturing plant must run at maximum efficiency and reliability to produce the high quality products the company is famous for.

Cape Gate relies on AuCom CSXi soft starters on its production lines, for many reasons:

- **A smooth, controlled start** prevents sudden extreme movement that can stretch or snap the wire while it is being drawn.
- **Current limit soft starting** keeps start current at an acceptable level and avoids the transients that occur with star-delta starters.
- **Simple configuration and clear feedback display** simplify installation.
- **Communication interfaces** allow full integration into existing centralised

control and automation networks, such as the factory-wide DeviceNet SCADA system.

"They are amazingly reliable and have reduced our downtime and maintenance workload. The fans and motors run so smoothly, AuCom is the perfect solution for us", smiles Jean Guccio – Cape Gate's Electrical Maintenance Manager.



MINING

- Fans
- Crushers
- Conveyors

AuCom soft starters are used in extreme environmental and loading conditions at major international mining and smelting facilities. Customers include the world's largest open cast copper mine (Phalaborwa, South Africa) and the world's highest copper mine, 4,000 metres above sea level (El Abra, Chile).

MARINE

- Winches
- Compressors
- Bow Thrusters

In marine applications, generator sets mean power is a valuable and limited resource. Soft starters control starting current, easing demand on the supply.

SHIPPING

AuCom soft starters carry marine certification from Lloyds and Bureau Veritas, and are used by customers as diverse as the Canadian Coastguard and Hyundai Heavy Industries, for applications from bow thrusting to offloading pumps on fluid carriers.

PETROCHEMICALS

- Pumps
- Centrifuges
- Compressors

Efficient starting prevents excessive motor heating, which reduces the risk of fire. By reducing shock and strain, soft starters improve the operating life of equipment.

Soft starters are used throughout the petrochemical production cycle. AuCom has worked with major exploration and refining interests such as Shell, Methanex and Esso, for applications from offshore exploration and drilling platforms to fuel pipelines.

CASE STUDY

TIMBER PROCESSING

"The system is completely reliable and efficient. We have been extremely impressed by the level of skill and support and we would strongly recommend them to anyone."

Glowing praise for AuCom's representative in Turkey, Koneksis, after completing a major factory expansion for one of Turkey's leading timber processing firms. Kastamonu Entegre already used AuCom soft starters in its particle board

manufacturing plant, and was keen to continue with the successful formula when the plant needed expansion. AuCom and Koneksis's thorough pre-engineering ensured the entire project ran smoothly and the expanded facility opened on time with no transition difficulties.

The plant uses a wide range of machinery, from mills and conveyors to pumps and fans. With motors from 22 kW to 400 kW, Koneksis

recommended standardising on IMS2 soft starters. These advanced starters offer benefits to all areas of operation.

- **Torque control** reduces the level of vibration from fans while starting.
- Soft starting the conveyors **reduces product damage during manufacture**.
- Soft starters significantly **reduce mechanical stress** on large mills, extending their operating lifetime.

AUCOM SOFT STARTER APPLICATIONS

FORESTRY

- Milling
- Edging
- Chipping

Soft starters minimise torque transients and reduce start current demand, improving equipment life and operating efficiency. Smoother starting also reduces stretching of saw bands and sanding belts, extending operating life.

MANUFACTURING

Industrial processing plants balance precise operation with the demands of heavy machinery.

FOOD & BEVERAGE

Food and beverage processing requires delicate control of production lines. AuCom soft starters are used to help keep manufacturing facilities running smoothly for major international firms such as Coca-Cola and Kelloggs.

ELECTRONICS

High-tech manufacturing facilities require reliable, top-quality solutions to ensure trouble-free operation. AuCom soft starters are used by IBM and at LG Electronics' newest LCD and plasma TV manufacturing facilities in South Korea.

BUILDING SERVICES / HVAC

AuCom soft starters are used extensively to start and protect refrigeration compressors from industry leaders such as Carrier, Mycom, Trane and York.

HVAC

With help from an AuCom MVS soft starter, the gas district cooling plant in Putrajaya Precinct 5 keeps the work environment comfortable for hundreds of office workers in Malaysia.





“AuCom are one of the best vendors we have ever worked with. It is not a vendor relationship as such, but a partnership. They fully understand our needs.”



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