

How to sell M30 operators

Description

The new and modern M30 operators of the Global pilot devices offer a flat design and functionality while withstanding exposure to oil, dirt and water. Ability to be combined with existing traditional and flat designed M22 contact blocks and indicating lights, M30 operators provide modularity, simplicity and elegance for more demanding commercial and industrial applications.

Our new offering includes stainless steel bezel (M30I) options for extended corrosion protection along with the metal bezel (M30C) options for everyday operations.

Offering

- Momentary and maintained operators
- Illuminated and non-illuminated pushbuttons
- Illuminated and non-illuminated selector switches
- Key operated selector switches
- Indicating lights
- Potentiometers
- Banking plugs, joysticks, bulkhead (USB) interfaces

Type of customers

- Original equipment manufacturers
- Data centers
- Alternative energy
- Commercial construction
- Residential construction
- Food and beverage
- Transportation

Tips

The following will assist you in the breaking down of Eaton catalog numbers for M30 pushbuttons:

- **M** for modular
- **F** for flat
- **30** for 30 mm
- **C** for metal bezel
- **I** for stainless steel bezel

What are the top selling points of the M30 operators?

Flat design

- Modern look, smooth transition between the machine and the operator, stainless steel (M30I) and chrome bezel options (M30C)

Modular construction

- Compatible with existing M22 contact blocks and indicating lights
- Sustainable inventory management

Space-saving design

- Compatible with the new flat contact blocks and indicating lights for optimized footprint

Rugged and reliable

- IP69K protection, protection against vandalism

Easy and secure installation

- AFX mounting system, push-in terminals

Global acceptance

- UL®, CE, CSA® and RoHs



Are you currently designing new machines and/or control panels?

No—

- Are you using 30 mm pushbuttons?
- Are you using modular 22 mm (M22) pushbuttons?
- Do you have space limitations?
- Would increased protection against vandalism enhance your marketability?
- Do you have complex supply chain systems?
- Are you looking to save installation costs?
- Do you need higher ingress protection?

Yes—

- Are you going to use 30 mm pilot devices?
- Are you buying modular 22 mm pushbuttons (M22)?
- Are your customers asking for a modern or better look?
- Do you have footprint limitations?
- Are you concerned about vandalism?
- Are you looking for various bezel options?
- Do you prefer modularity?

- Do you have inventory management challenges?
- Are you looking for a secure fit and easy installation?
- Would you benefit from modular/flexible components?
- Are you looking for higher ingress protection?

Competitive landscape

Who are the major competitors in the marketplace?

- Siemens® Sirius Act
- Schneider® Harmony
- Georg Schlegel KOMBITAST®-R-JUWEL
- RAFIX 30 FS+
- EAO Baureihe 14

Resources

- Eaton pushbuttons: www.eaton.com/pushbuttons
- M30 pushbuttons: www.eaton.com/M30
- Brochure: BR047004EN
- Sales note: SB047004EN



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