



AIR-FLOW

News, Views & Information for the Industrial Fan Industry
from the MORSE Group of Companies

Spring 2009

Issue 3 Volume 1

Welcome...

One of the advantages our engineering staff enjoy during our working day is the ability to get 'out and about', visiting both customers and suppliers. This enables us to see first hand what is really happening in general industry.

On one of our recent outings, we visited a large chemical producing company who were suffering terribly due to the economic down turn. They were going through a second round of redundancies and the atmosphere was understandably depressing. A few hours later we visited a manufacturing company involved in the agriculture sector. They had recently enjoyed continued growth and were pushing ahead with hiring new apprentices to add to the company's skills base. So how are things going.....?

Our recent experience has been that some of our customers have only been lightly touched by the downturn whereas others have suffered more and are re-assessing their business models. We are certainly not immune and have also revisited our short term strategies making various adjustments relating to the things that we do have control of.

We have taken advantage of this slower period by furthering our staff training, documenting our design & manufacturing procedures, making additions to our website and implementing additional marketing initiatives.

Our new look website is scheduled for completion in October and we trust that it will assist our existing and potential customers in understanding what we do and what we can offer to make their job easier.

As always, we welcome your feedback and any suggestions for future issues.

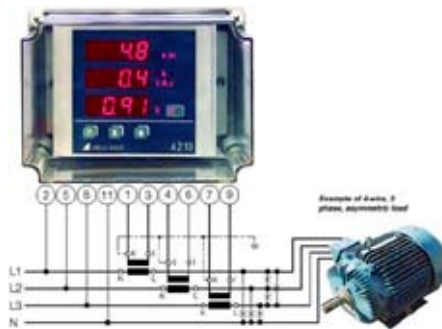
Chris Morse - BTech (Design)
Sales & Marketing Manager

POWERING YOUR FAN...

At Morse Air Systems we are constantly coming across power problems brought to us by our customers. Here are a few of them to show not only the sorts of problems that can arise but what can be done to solve them.

Firstly a quick word about power - in Australia we have a standard 240V single phase, or 415V three phase power, at 50Hz. Other countries however may have something different. For example the USA and Canada all operate on 60Hz. This has an effect on what speed a motor will run at- and if the motor is connected to your fan of course a different fan performance will be affected.

So what can Morse Air Systems do about this and other power problems. Firstly in the case of one customer who had limited power availability, we were able to downsize the motor, optimize the design so as not to overload his switchboard capacity.



Other customers have required some variation in fan performance -Variable Speed Drives (VSD) are a great way to quickly alter your fans performance- and these are readily available, but need to be matched to the motor capacity. For small motors it is possible to use a 240V single phase input to obtain a 240V 3phase output, which for one customer was important as he did not want the expense of bringing in 3phase power. MAS has a close association with several motor companies that can supply VSDs and technical back up if required.

While talking about power, it is worth mentioning that in the case of belt drive fans that pulley sizes can be changed to alter the fan speed, but care must be taken (always consult with the Manufacturer!) that when speeding up a fan that you do not overload the motor. All the above issues highlight the major issue of specifying the required volume and pressure requirements up front, and if there is some doubt to talk to the experienced personnel at Morse Air Systems as we can offer advice or assist with system design - not just fan design.

DID YOU KNOW?...

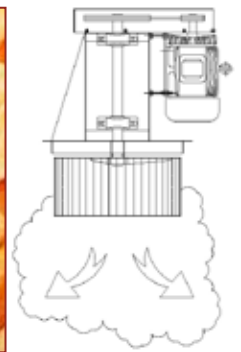
Spare a thought for the air that we breathe

As humans, we breathe normally at approximately 6 litres of air per minute. This equates to about ½ kilogram of air per hour.

Air is used in lots of industrial processes. The following are some examples that we have been involved with.

A customer of ours is mixing, drying, pelletising and bagging chicken manure as fertilizer at the rate of 4 tonnes per hour. Our fan that makes all of this happen provides air at 4m³/sec. This equates to 17 tonnes of air per hour and is driven by a 18 kilowatt motor.

Another application is an agricultural air seeder that plants approximately 5 tonnes per hour of seed and fertilizer. Our fan to do this provides about 3 tonnes of air per hour.



100 Tonnes of air per hour

Then there is the potato chip drying process of 4 tonnes of chips per hour. The dryer has



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MORSE
Low-Noise Fans

4 fans at 6m³/sec each. This equates to 25 tonnes of air per hour for each fan. That's a total of 100 tonnes of air for 4 tonnes of potato chips every hour and driven by 44 kilowatts of power.

Thus, air and fans are important for all sorts of industrial processes.

Morse Air Systems Celebrating 30 years...

In June, Morse Air Systems celebrated 30 years in the industrial air moving industry. We took the opportunity to celebrate this significant milestone with customers, suppliers, past and present employees, family and friends.

A cocktail function was hosted at the Harbour Room, Royal Melbourne Yacht Squadron where guest enjoyed views over St Kilda Harbour and the city. It was great to see so many people who have been part of the Morse Air story sharing their experiences with each other.

Richard Simpson, MD of Furnace Engineering was kind enough to address the function and spoke of his company's association with Morse Air Systems, from a long standing customer point of view. He detailed some of the joint ventures and the shared engineering experiences. Richard went on to explain how here in Australia we are blessed with endless opportunities, no more so than in small business, and how it is up to each and every one of us to make what we can of these.

Certainly much has changed since 1979 when Morse Air Systems was incorporated. Michael Morse, the principal engineer and founding father, highlighted some of these changes in his address. "..... Orders just came in over the fax or a verbal go ahead was enough to act on, whereas of course today there is much more accountability with official procedures often outweighing technical criteria." Certainly the business landscape from then to now is markedly different. Michael said that "..... for all of us the biggest highlight of being in business is the people. Being part of a small business brings you into contact with a wide and diverse range of people which for some lead to lasting relationships."

Michael paid special tribute to Graham

Oates, the pioneer of Markair Components. Graham gave Michael great support in the initial stages of the business and the relationship between the two companies has remained strong.

Michael also acknowledged that much of what he has achieved would no be possible with out the on going support and commitment of Helen Morse, his wife and business partner.

The team at Morse Air Systems are very proud of reaching this milestone but know that the true measure of success is delivering and maintaining a level of service that is recognised as being well above the industry benchmark. Longevity does not guarantee our place in the market – meeting and exceeding customer expectations is one of the factors that does.

We look forward to future significant milestones and accompanying celebrations.

Special thanks to Georgie Honrado, Russells Band, Martcom, RMYS and Food & Desire



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