

**If a switch in your product fails,  
the switch company doesn't get  
blamed.  
You do.**

Every time you use someone else's product in yours, you're putting your company's reputation on the line. Even with something like a switch.

Because the things that are minor components to you could cause major problems for your customers.

For many companies, seeing the MICRO SWITCH name on a component is reason enough for them to use it.

For example, when our engineers design a product, it's with the most suitable, not necessarily the cheapest, materials to accomplish the job.

We actually produce most of what goes into our products. And since we don't rely on outside sources, you can rely on us as your source. In fact, many companies don't even inspect MICRO SWITCH products when they receive them.

All because our people feel

that quality is everybody's responsibility, not just our inspectors'. And the results speak for themselves.

You see, when you buy a MICRO SWITCH product, you're buying more than a component. You're buying a company. A company with capabilities to help solve your

problems. Whether through research and development. Innovation. Availability. Reliability. Or Quality Assurance.

MICRO SWITCH. Consider what it would cost to have anything less.

For more information, write for our Quality Assurance booklet.

MICRO SWITCH, Freeport, Illinois 61032. Or call 815/235-6600. MICRO SWITCH products are available worldwide through Honeywell International.

**MICRO SWITCH**  
**Can you afford anything less?**

CIRCLE 37 FOR DATA

