



James McLendon

is your contact for
the Foods Industry

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James McLendon

THE ANALYZER

Computrac® Division

Your exclusive manufacturer of Moisture/Solids Analyzers

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James' Thoughts

As I continue in my position as your Foods Representative, I am learning something new every day that I would not have necessarily known by working in the lab.

For instance, shipping costs is a major concern in the foods industry. Knowing the amount of moisture in baked goods, lettuce, powders, etc. helps ensure that you are not paying for excess water in your shipments.

It is obviously important to have some amount of water to maintain the correct texture, shelf life, and preservation of the product, but you do not want to have that excess water weighing down those trucks and in turn costing you more than it is worth.

Give me a call if you have any questions, or know of anyone that might be paying too much for their shipments. I would be more than happy to help with that problem!

[Ask James a question](#)

-James McLendon, National Account Representative

Taking a step outside our world, into yours

We all know by now that pretty much every industry, including the foods industry, is making an effort to go green. It seems like every day companies are finding different ways to do so, ranging from very creative ad campaigns to simple day-to-day processes.

One interesting new innovation I have recently come across is the redesigned gallon milk jugs that Wal-Mart, Sam's Club, and Costco now have on their shelves. According to the New York Times article, the new jugs are cheaper to ship and better for the environment, the milk is fresher upon arrival to the stores, and it costs less. Like any change that comes about in a product everyone is familiar with, there have been mixed reactions. Read more about it [here](#).

I believe that more and more people are getting on board with the going green thing, even if it is just the smallest change, such as remembering to recycle or turning off the lights or television when leaving a room. Once people start becoming more open-minded about accepting these changes, which we will probably be seeing more of in the near future, we will realize that it really can improve the quality of our life as a whole if we all just do our little part.

Do you have any interesting stories or pictures about your experiences with

Rick's Corner

Having been employed by AZI for more than 15 years, I began my career here as a set-up technician in our production area where I learned the value of producing high quality instrumentation.

I had a root belief that quality is always better than quantity. This belief has been the cornerstone of my behavior inside and outside of the company. From my continued learning and investment in our products and customers, I found that my knowledge of the instruments was valuable to our customers and began assisting the sales folks. It was through this exposure to our customers that helped me realize that the quality of our instruments and service was a critical component to our customers. The professionals that utilize our equipment are either industry leaders in their fields or professionals that demanded the very best.

I migrated into sales after a few years to assist our customers and provide them with the best equipment on the market. It was easy for me to make the claim that we are the best. Not only do I believe this, but AZI is focused on keeping this true. I found great rewards in promoting great product to great customers. Selling for over 10 years has allowed me the opportunity to hear from many of you that word of mouth and referrals is the most effective way to market a great product and company. As a result of our commitment to our customers, AZI chooses to provide higher level service and relationships with our customers. [Suggestions for AZI eNewsletter](#)
-Rick Ervin, Director of Sales

Need training or field service?

Come visit our manufacturing facility in Tempe, Arizona for in depth

Computrac® training. If you are not able to travel to Arizona Instrument or have a large group to train, Arizona Instrument's trained Field Service Engineers are available to perform on site trainings. Our Field Service Engineers are also available to perform on site repairs and calibrations. Contact our Customer Service Department for more details at 800.528.7411 or [Email Us](#).
-Jeff Castro, Customer Service Representative

Consumable Parts and Extended Warranties

Contact Nancy Thiede for your consumable parts and extended warranties. We stock all parts for our instruments at our facility, so that we can ship out orders within 48 hours

foods that you would like to share? Email us at marketing@azic.com and we will print your story in a future newsletter!
-Joya Nielsen, Marketing Coordinator

New instruments

Arizona Instrument recently announced the release of the next generation of bench top moisture and ash analyzers, the Computrac® MAX® 5000XL.

The MAX® 5000XL advances the state of the art in rapid moisture and ash analysis with a new temperature controlled balance and high temperature lift compensation algorithm that provides users with more stable and accurate measurements.

The new instrument also features a temperature ramp control feature that allows the MAX® 5000XL to be used for qualitative analyses that were previously only possible using a thermogravimetric analyzer (TGA).

It looks identical to the regular MAX®5000, but has some really great new features that will really add to the ease of use.



after the order is placed. If you don't have a part number or you are looking for pricing of a part please contact me and I can help you with that as well.
[Ask Nancy a question](#)

Instruments of interest to you

Find out more on our website links below.



[MAX®2000XL](#)



[MAX® 5000](#)

This newsletter has been specially created to fit your needs in the Foods Industry.



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