



THE SUPERIOR CONTROLLER

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Engineering Outsourcing— A Continuing Trend

Outsourcing. There's plenty of talk about it, and many companies are doing it. This child of "downsizing" appears to be causing the emergence of another trend—straight engineering support services.

Most companies know Superior Controls as a leading systems integrator that supplies turnkey control systems including hardware, panel design and fabrication, software, simulation, electrical installation, and start-up on a project-by-project basis. However, Superior Controls is also responding to the growing need for outsourcing by providing experienced engineering talent on a per diem basis.

Rick Pierro, president of Superior Controls, said, "This represents a major shift from a time when most T&M work came from start-ups, calibration,

and site supervision. On an ever-increasing basis, customers are requesting engineering resources with specific project experience rather than providing a specification for a turnkey project."

Mark LaRoche, director of Engineering at Superior Controls, voiced his thoughts on outsourcing: "More and more, we are being asked to provide 'departmental' engineering services rather than specific 'project' engineering. In this way, our engineers can service multiple projects and switch responsibilities on a week-to-week or day-to-day basis, as our customers' priorities change."

Superior Controls is providing CAD development, panel/electrical design services, PLC, SCADA, C++, and Visual BASIC programming



The Superior Controller is published quarterly by Superior Controls, Inc. of Plaistow, NH—the leading controls system integrator specializing in the design and implementation of industrial automation and information systems.

The purpose of this newsletter is to present project examples to our customers. Your comments are welcome. Write or Fax:

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"More and more, we are being asked to provide 'departmental' engineering services rather than specific 'project' engineering."



Although turnkey projects, like these three PLC/SCADA Extrusion Control Systems, are typical of Superior Controls' main business, the engineering services portion is growing.

services and project management, or any combination thereof.

As a result of downsizing and today's fast-paced world of manufacturing, our customers' schedules and resources are tighter than ever. Superior Controls will continue to hire experienced engineers to meet their growing outstanding needs.

THE PEOPLE WHO ARE SUPERIOR CONTROLS

Superior Controls Welcomes Mike Veksler

Superior Controls is pleased to announce that **Mike Veksler**, a talented electrical engineer with more than 15 years of industrial automation experience, has joined our team. Mike has extensive experience in implementing drives, servos, and PLCs. He has been in the systems integration business for a number of years and recently spent 18 months automating and validating a large pharmaceutical facility. Mike, Irena (his wife), and Sasha (his six-year-old son) enjoy spending their weekends and vacations exploring the lakes and White Mountains of New Hampshire.



Mike Veksler joins the staff at Superior Controls.

We are very pleased that Mike has joined us, and we welcome him to our engineering team.

Sunny Day For Annual Family Picnic



The Superior Controls annual family picnic, held on July 13, once again took place at beautiful Odiorne Point, overlooking the ocean in Rye, New Hampshire. A clown provided entertainment for the children, while the adults played volleyball.

Pharmaceutical Facility Installs Continuous Process System

Superior Controls recently completed the design and installation of an automated, in-line blending system to make cell culture media for a major New York-based pharmaceutical company. The system is a major departure from the traditional batch process method of making cell culture media and enables the user to select specific recipes and quantities to produce the media on an as-needed basis.

Our customer jokes that what they are really making is dietary supplements for cells. The media are used in biopharmaceutical research and other scientific endeavors. They consist of amino acids and vitamins that support the growth of all types of cells.

The system was designed to continuously blend eight separate flows into a WFI (water for injection rated) stream and fill containers with the resultant media on an as-needed basis. The flow ratios were critical to the success of this project and very precise metering pumps and variable speed drives were used for ratio flow control. In addition, pH sensors, UV sensors, flow transmitters, and thermocouples were automatically monitored and controlled to produce each recipe.

Superior Controls provided ten stainless enclosures containing two Allen-Bradley PLCs, a

PanelView, DTAM, and Wonderware Operator Interface running on a WNT-based Pentium PC. Easily selectable and re-configurable recipes were provided on the PC which when initiated would download all set-points to both PLCs. Automatic trending, alarming, and reporting also provide the operator with constant feedback during each run.

Automatic CIP (clean in place) and SIP (steam in place), were pre-programmed into the system to prepare all tanks, valves, and pipes for each run. Superior Controls provided validation documentation including a Factory Acceptance Test, where all of the approximately two-hundred field signals were tested before shipment. In addition, the stainless steel enclosures were connected with custom-made connectors that could easily unscrew for shipping and be attached at the customer facility.

The entire project was successfully implemented in New York and a modem was supplied with the system, so that Superior Controls could continue providing on-line support and enhancements by telephone. The system has enabled our customer to successfully increase their production run and better manage their inventory.

"Our customer jokes that what they are really making is dietary supplements for cells."

Road Race Details

It all started when Mark LaRoche, director of Engineering at Superior Controls, challenged Bert Andrews, president of Holmes Distributors, to compete in the Healthsource Corporate Road Race. Mark was so confident that Superior would beat Holmes that he joked about having "If you can read this, you're probably from Holmes" printed on the back of Team Superior's T-shirts.

Rising to the challenge, Holmes employees prepared with months of training pounding the pavement in anticipation of the big race. In addition, they recruited customer Joe Gaffen of Anheuser-Busch to join their team. When Rick Pierro, president of Superior Controls, found out about this addition to the Holmes team, he countered by persuading Bob Konopacz of Raytheon to join Team Superior. This immediately caused a mad dash by both teams to recruit the fastest customers in New England.

When the big day came, both teams assembled nervously at the starting line. However, Brian Hopkins—one of Superior's best runners—was stuck in traffic on his long drive up from Boston. After parking in a back alley, dashing one-half mile down Elm Street, and joining his teammates less than two minutes before the start of the race, Brian performed as Superior Controls' top runner, setting a personal best record. Brian finished 240th out of 6,500 participants. Congratulations to our "STAR"!

Holmes' top runner, Dick Graves, set an unbelievable time of 17:54. (WOW!) Rumors are already circulating about Superior trying to hire Dick.

Both teams had a fantastic day, and amazingly, with so many first-time runners, everyone finished the race and was able to participate in a celebratory dinner.

Team Superior Wins Road Race Challenge

For the third year in a row, Superior Controls mobilized a corporate running team for the Healthsource Corporate 5K (3.1 miles) Road Race, held August 14 in Manchester, New Hampshire. The results for this year's 12-person team are in.

	TIME	PACE
Brian Hopkins	19:24	6:15
Guillaume Bonnet	21:06	6:48
Andrew Pineo	21:16	6:51
Mark LaRoche	21:17	6:51
Bob Konopacz	22:59	7:24
Ron Pierro	23:26	7:33
Kevin Brownell	23:48	7:40
Rick Pierro	24:38	7:56
Eileen Pierro	27:50	8:58
Norm Bergeron	28:37	9:13
Celeste Ward	28:46	9:16
Donna LaRoche	28:48	9:17

An element of friendly rivalry was added to this year's race when Superior Controls challenged Holmes Distributors of Manchester to participate. After months of good-natured teasing and a few



Team Superior places 29th in Healthsource 5K Race. Shown here after the race with rivals Holmes Distributors.

strategic moves by both teams (such as the recruitment of agile customers), the challenge was finally settled on the pavement.

Superior Controls finished with a total time of 1:46:02 (with a 21:12 average for the top five), and placed 29th out of 124 teams. Holmes was gracious in their defeat, finishing a very respectable 1:50:23 to place 43rd overall—well ahead of a hopeful Rockwell Automation (59th) and a courageous Dunkin' Donuts (123rd) (see details on page 2).