



Practical Instrument Electronics  
**Distributor Reference Guide**

(585) 872-9350

[www.piecal.com](http://www.piecal.com)

82 E. Main Street

Webster, NY 14580

# 1: Getting Started – Quotes and Order

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**Need to Request a Quote?** – The PIE sales team can be reached at 585.872.9350 or [sales@piecal.com](mailto:sales@piecal.com).

**Ready to Place an Order?** – POs can be submitted via email ([sales@piecal.com](mailto:sales@piecal.com)) or fax (585.872.2638). You'll receive a formal order confirmation via email from Cheryl Ross within one business day.

## **Important Information when Ordering:**

- All orders are typically shipped on Fridays, for orders needed more urgently contact Sales.
- Typical lead times are generally 5-10 business days but can vary depending on stock, your expected ship date will be noted on your order confirmation.

# 2: Have Questions? PIE is ready to support you

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For general questions regarding stock & availability, order status, features, etc. Contact:

Sales – [sales@piecal.com](mailto:sales@piecal.com) and 585.872.9350

Technical or Application Questions, Contact:

Paul Breese-Garelick, Applications Engineer – [paulbg@piecal.com](mailto:paulbg@piecal.com), 585.738.2638

# 3: Piecal.com – Resources and Handy Links

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PIE's website is a wealth of reference information and tools, as well as details on new and upcoming products before it's available in print.

Below is a small listing of some of the important information that can be accessed via [www.piecal.com](http://www.piecal.com)

- Description, data sheets, accessories and operating instructions for all calibrator models.
- Comparison/crossover guides to competing calibrators.
- Information on discontinued models

- Demo videos
- Field calibration procedures
- Accessories

## 4: Calibrator Models – Quick Reference

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Model	Category	Description
134	mA	Pocket Sized Milliamp Loop Calibrator
334	mA	Milliamp Loop Calibrator
334Plus	mA	Milliamp Loop Diagnostic Calibrator
434	mA	Milliamp Diagnostic Loop Calibrator
532	mA/V	Voltage and mA Loop Diagnostic Loop Calibrator
535	mA/V	Voltage and 4-20/10-50 mA Loop Calibrator
235	V, pH	Voltage Calibrator
520B	TC	Single Type Thermocouple Source
521B	TC	14 Type Thermocouple Source
322	TC	JKTE Automated Thermocouple Calibrator
422	TC	14 Type Automated Thermocouple Calibrator
422Plus	TC/mA	Diagnostic Thermocouple and mA Calibrator
510B	RTD	Single Type RTD Source
511B	RTD	10 Type RTD Source
211	RTD	Automated RTD Calibrator
311	RTD	Automated RTD Calibrator
311Plus	RTD/mA	Diagnostic RTD and mA Calibrator
541	Hz	Frequency/Totalizer Calibrator
525B	TC/RTD	Automated Thermocouple and RTD Calibrator
820	mA, V, Hz, TC, RTD, $\Omega$	Process Calibrator
820Elite	mA, V, Hz, TC, RTD, $\Omega$ , pH (sim), Pressure (read)	Multifunction Diagnostic Process Calibrator
830	mA, V, Hz, TC, RTD, $\Omega$ , pH (sim), Pressure (read)	Diagnostic Process Calibrator
850	mA (4-20/10-50), V, RTD, $\Omega$ , TC, RTD, pH (sim), Pressure (read)	Multifunction 10-50 mA Diagnostic Calibrator
820PM	mA, V, Hz, TC, RTD, $\Omega$	Panel Mount Process Calibrator
830PM	mA, V, Hz, TC, RTD, pH (sim), Pressure (read)	Panel Mount Diagnostic Process Calibrator

## 5: The PIE Advantage

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**Customers are looking for calibrators that are TECHNICIAN FRIENDLY. PIE calibrators are small, easy to use and are designed with many VALUE ADDED features the competition does not have.**

- The team has 75+ years of design and technical experience. Our President was the Technical Director of Engineering for Altek Industries before he started designing a new generation of calibrators for PIE.
- The EZ-DIAL, double click menu, makes the calibrator faster & easier to set up than complex button filled interfaces used by other companies. As easy as using your cell phone!
- PIE designs with high reliability components and rugged mechanical parts to deliver you a robust, reliable tool. 3 year warranty and free NIST Traceable Calibration Certificate sent with each unit.

**VALUE ADDED features found only in PIE calibrators include:**

- Technicians can locate moisture & corrosion in loop wiring using patented “Leakage Detection” technology found in our “Plus” line of mA and multifunction calibrators.
- Check all loop parameters at once using a PIE 830 with PIE’s patented “LoopScope” which simultaneously displays current, voltage and resistance of a live loop. This can identify power supplies and loops with too many loads, shorted devices, etc.
- Our RTD calibrators include our patented auto detection of 2, 3 or 4 wire RTDs which helps trouble shoot sensor connections and broken wires. Icons on the LCD will indicate which of the 4 wires is connected to an RTD sensor and an error message will be displayed for missing connections.
- Pick up a PIE 422, 422Plus or 525B Thermocouple calibrator and you hold the highest accuracy and most stable handheld thermocouple calibrator available.

## 6: Benefits to Becoming a PIE Distributor Partner

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- **Reach new customers via Piecal.com** – PIE will list your company’s contact information on our website to be accessible to local leads via our Find a Rep feature.
- **Training** – PIE offers training on a variety of topics and formats: sales training or technical training based on your team’s needs. Training is available via webinar or in person depending on scheduling.
- **Joint Sales Calls** – Need in-person sales support? The PIE sales team is available to do customer site visits, demos, lunch and learns, tradeshow, etc.
- **Distributor Partner Pricing** – Distributor pricing is structured based on volume and can be adjusted as time passes and business grown:
  - **Calibrator Pricing (exceptions – 541, etc.)**
  - **Accessory Pricing**
  - **Calibration & Repair Pricing**
  - **Stocking orders/Demo Equipment Pricing**
- **AWARDS Program** – The PIE AWARDS program is a loyalty program that provides free calibrators to distributors purchasing PIE calibrators on a monthly basis. Interested in signing up? Contact our Sales Team.

## 7: The New Distributor On-Boarding Process

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The process to becoming a PIE Distributor consists of the following steps:

- **Distributor Agreement** – Review and Sign
- **Company Contact Info Loaded on Piecal.com**
- **Marketing Info** – PIE will ship a package of catalogs, as well as a thumb drive with all the marketing info and artwork needed to get PIE loaded on your website, and create custom promotional materials.
- **Stocking Order** – PIE recommends that distributors maintain at least a small amount of stock to meet demand for immediate delivery, and for demo purposes. We find that the PIE calibrators make the best impression in person.
- **Web Training** – sales training and product training
- **Hands on Training**
- **Sales Team Introduction to PIE** – we’d love our sales people to meet yours, and to maintain open lines of communication. We are here to support you!

