# +++ Press release+++

**Cube Encoders from POSITAL: Updating an Industry Favorite**

**Hamilton, New Jersey, July 2019** – Cube encoders – incremental rotary encoders with a cube-shaped housing – have been popular with machine builders since the 1960’s, largely because these devices are easy to install without special mounts or brackets. Now POSITAL has updated this old favourite with new features and capabilities that will keep this design relevant for years to come.

POSITAL cube encoders are built around the company’s versatile magnetic measurement platform. The measurement module inside the cube provides high levels of accuracy and dynamic response in a rugged package that is tolerant of shock and vibration loading, dust and moisture. Best of all, these measurement modules are programmable. Resolution (number of pulses per revolution) can be set anywhere from one to 16,384 pulses per revolution (PPR) by simply updating the devices’ software, with no changes to mechanical components. Similarly, pulse direction and the output driver – either Push-Pull (HTL), RS422 (TTL) or Open Collector (NPN) – are defined through software. Device programmability is especially significant for distributors, system integrators or machine builders since it helps them control inventories. With programmable devices, they can hold a relatively small stock of ‘standard’ models and set them up for specific applications on an as-needed basis. When restock is necessary, POSITAL’s international production system can deliver product anywhere in the world in a matter of days at highly competitive prices. Minimum order quantity? One!

POSITAL’s cube encoders are designed to be used as drop-in replacements for traditional cube designs, with identical mechanical dimensions and interfaces. This makes them a cost-effective replacement for older units that have failed or become unreliable. They are also a versatile choice for new machines, retaining the easy-to-install characteristics of the original design, while introducing up-to-date levels of performance and durability.

**About FRABA**

The FRABA Group is headquartered in Heerlen/The Netherlands. Its history dates back to 1918, when the company’s predecessor, **Fr**anz **Ba**umgartner Elektrische Apparate GmbH, was established in Cologne, Germany to manufacture relays. Since then, the company has played a trendsetting role in the development of industrial sensor products for motion control and safety sensors for industrial doors and other moving equipment. FRABA has a global reach with subsidiaries in Europe, North America and Asia – and sales and distribution partners around the world.

###### **Further Information**

|  |  |
| --- | --- |
| Madison ThompsonFRABA Inc. – Marketing1800 East State Street, Suite 148Hamilton, NJ 08609, USAPhone: 609-750-8705madison.thompson@fraba.comwww.fraba.com |  James TulkPR Toolbox126 Neville Park Blvd.Toronto, Ontario, Canada, M4E 3P8Phone: 416-368-6636Mobile: 416-320-9812 jtulk@pr-toolbox.com |

**Visual (see attachment):**

Press photo: Cube Encoders for the 21st Century

File: P\_991.jpg