

Quick Start Sheet

V15 Electromechanical Basic Switch

NEW PRODUCT LAUNCH – NORTH AMERICA/EMEA



NOT FOR CUSTOMER USE



[Find the V15 on Sensing and Control's web site](#)

INTRODUCTION

Honeywell introduces the V15 basic switch – a standard electromechanical switch designed for reliability at a great value. This switch is often ideal for “low-cost-of-failure” – *where the cost to replace the switch or to service any failure related to the switch is minimal*. The V-15 is designed for applications requiring $\geq 100g$ of operating force and electrical ratings ranging from 16A to 22A. Available with a wide variety of actuators, electrical ratings, and circuitry options, the V15 is often suitable for mechanical control of electrical circuits.

STRATEGIC PORTFOLIO ANALYSIS

The V15 is an expansion of the V-switch product line, and is positioned as the “standard” product against our “premium” V7, V3 and V5 series. *The V15 does not replace V7*. It is designed for higher operating force than the premium line, in potential “low-cost-of-failure” applications. The V15 is often ideal for customers demanding a price competitive switch backed by the Honeywell brand. This new product is available to existing and new customers through both distribution and direct sales. Customer qualification by Product Manager is required.

POTENTIAL APPLICATIONS

V15 is most appropriate for higher operating force with “low cost of failure” applications including: appliances, gaming, vending machines, water heaters, industrial controls and door interlocks.

FEATURE/BENEFIT ANALYSIS

- Compatible with many applications due to the switches design flexibility, broad range of electrical loads, and actuators
- Accepts insulated connections, most quick connect openings
- Reliability, repeatability within range of conditions

COMPETITIVE OVERVIEW

	STRENGTHS	WEAKNESSES
Honeywell V-Basic Standard product line (V15xxx)	<ul style="list-style-type: none"> • Extensive geographic sales coverage • Strong brand recognition • Global customer support • Price-Performance value • 8 week lead time ex-HK • Push-in terminal option 	<ul style="list-style-type: none"> • Limited customization

	STRENGTHS	WEAKNESSES
Honeywell V-Basic Premium product line (V7xxx, V3xxx, V5xxx)	<ul style="list-style-type: none"> • Highest repeatability, reliability Customized engineered solutions • 4 week lead time • Strong brand recognition • Global customer support • Higher value proposition 	<ul style="list-style-type: none"> • May be over-specified for certain applications
Competitive product lines <i>Competitors include:</i> Toneluck (AP), Crouzet (EMEA), Donfond (AP), Saia-Burgess (EMEA), Yamatake (AP), Omron (AP), Cherry (AP)	<ul style="list-style-type: none"> • Price • Price-Performance value • Strong brand recognition locally 	<ul style="list-style-type: none"> • Limited US or EMEA-based customer support • Lower electrical life • May not pass adhesive construction global standards

POTENTIAL SELLING CYCLE

- Four months to allow for design-in or customer testing time

When selling to new customers:

- Must meet operating specs
- Must meet “low cost of failure” analysis
- Must be identified as an NBO as part of the AD-NBO reviews
- Potential for a multi-year contractual agreement

If selling to a current Honeywell V5/V7 customer:

- Must meet operating specs
- Must meet “low cost of failure” analysis
- Must be identified as a competitive threat situation
- Potential for a multi-year contractual agreement

TRAINING AND OTHER MATERIALS

- Product sheet
- “V15 Introduction” PowerPoint training
- Cost of Failure Calculator
- V-Basics *Standard vs. Premium* Decision Tree
- Nomenclature tree
- Press release

SAMPLES

Samples may be ordered by contacting [Product Manager](#).


INVENTORY AVAILABLE

1 September 2007. High runner product listings are noted on product data sheet. This product will not be stocked in North America or EMEA. All orders are quoted FOB-HK, with 8 weeks standard lead times, ex-HK. (*Note that premium products ship within 4 weeks.*)

V-Basic Standard (V15) Switch

WARNING

IF USED IN APPLICATIONS CONCERNING HUMAN SAFETY

- Only use NC direct opening (“positive opening”/“positive break”) contacts, identified by the symbol .
- Do NOT use flexible/adjustable actuators. Only use actuators designed for safety applications.
- Do NOT defeat, tamper, remove, or bypass this switch.
- Hazardous voltage, disconnect power before servicing.
- Strictly adhere to all installation and maintenance instructions
- Consult with local safety agencies and their requirements when designing a machine-control link, interface, and all control elements that affect safety.

Failure to comply with these instructions could result in death or serious injury.

WARNING

MISUSE OF DOCUMENTATION

- The information presented in this product sheet is for reference only. Do not use this document as a product installation guide.
- Complete installation, operation, and maintenance information is provided in the instructions supplied with each product.

Failure to comply with these instructions could result in death or serious injury.

<ADD PERSONAL INJURY WARNING>

WARRANTY/REMEDY

Honeywell warrants goods of its manufacture as being free of defective materials and faulty workmanship. Honeywell's standard product warranty applies unless agreed to otherwise by Honeywell in writing; please refer to your order acknowledgement or consult your local sales office for specific warranty details. If warranted goods are returned to Honeywell during the period of coverage, Honeywell will repair or replace, at its option, without charge those items it finds defective. **The foregoing is buyer's sole remedy and is in lieu of all other warranties, expressed or implied, including those of merchantability and fitness for a particular purpose. In no event shall Honeywell be liable for consequential, special, or indirect damages.**

While we provide application assistance personally, through our literature and the Honeywell web site, it is up to the customer to determine the suitability of the product in the application.

Specifications may change without notice. The information we supply is believed to be accurate and reliable as of this printing. However, we assume no responsibility for its use.

SALES AND SERVICE

Honeywell serves its customers through a worldwide network of sales offices, representatives and distributors. For application assistance, current specifications, pricing or name of the nearest Authorized Distributor, contact your local sales office or:

E-mail: info.sc@honeywell.com

Internet: www.honeywell.com/sensing

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