



## Hot News

### SEMTRONICS Now Available through ESD Systems.com

Now ESD Systems.com will be stocking Semtronics Wrist Straps, Footwear Testers, Foot Straps, Ionizers, and Monitors which can be purchased online at [www.esdsystems.com](http://www.esdsystems.com). ESD Systems.com is the largest distributor of ESD protective products in the world.



## Hot Deals

Get \$50.00 Off Your On-Line Order

That's right, get \$50.00 off your on-line order. Register on-line, then place an online order of \$500 or more and deduct \$50.00. Note Code E1215 on your order to receive the \$50.00 off.



For complete details, click [HERE](#).

**Act by January 19th. Must note code E1215**

### Special Offer - ACT BY JANUARY 6TH

**WONDERFUL WINTER VALUES!**

If you are searching for a perfect Christmas gift, you've come to the right place. Take a look at our drastically reduced items.



For complete information, click [HERE](#)

## New Product

### New Label for Equipment that Contains ESDS



The new 06077 label is used to identify equipment that when opened has ESD sensitive (ESDS) items that are susceptible to ESD damage. The symbol shall be located on the exterior surface of the equipment and readily visible to personnel prior to gaining access to ESDS parts and assemblies within the equipment.

Click [HERE](#) for more information

**Buy Now**

### Discounted OVERSTOCK ITEMS

While Supplies Last, up to **50% off!**



## Dr. Zap

### ESD Floors: Understanding the Hidden Costs

Understanding the Types of Flooring Available Can Help Avoid Unnecessary Costs

By: David Long\*

In selecting a flooring material to address electrostatic discharge (ESD), most buyers consider price among their key concerns. For ESD floors, the cost of the materials varies considerably, with relatively inexpensive ESD vinyl at the low end of the spectrum, and nitrile rubbers, which can run up to five or six dollars per square foot installed, at the high end.



A cost matrix comparing the materials in question (taking into consideration ESD properties and other key interests) would seem to be a simple way to differentiate the products and work through this maze of price variation. And it is, if the matrix takes into account more than simply the material and average installation costs. That is, if the matrix also looks at the total cost of ownership of the floor.



Typically, buyers who are uninformed or use misleading information as a basis for comparison do not understand long-term costs of ESD floors. Sometimes the cost of ownership just isn't as urgent a concern as other issues at hand. Yet, over time, a number of factors add to the cost. Unexpected costs associated with installation, along with routine maintenance of the floor, can drive expenses to the point where the initial material cost becomes almost irrelevant.



To learn more about ESD Floors, click [HERE](#)

\*Printed with permission

**Would you like to sign in? Don't have an account?**  
[Create Account Now](#)

**TECH SUPPORT:**  
[Click here for Tech Support](#)

**ORDERS:**  
[Place orders on-line 24/7](#)

-or-

**FAX YOUR ORDERS:**  
800-805-5665  
508-480-0257 (International)

**TELEPHONE:**  
508-485-7390

**ASK AN ESD QUESTION:**  
[Click here to ask a technical question](#)

**CUSTOMER SERVICE & SALES QUESTIONS:**  
[Click here to ask a sales or service question](#)

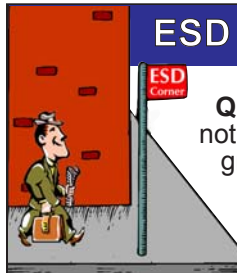
**YOUR PERSONAL INSIDE SALES REP:**  
<http://www.esdsystems.com/contacts.asp>

**WEB:** <http://www.esdsystems.com/>

**Change of eMail address:**  
eMail "[service@esdsystems.com](mailto:service@esdsystems.com)" with both your old and new eMail addresses.

**Need your own copy? Want to subscribe to this Newsletter?**  
All you or your colleague(s) need to do is simply fill out the subscription form at  
<http://www.esdsystems.com/forms/esdmail.asp>

**Want to remove yourself from this eMail list:**  
Go to [Newsletter Unsubscribe](#) and type in your eMail address under the unsubscribe field.



**Q:1170** Where does it say not to use ESD personal grounding items when working around voltage of 250 Volts or higher?

[see ANSWER 1170](#)

**Q:1171** Is a Combo Tester limited to testing Wrist Straps and Foot Grounders, or can it test ESD smocks?

[see ANSWER 1171](#)

**Q:1172** If a company is changing circuit boards from Thru Hole Technology to Surface Mount Technology (SMT) would they expect to have increased ESD susceptibility?

[see ANSWER 1172](#)

**Q:1173** Are ESD Smocks required by ANSI/ESD S20.20?

[see ANSWER 1173](#)

**Q:1174** ANSI ESD 20.20 element 6.2.6.2 states that battery powered and pneumatic hand tools while being held should have a resistance to ground of less than  $1 \times 10^{12}$  ohms. Do you have an instrument that performs this check. If so, please send me this information.

[see ANSWER 1174](#)

[Find more ESD Q&As here](#)

**Earn FREE ESD Items**  
[Click here for more information](#)

ESD Systems.com customers may now earn "ESD Points" towards Free ESD Control equipment. The new ESD Rewards Program rewards customers with "ESD Points" that can be redeemed for ESD Control equipment including ionizers, testers, workstation monitors, meters, and so much more.

**Certification Information**

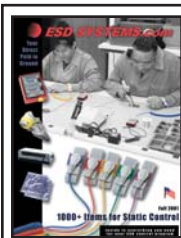


 **ESD SYSTEMS.com Training**

**Tech Briefs with Complete Installation and Maintenance Instructions are Available Online**

Product document support includes a technical brief, drawing or bulletin. These are referenced within our [on-line catalog](#) as well as listed in our [web site](#).

*Click picture to view tech documents.*



**Do you need your own printed copy of our ESD Systems.com Static Control Product Catalog?**

[Click here to request your own copy](#)

or

[Click here to go directly into our on-line eCatalog](#)

This is a free monthly eNewsletter, which specializes on issues in electrostatic control in the semiconductor/electronics workplace and is best viewed while connected to the Internet.

Let us know what you think. Tell us what you would like to see in future issues. You are invited to contribute articles or other related information to our Newsletter. If you have any comments, suggestions or feedback about this eNewsletter, please send them directly to the [editor@esdsystems.com](mailto:editor@esdsystems.com), Thanks.