

Sema_{Ltd.}

Newsletter. January 2014

Hi , my name is Maurice. Coates. and Sema Ltd., is my company. In April 2013 I resigned from my position as Technical Services Manager at John Brooks Ltd., and established Sema Ltd., with the aim of producing Top Quality, yet reasonably priced, variable speed equipment for the Dairy and Water Industries.

I sold my first Milk Pump Controller in July 2013 and, happily, haven't looked back since. My product range now includes milk pump controllers in both single and three phase and water pump controllers in single and three phase up to 2.2kw and in three phase up to 7.5kw If you would like more details on my products please visit my website www.sema.co.nz

Right at the top of the list of things that I am most proud of is that we now make our own analogue float level probes and Glands ***In house*** right here in Pukekohe. I believe that we are the only manufacturer of these in the Southern Hemisphere and, to top it off, I believe that we have the only probe of its type where the float is **reversible!** To see a video which features me explaining the benefits of my New Zealand made float level probe and gland click [here](#).

I also know that a lot of Dealers like to make their own Milk Pump Controllers and I'm more than happy to sell the float level probe separately for that purpose. I think that you will be surprised at how reasonably priced it is! Just as a thought though, I do believe that you can buy a complete Milk Pump Controller with Gland, conceivable bell and whistle from me for about the same cost as making one yourself..... Makes you think!



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I'd like to take this opportunity to sincerely thank all of my existing customers, without your help I wouldn't have a successful business and it's only thanks to your support that I've been able to re-invest in the development of the Water Pump Controller and the NZ made Float level probe.

If you are not an existing customer and would like prices on my product please click [here](#) to download an account application form. Once your completed form has been received and accepted I will send you a full price list.

Finally, on the next page is a list of innovations and developments which are either actively in progress now or at the top of the list for development early this year.

Developments Currently in Progress

- ◆ **Froth Fighter Software.** A special mode which will be available in the controllers software to inhibit froth build up in the can while still keeping the speed of the pump as low as is practicable. This is nearing the field test stage.
- ◆ **Multi Purpose Controllers.** A 2.2kw controller will be capable of being either a milk or water pump controller depending on which is selected during initial setup. Likewise controllers above 2.2kw will be capable of being configured as either a water or vacuum pump controller. The intention of this is to enable dealers to stock one unit which can perform either function. No work has been done on this as yet.
- ◆ **Vacuum Pump Controllers up to 22kw** Software is in the process of being written for these.
- ◆ **Emergency Milk Pump Controller.** A controller is being designed, with quick connect cabling and software which will make setup very quick and simple, to act as an emergency milk pump controller in the event of a sheds (parlours) existing controller failing unexpectedly. The controller will be mounted in a convenient carry frame and will have suitably sized hooks to allow it to be hung from the pipework in a shed. Some work has been done on the software for this and drawings for the carry frame are in progress.
- ◆ **Alternative Float Level Probe Configurations.** I am designing a variety of different circuit boards to enable my float level probes to have the functionality of the float level probes used by all other manufacturers.
- ◆ **Waikato type Float Level Probe Gland.** This is in progress now. It will have the same dimensions as the Waikato unit but will use Nitrile rubber sealing washers. It will be sold as an alternative to my standard gland.
- ◆ **Make Wash Mode on MPC fully programmable for Speed and Milk Level.** In progress now.
- ◆ **Make relay on WPC programmable.** In progress now.

The majority of these developments have been suggested by customers. If you have any suggestions regarding software modifications or new products please share them with me and I will be only too happy to add them to the development list.

If you have any questions, comments or suggestions please contact me using the contact information below:-

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