

# iX Operator Panel Branding Options

A key part of Beijer Electronics' business is providing HMIs to original equipment manufacturers (OEMs). Beijer's standard TxA, TxB and TxC panels come with Beijer's logo on the front. We recognize that many OEMs would like no logo or their own unique logo on the front of the HMI. The following are the branding options Beijer offers that enable OEMs to build and enhance their brand and product image.



Beijer-branded iX Panels <sup>1</sup>	Non-branded iX Panels	Custom-branded iX Panels
iX T4A	iX T4A-OEM	iX T4A-yourname
iX T7A	iX T7A-OEM	iX T7A-yourname
iX T10A	iX T10A-OEM	iX T10A-yourname
iX T7B	iX T7B-OEM	iX T7B-yourname
iX T12B	iX T12B-OEM	iX T12B-yourname
iX T15B	iX T15B-OEM	iX T15B-yourname
iX T12C-C1	iX T12C-C1-OEM	iX T12C-C1-yourname
iX T12C-C3	iX T12C-C3-OEM	iX T12C-C3-yourname
iX T15C-C9	iX T15C-C9-OEM	iX T15C-C9-yourname
iX T15C-C12	iX T15C-C12-OEM	iX T15C-C12-yourname
iX T21C-C15	iX T21C-C15-OEM	iX T21C-C15-yourname
iX T21C-C18	iX T21C-C18-OEM	iX T21C-C18-yourname

<sup>1</sup> Model Naming Guidelines (TxABC):

T = terminal

4, 7, 10, 12, 15, 21 = are diagonal display measurements in inches

A = basic iX HMI, B = high performance and added functionality iX HMI, C = panel PC HMI with Windows® 7

## Lead-Times

Most Beijer-branded HMIs are in stock in Beijer's distribution centers; e.g., Salt Lake City, Utah, USA. The non-branded and custom-branded models are non-stock items. Without a forecast from the OEM, they have a 12-14 weeks lead-time. However, if they are forecasted through your Beijer sales rep, these models can be inventoried in Beijer's local distribution center.

## Minimum Order Quantities

- Standard Beijer-branded iX Panels MOQ – 0 units
- Non-branded TxA and TxB panels MOQ – 10 units
- Non-branded TxC panels MOQ – 5 units
- Custom-branded TxX minimum annual volume commitment – 100 units

## Cost Differences

The bulk of Beijer's HMIs sold come with Beijer's logo. These have the best prices. For non-branded TxABC panels, there is an additional charge per item. For custom-branded HMIs, there is an up-front set-up fee plus an additional charge per item.

Contact Beijer Electronics at 801-466-8770 if you have any questions or would like pricing options.



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