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Partial Emerson Electric Co. 87th Annual Report

Emerson Electric

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research, development and engineering expenditures on high technical or market-risk opportunities at the divisional level. To date, the Company has undertaken eight such projects. In addition, the Company has identified twelve new strategic investment projects expected to be developed during 1978. These projects cover a broad range of products and markets, including such areas as a detector using dramatically new technology in smoke sensing, development of new devices for motor protection and thermostat control, and the introduction of microprocessor controls in several areas.

During 1977 the Corporation strengthened its planning and technology function by adding a new Vice President, Corporate Technology, and increasing market planning support in new product planning.

The Corporation will continue to concentrate its research, development and engineering efforts at the divisional level to exploit the diverse technological base of the Company.

In addition, the Corporation will continue to investigate and develop new areas of technology not related to existing businesses. This is being achieved both through internal corporate strategic planning activities and through the Company's venture capital operations, which currently have interest in such broad areas as telecommunications, instrumentation and medical electronics.

Through this unique blend of internal development activities in broadly based technologies, venture capital and selected technological acquisitions, the Corporation generates a continuing stream of new product ideas and programs which will contribute to meeting the Company's objectives.
Over the past three years, several major studies have been conducted on the subject of energy and its impact on the Company. These analyses show that both conservation and the shift in energy sources predicted for the future will favorably impact Emerson.

Energy conservation is forecasted to result in increased demand for motors and drive systems with higher operating efficiencies. This change in market demand will apply to both fractional and integral motor products of Emerson. Management does not believe that major technical breakthroughs will be required to supply higher efficiency motors to the marketplace, but products will cost more to produce and have a higher value added.

In response to strict requirements for conservation of natural gas, the White-Rodgers Division has developed a family of improved controls that eliminate the standing pilot on appliances, residential and commercial heating equipment. A measure of the public’s consciousness to energy savings is the success of the Comfort Set Thermostat introduced last year, which has greatly exceeded initial sales expectations.

The heat pump, a type of heating and cooling equipment, is experiencing very rapid market acceptance. Emerson has a leadership position in the industry as a supplier of the latest generation of components to the heat pump manufacturers.

A number of Emerson’s products are well situated to experience increased demand from industrial energy conservation.

A broad line of products and components for improved process efficiency is provided by the Rosemount, Brooks Instrument, Doric and Wiegand Divisions for the general industrial process markets. In process heating, the Wiegand Division is the leading supplier in its industry. In addition, Rosemount provides various sensing and instrumentation products to electric power generation plants.

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