

## Press Release



### **NovaTorque's New Ultra-Efficient 600 RPM PremiumPlus+<sup>®</sup> Motor Ideal for Low Speed Direct Drive Applications**

**Fremont, CA** — NovaTorque, Inc. ([www.novatorque.com](http://www.novatorque.com)) has introduced 600 RPM versions of its PremiumPlus+<sup>®</sup> Electronically Commutated Permanent Magnet (ECPM) Motors. The new 600 RPM versions are currently available from 0.75 HP to 3 HP, with 5HP and 7.5HP models coming soon. These versions are particularly well suited for directly driving larger diameter fans at low speeds, enabling the elimination of the costs, maintenance, and efficiency losses associated with belts and pulleys.

The 600 RPM motor is exceptionally energy efficient – reducing motor losses (wasted energy) by as much as 50%. Overall energy usage is reduced by 4% to 20%, depending on operating speeds, with the largest percentage savings at partial rated speed. Additionally, these models have significantly lower current requirements (FLA) than AC induction motor alternatives, often reducing the costs of the associated variable frequency drives and auxiliary electrical components.

NovaTorque's patented geometry allows for the use of readily available, low cost, ferrite (versus rare earth) magnets. NovaTorque motor pricing is more comparable to induction motors than to conventional permanent magnet motors – delivering rapid payback via reduced energy bills.

NovaTorque motors are produced in standard NEMA frame sizes for easy substitution.

#### **ABOUT NOVATORQUE, INC.**

Based in Fremont, CA, NovaTorque is a producer of electronically commutated permanent magnet electric motors. The Company is dedicated to delivering the superior energy efficiency of permanent magnet motors at price points more comparable to the common AC induction motor. NovaTorque accomplishes this through an innovative flux-focusing design that allows for the use of ferrite rather than rare-earth magnets. The Company is an active member of the Air Movement and Control Association (AMCA) and National Electrical Manufacturers Association (NEMA).

For more information visit [www.novatorque.com](http://www.novatorque.com), call 510-933-2700, or email [info@novatorque.com](mailto:info@novatorque.com).