

# GLOBALCIRCUIT

A PUBLICATION OF THE WORLDWIDE IMELCO NETWORK

DEDICATED TO THE MEN AND WOMEN THAT ARE SERVING THE NEEDS OF THE ELECTRICAL CONSTRUCTION PROFESSIONAL ALL OVER THE WORLD

2018 ISSUE 7

**MARKETING**  
FIRST E-LEARNING  
PLATFORM IN RUSSIA

**OPPORTUNITIES**  
LATEST INNOVATIONS  
FOR SMART LIVING

**NETWORKING**  
A GATHERING OF THE INDUSTRY  
LIGHT + BUILDING 2018

**BUSINESS**

**LOGISTICS  
TRENDS IN  
ELECTRICAL  
DISTRIBUTION**

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Global Circuit would love to **picture your organisation in the next issue.**

If you are interested or wish to contribute to the editorial content of the Global Circuit's next issue, please contact:

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# INSIGHTS INTO THE IMMEDIATE FUTURE OF LOGISTICS

## NEW TECHNOLOGIES ARE SET TO SIGNIFICANTLY ALTER AND DISRUPT THE SECTOR OVER THE NEXT FEW YEARS.

Smartphone apps and GPS technology have already removed the boundaries between factories and roads, and sophisticated tracking software is making it easier and faster to deliver shipments, manage schedules, monitor cargo, plan routes and avoid delays, all in real time.

- Pure logistic companies are having a hard time. In addition, freight traffic is steadily increasing.
- a growing number of trucking companies increasingly use apps and services introduced by companies like Amazon Flex or Uber Rush and set new standards in the industry.
- the boom of the online sales has changed customer behaviour in the sense that the customer of today is used to free delivery and return of goods. Fast reaction and high reliability of delivery are considered as a matter of course.

- to remain competitive and sustainable, companies have to revolutionize their warehouse and logistics operations. More and more, robot stock pickers replace human hands.
- in an unstructured environment, where a robot cannot completely replace the human yet, wearable digital systems provide support to warehousemen to discern the best route to specific items, significantly reducing travel time by more efficient path planning...

How does electrical distribution react to these developments? In this issue, we invite you to view some examples.



**Elena Reignier**

IMELCO Managing Director

# RAEC UNIVERSITY

## E-LEARNING PLATFORM

### KNOWLEDGE AS AN INSTRUMENT FOR INDUSTRY TRANSFORMATION

**RAEC University is a project of the Russian Association of electrotechnical companies, a platform focusing on independent distance learning for employees of RAEC's member companies, a digital educational environment with its own unique content.**

#### **WHAT ABOUT UNIQUE KNOWLEDGE AND TRADE SECRETS? THE IMPOSSIBLE IS POSSIBLE!**

For the first time, 12 independent distributors of electrical products confirmed this thesis within the entire industry in 2012, when the Russian Association of electro-technical companies (RAEC) was established. In 2017, the companies once again confirmed the Association's principle of power through cooperation by establishing the RAEC University.

Can companies share a unique expertise in training employees? Yes, they can. Can HR professionals from different companies join together to create common educational content? Yes, they can.

The construction of such educational and information space is not a fairy tale, but quite a true story of the Russian electrotechnical market.

RAEC companies were able to open their doors to intellectual resources, experience and ideas,

to unite and build something new. RAEC University is a vivid example of synergy that is unique for the Russian market. Companies share their knowledge and know-how, but do not lose their independence and stay profitable.

#### **TEAM**

Companies with a well-developed trade network and high employment face with the need for the creation of a unified automated system for distance training of its employees. All RAEC members have had such requirements.

#### **Ekaterina Izraylit,** *Head of RAEC University:*

*"If you look at all the processes occurring in the company, the training performs the function of maintenance, but education itself is an entry point for changing the environment.*

*Two statements most accurately characterize our University and the purposes of its creation.*

**1. knowledge in itself does not**

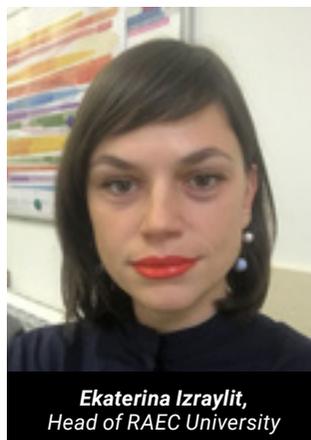
*lead to the necessary result, just like actions which are not supported by knowledge. Knowledge combined with action will help to achieve the goal.*

**2. look for the assistance of professionals and act, then it will lead to the goal.**

*RAEC University is the first professional community of professionals in the Russian electro-technical market. Knowledge and action are the key elements of the project. The University creates an environment for experts, who are ready to change education in the industry."*

The team of RAEC consists of 13 experts, employees of Association's companies-members, different cities, different time zones, 1 project and a common goal.

Methodical Councils on product lines are responsible for the creation of a unique educational content, development of requirements and standards of training.



**Ekaterina Izraylit,**  
*Head of RAEC University*

#### **ABOUT THE PROJECT:**

**Start date:** May 2017

**Official opening:** September 2017

**Number of participating companies:** 12

**Team:** 13 people

**Students:** 7000 company employees

**Objectives:** improving the quality of training and professional level of specialists in the electrical industry, certification

**Website:** [univer.raec.su](http://univer.raec.su)



**FEEL THE POWER.  
7 PILLARS OF THE UNIVERSITY**

**1. High standards**

RAEC University is an instrument for changing standards in the industry and increasing of professional requirements for the employee. Without such processes it is impossible for the organization to develop, to lead and to have commercial success. A static company with static staff has no future.

**2. Uniqueness.**

RAEC University is a project that has no analogue in the Russian electrical market.

**3. Quality of content.**

Creation of each course is a multi-level process with a multi-stage evaluation system. Approval and entry into the training program take place after the verification standards compliance, tests, collecting feedback and obtaining positive statistics. Quality content is interesting for the employees, which affects the level of knowledge and, in consequence, sales.

**4. Analytics.**

The automated analytical module of the University's platform gives a multi-factor assessment of quantitative and qualitative indicators of each course.

**5. Methodologies**

Each product of the University is a union of the best experience and knowledge of the industry, union of suppliers and members of RAEC. And also this is something going beyond common practices of organizations and the market. Companies from other sectors, and recognized authorities in the e-learning field can be a source of inspiration.

**6. Digital basis**

The use of digital technologies is not a tribute to the current trend, but an objective necessity for companies where employees are dispersed across 130 cities across Russia. In addition, it is the optimization of financial, human and time resources. The digital platform of the University provides a flexible learning structure that allows employees to develop industry competencies 24/7 in a comfortable environment and convenient time.

**7. Creativity**

Making courses is always a creative process based on the concepts of efficiency, adaptability, aesthetics and fascination.

**AN OPEN ECOSYSTEM FOR SUPPLIERS AND THE GENERAL AUDIENCE**

In November 2017 RAEC University was presented to industry professionals at the Interlight Moscow exhibition. The project became a discovery, showing the view on training in the industry from a different angle.

Why does RAEC develop its own center and courses if each provider has its own carefully crafted content? What is good about a University? Answers are on the picture below: the ability to manage knowledge and investment in the training of employees of 12 major distributors, the creation of unique and interesting query-dependent content.

RAEC University is a living evolutive system that soon is going to become unclosed. In 2018 the University of RAEC will open its doors to a wider audience – suppliers, customers, engineering and design organizations, students and all those who want to work and develop their skills in the electrical market.



# IS IT TIME TO CHANGE YOUR WEBSITE?

BY DANIEL BELDOWICZ

**Your website is the public face of your business in the digital realm and often the first interaction between your company and its prospects.**

Take a long look at your website and its offerings. Do you see outdated information and tired webpage elements staring back? Does your site look like your competitor's site? Is it tough to navigate? Does it load slowly?

If you answered yes to at least one of these questions, you'll want to think about a website redesign.

Other reasons to redesign your website include:

- Your current site is not responsive, meaning it's not mobile-friendly.
- You need more leads and are not getting the results you want.
- Your business has shifted products or service offerings.
- Your brand strategy has changed.
- You need to show up better in search engine results.

While there's not a major departure in website design from what we saw in 2017, you'll start to see a widening gap between companies implementing the latest web design trends and those that are falling behind them this year. If you want your website to be current and stay ahead of your competition, here are some top trends to consider:

Responsivity is a must. Mobile web browsing has hit an all-time high with no signs of slowing down. A recent Google survey of mobile users found that 72 percent of respondents said it's important that websites are mobile-friendly, yet 96 percent have visited sites that don't work well on their devices. Almost three-quarters of respondents said they are more likely to revisit a mobile-friendly site. If the site isn't optimized for mobile use, users are actually five times more likely to abandon the task they are trying to complete. Seventy-nine percent said that they will ultimately go back to search and try to find another site to meet their needs if the one they click on does not load correctly.

Think like a customer. What does your target audience want? What are your customers' pain points? How can you get them to where they want to go quicker with less clicks? By focusing your efforts on the customer, rather than your offerings, you will connect with your audience faster and help them understand how you can provide them with the solutions they seek.

You can accomplish this by engaging and informing them through key messaging that targets their interests and allays their concerns. You should also showcase your unique selling propositions to show value.

Consider video. More and more, you'll see websites with video components. In fact, internet video traffic will be more than 80 percent of all customers' internet traffic in four years. Cisco, a multinational technology conglomerate, recently stated that live internet video will account for 13 percent of the total video traffic. Video is a natural fit when companies are trying to convey complex messages, connect with customers on a deeper level and motivate prospects to a purchasing position.

Incorporate animations and movement. As the internet evolves at breakneck speed and the amount of content continues to grow, grabbing the attention of your customers and moving their eyes through your website while keeping them engaged has become crucial. Scroll-triggered animation, which will help unclutter your website, inspires users to scroll deeper into your web pages and their content. It's also important to include interactive components to amplify engagement.

Add more color. With browsers evolving and designers looking for new ways to engage readers, color gradients are starting to take over and blend away the boxy white/grey backgrounds of yesteryear. Consider color temperature and hue when trying to grab potential customers' attention away from the competition.

**ABOUT THE AUTHOR:**

**Daniel Beldowicz** is the director of digital marketing at Creative Marketing Alliance in Princeton Junction, New Jersey. CMA is a full-service, award-winning strategic marketing and integrated communications firm recognized nationally as one of the electrical industry's premier marketing partners. Contact CMA at [info@cmasolutions.com](mailto:info@cmasolutions.com) or 800-852-4269. For more information on how CMA can help you with your marketing needs, visit [CMAresults.com](http://CMAresults.com).

Use big fonts. See you later squinting eyes. Headlines need to be big, bold and able to tell a story as thumb-flicking intensifies. You should use multiple headlines of various font sizes to convey your messages as users skip, scan and scroll feverishly through your site.

To stay top of mind, tip of finger and relevant in the ever-evolving digital landscape, you are going to have to

learn to look at your website from your customer's perspective.

Let go of the past and what used to work. Instead, focus your web redesign efforts on what's currently happening all around the web and what your customers are expecting when they visit your site.

# RESULTS OF THE LIGHTING SURVEY

**IMARK MEMBERS RESPOND TO SURVEY ABOUT LED, SOLID-STATE, 'SMART' AND 'CONNECTED' LIGHTING**

**The lighting industry is in the early stages of a profound change. The transition from traditional lighting to LEDs represented a fundamental change that, from the outset, was largely propelled by the energy-savings benefit. But as lighting has become digitized, the entire market is transforming rapidly.**

Recently, in a collaboration between Egret Consulting, Georgia Institute of Technology and IMARK Group, a survey was created to try to measure the current rate of adoption for solid-state or "smart" lighting within the electrical industry channel.

It also sought IMARK member's insights on the topics of LEDs, "smart lighting" and the Internet of Things (IoT).

The survey's authors included Ted Konnerth, PhD, CEO, Egret Consulting; Bill Astarly, director of industry partnerships, and Russell Clark, PhD, professor of IT, Georgia Institute of Technology; and Steve Ruane, vice president of marketing, IMARK.

Executives from 177 IMARK member companies completed the survey.

The results being: more than 75 percent of the surveyed members agree that the use of smart lighting is increasing, but only 13 percent feel their sales teams are capable of selling or supporting those technologies.

The detailed results of the survey were published in the last issue of IMARK Now, the magazine for IMARK members and partner suppliers.



**Executive Editor**  
**Steve Ruane**  
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# CURRENT LOGISTICAL DEVELOPMENT IN ELECTRICAL DISTRIBUTION



**To understand how electrical wholesalers of IMELCO presently react to the developments taking place in the world of logistics and how they adapt their businesses to those, we called on Mr. Michael Anders, Managing Director of the Zander Group, Essen (member of MITEGRO).**

**“GC”: Guten Tag, Herr Anders! Fast reactions and high reliability of delivery have ever been the cornerstones of an effective management of goods. How important are those issues in the new disruptive logistical environment?**

**Michael Anders:** Simply put, they are still very true for our business! Due to the unprecedentedly good order situation and full books of professional electrical installers in Germany, saving time becomes a more and more significant factor for our traditional customers. Fast and reliable deliveries help our customers to save time.

**Do you perceive any consequences of the augmented online shopping experience in the day-to-day business relationship**

**with your customers?**

We do. Due to their private use of Amazon & Co., our customers are getting used to certain logistical standards which they then also expect for their business.

This continuously increases the customers’ expectation regarding speed and reliability of deliveries. At the same time, the number of customers prepared to forecast, or bundle orders is decreasing.

**New Global Players get into the game which are formally known from other sectors of internet trade. These companies strive to build up their own transport services and innovate the logistics sector. Which consequence does all of this have for the electrical distribution?**

Wholesale logistics will have to effectively meet new requirements and avoid costs explosion. The solutions for an ideal warehouse network consisting of both centralized and decentralized logistical facilities are different for each individual distributor. The use of automated and semi-automated picking systems in centralized warehouses is steadily increasing. In addition, the whole flow of goods is digitally managed and delivers data which can later be used to inform the customer about the order status.

**You have just mentioned digitalization of processes in your warehouse. Which elements of your logistics do those include?**

The digital management of goods is not restricted to the own warehouse, but also includes suppliers and customers. The ambition

is to digitally track the whole flow of goods from supplier to customer.

At Zander Group these projects are being realized by the software company W. Schraml Software in Munich, in cooperation with other external partners.

**What are further news from the Zander Group in terms of “digitalization”?**

Digitalization has to do with software obviously, but even more with people. At Zander Group we strive to live a culture, that is positive towards Digitalization. The digital world is used to create and implement new ideas within short time. Improvement cycles of 2 to 4 weeks are normal to our online-based competitors. At Zander, we gave ourselves a 3-week rhythm. Every three weeks, a new sales campaign must be run, or another digital improvement must be implemented.

**This sounds very exciting! We at IMELCO regularly put heads together to exchange best practices and learn from each other. Would you join us for the next discussion?**

Thank you for the invitation, with big pleasure! We can explain how the support of our partner, the software company Schraml, can help IMELCO to find new solutions for their businesses with a minimum investment of time and money.

**Mr. Anders, thank you very much for your time! We are looking forward to receiving news from you!**

At the very latest, as soon as our new central warehouse in Bochum will run at its full capacity!

# CONNECTED DRUMS

## From cables... to Internet of Things: a highly promising market for the cable industry

**Connected drums appeared in 2016 when a big French Utility customer asks Nexans to develop a drum tracking solution.**

The drums' management costs were too important for the client and Nexans for:

- the rental of thousands of drums to supply thousands of construction sites;
- the loss of hundreds of drums every year by the Utility;
- Nexans spends more than 500,000€ per year to build new wood drums just to feed the customer's drums process.

### THE CONNECTED DRUM

The challenge was to design a solution to fight theft and loss and track drums to reduce rotation cycles and achieve substantial savings. A drum rotation cycle – from the shipping start to the pickup request – lasts in average 208 days.

To tackle this business issue, the Services & Solutions team of Nexans in Europe worked with the French startup "ffly4u" to design an IoT device (Internet of Things) including several sensors.

This device needs to integrate a GPS antenna, but has to have a long-life battery. Nexans then chose the latest technologies of the "Internet of Things", a satellite hookup to know the drum's position in real time and an accelerometer to analyze the drum's movements and optimizing its battery usage.

Last but not least: it includes the residual lengths management of the cable.

### AN AUTOMATED PROCESS

Thanks to the drum's geo-localization, the customer is notified of the drum delivery in real time, accesses all information related to his orders and related drums locations on a web platform.

The solution also includes an Android application designed for construction sites to register cable cuts and easily request the pick-up of empty drums. A great time-saver!

Moreover, the web platform is interfaced with the Nexans SAP system, which allows the platform to automatically retrieve all the information from SAP (order reference, quantity, type of cable, etc.). Nexans also offers its customers the possibility to update their own Information System thanks to opened interfaces (API), on which the customers could connect and use geo tracking information to automate their own processes.

### NEXANS OFFER OF CONNECTED ASSETS

More than a simple cable offer, Nexans has expanded its scope by innovating in services. Connected drums allow dynamic flow monitoring and optimization. With this solution, Nexans became the very first connected drums manufacturer in an industry where customers have major needs in flow management improvement. Numerous utilities are already attracted by this innovative solution all over the world and industrial deployment is on the go more than 1000 connected drums already in service.

**THAT IS A GREAT INNOVATION FOR AN INSURED ASCENSION IN THE CUSTOMERS' VALUE CHAIN FOR NEXANS!**



# SWISSLOG SYSTEM AT BARCELLA ELETTROFORNITURE

(member of ELEX Italia)

**With a turnover of 149 million € and more than 30 points of sale, Barcella Elettroforniture is one of the leading Italian wholesalers.**

The continuous growth of the past years, both through acquisitions and with the opening of new outlets has led to the need of optimization of spaces and the search for greater efficiency. For this reason, '17 was a year of profound changes within the logistics of the company, through 2 major projects.

The first was the creation of a second warehouse of 8.000 square meters, dedicated to large and voluminous products, thus allowing to free space in the main Distribution Center.

The second and most important change in the company's logistics regarded the adoption of the Autostore system for the automated storage and picking of small products. The main advantage of the Autostore system is its capability of adapting to the existing warehouse layout, without having to make any structural modifications. The system is composed of a three dimensional grid in which container boxes are piled, one on top of the other, so as to completely fill the desired or available volume within the warehouse. A series of independent robots, that travel above the grid, take care of the positioning and pick of each container box.

The innovation lies in the fact that the system is modular, both

in terms of static capacity (the grid can be enlarged at any time) and in dynamic capacity (increasing the number of robots positioning and picking products). Within the Barcella company, the adopted solution consists of 10,800 container boxes (each of a size of 600x400x310 mm) for an overall volume of 810 mc.

This allows the management of 20.800 different articles.

15 robots and three picking stations ensure that 200 container boxes per hour are made available and 75 boxes per hour are positioned in the grid containing incoming material. All this is a further step in the company's continuous seek of efficiency of stock management. In 2010 Barcella had already implemented a fully automated system for the management of cable stocks. In the same year, 14 vertical automated stocking bays were adopted and both these systems remain active, ensuring that 80% of products available in stock are managed in a fully automated way.

**TODAY BARCELLA ELETTROFORNITURE IS CAPABLE OF MANAGING OVER 320.000 DELIVERIES A YEAR OF APPROXIMATELY 52.000.000 PRODUCTS AND 78.000.000 METERS OF CABLE.**



# EMPOWERING ONLINE COMMERCE AND LOGISTICS

**Just as B2B purchasing behaviors are evolving, so is the world of logistics. As more B2B customers use eCommerce platforms to place orders, their digital customer experience expectations are increasing.**

Manufacturers are expected to provide the same level of transparency offered in the B2C space. Making this shift requires a commitment to innovative technology and a willingness to experiment.

Over the last 3 years, GE Industrial Solutions has reimagined the digital customer experience with strategic investments in **empower**, its flagship B2B eCommerce site.

The company has transformed the digital customer journey from quote to cash, integrating customer feedback and turning **empower** into a growth and productivity driver.

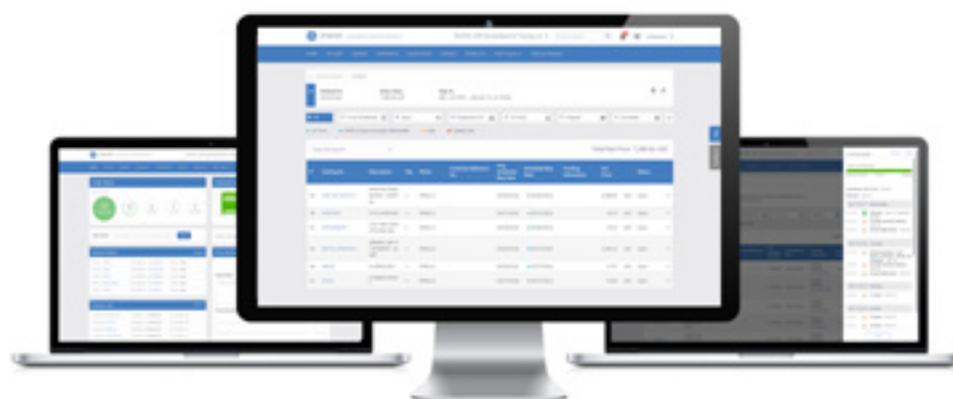
"We have taken a customer-first approach to our digital journey," said Drew Marquardt,

VP – Technical Product Management, GE Industrial Solutions. "By systematically capturing user feedback online and in person, we continuously work to ensure our solutions generate a positive impact for our customers and employees."

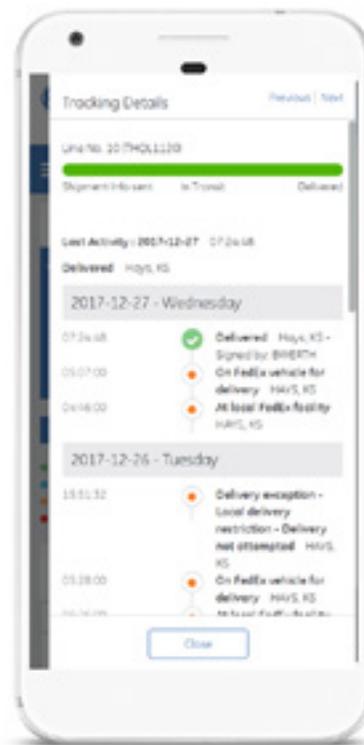
To help maximize value, the GE Industrial Solutions team carefully evaluated key stakeholder roles and their top digital commerce needs. Today's **empower** platform is the product of this strong customer awareness, delivering high-quality product configurators to sales, intuitive search and ordering capabilities to purchasing, and real-time invoice access for accountants.

Given the logistics challenges customers often face, the **empower** platform offers wing-to-wing order visibility. This includes a top-level overview of all orders backed by full transparency down to the status of every component in an order.

Knowing when GE ships is important, but customers need more detail for day-to-day operations.



## BUSINESS



That's why **empower** enables customers to track products through arrival at the final destination. For customers on the go, **empower** is mobile-friendly and offers opt-in email notifications on order progress.

Continuing its digital journey, GE Industrial Solutions is now developing digital capabilities for electrical contractors. This pilot effort aims to provide these critical end-user customers visibility into their projects and support digital collaboration.

"Looking at holistic customer experience, there are many more opportunities to bring customers value beyond the classic B2C shopping and ordering experience," said Monique Elliott, Chief Marketing Officer, GE Industrial Solutions.

**"IT'S EXCITING TO THINK ABOUT ALL THE DIGITAL POSSIBILITIES AHEAD."**

# PRE-SHIPMENT WORK

**The logistics and the track & trace are very important topics of the workaday for both wholesalers and installers, but to work properly, there must be good previous work. Here is how CSI Central de Suministros, a member of Grudilec, does it.**

## **THE PREPARATION OF CUSTOMER ORDERS (THE PICKING)**

In CSI, the preparation of orders is the most important logistics activity due its direct connection with the satisfaction of the customer.

The first parameter of consideration concerning order preparation is the type of articles to pick and the quantity of each.

The material collection process is automated in order to improve the performance of the logistical chain. First of all, using procedures to diminish displacements with an optimum route, and secondly

automating the transport of the product to the operator.

The warehouse management system (SGA) is a fundamental pillar for an agile and fast transmission of data from a commercial area to the warehouse. The SGA is responsible for managing the preparation of all orders, to pick the line items.

## **SOLUTION 'MAN TO PRODUCT'**

Under this concept, operators must walk through the corridors to identify the product that must be picked, checked and confirmed. The shelves are designed for all types of loads, from light to relatively heavy loads.

Radiofrequency is the system that guides the storekeeper, in real time, with all the operations that he must perform, reducing movements, increasing productivity and minimizing errors. It works by the use of wireless data transmission technology.

Radioterminals are the devices that inform operators about the tasks that they have to undertake. Likewise, these operators, through these devices, inform to the SGA of all movements executed.

## **SOLUTION 'PRODUCT TO MAN'**

Under this concept, the storekeeper must be fixed in front of the robotic vertical shelving to receive the different orders, pick the articles required in the requested quantity. The vertical carousel occupies a very small area on the surface with a high elevation storage, allowing the picking of references of reduced size and low rotation, and increasing the reliability and speed at work with the assistance of luminous LEDs which indicate the requested product.

The whole system guarantees an increase of productivity, a decrease of logistical costs and an improvement in service quality with perfectly completed orders.



# DELIVERING SUPERIOR PRODUCTS IN A SUPERIOR WAY

**ABB achieves improvements in track and trace efficiency and reliability with investment in its distribution network**

Committed to delivering the best possible service experience for its customers, ABB not only invests in continuous product innovation but in ensuring that those products reach its customers in a timely and efficient manner.

As part of that commitment, ABB now operates four Regional Distribution Center in Singapore, Dubai, Milan and Memphis, a model which has been designed to ensure the availability of more stocked products and improve on overall delivery times on a global scale.

Paolo Meroni, EP Distribution Manager at ABB explains: “Our main objective is to make it easier for our customers to do business with us. Building on feedback from our customers, and in line

with ABB’s drive for continuous improvement, we recognized a need to make improvements in the areas of delivery and lead times.

“Our aim is to reach world class service levels and the investment in expanding the network of Regional Distribution Center is our commitment to achieve this.”

By expanding its network of Regional Distribution Centers ABB is able to deliver a closer connection between its factories and the markets they serve, reducing lead times, delivering better product availability, creating the possibility of consolidated shipments, enabling greater overall control of the supply chain and improving planning and supply optimization.

The launch of the new center in Singapore for example has delivered a new supply model for the South Asia region, transforming service levels for its customers, with 90 percent of goods shipped from stock and on time deliveries increasing to 95 percent.



A 100 percent accurate web-based tracking system has also been introduced, which enables ABB to obtain shipping notifications not only on every order but on each individual element of each order. In the US for example, notifications are available for ABB products shipped from Memphis DC via T&B Access, while in Europe similar notifications are available via the cBol platform.

In a further extension to its digital services, ABB has also recently launched ABB Connect, an application from which to explore product information, download documentation, access tools and receive the latest product and industry news.

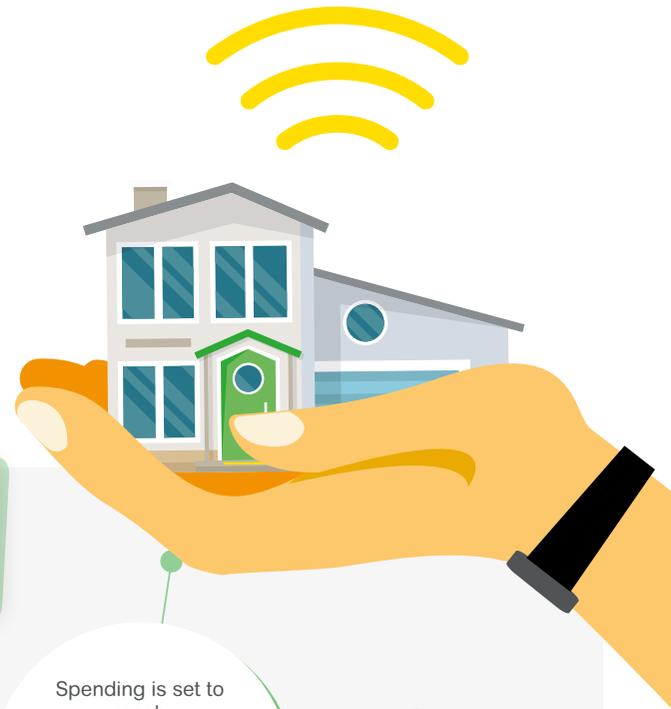
Paolo concludes: “ABB is investing in the full spectrum of the product value chain, from research via ABB Connect to delivering market leading innovations in electrification and finally to distribution and delivery. Customer satisfaction is our number one priority and with logistics playing a key part in this we are confident that our new distribution business model will enable us to deliver superior products in a superior way.”



# Selling smart home solutions

How connected devices open up more opportunities

Thanks to smartphones and tablets, homes are becoming smarter and more efficient. Discover how to grow your business with connected devices.



## Smart home and connected devices market

Smart home is a trend on the rise.



## Comfort, safety and efficiency

How smart homes make your life easier.

- Heating control**  
Ensure you stay comfortable with the ideal temperature at all times
- Smart solar panel**
  - Monitor consumption in real-time
  - Take action to save energy
  - Measure your savings to see your ROI
- Energy management**  
Stay on top of your heating costs
- Lighting control**  
Ideal lighting any time of day
- Shutter control**  
Open or close shutters according to your schedule
- Door control**  
Monitor your home when you're away

# EASY AS

Connected home solutions that are simple to install and easy to use?  
The difference is **WISER™**.



Connected  
Technology  
for Homes



## Grow your business the **WISER** way

In our fast-moving, non-stop world, consumers are looking for comfort, convenience, and safety more than ever before. Meet Wiser. Connected technology for homes designed to bring compelling benefits to home owners and new business opportunities to electricians and real estate developers.

At the core of Wiser are popular Schneider Electric products. Enriched with connectivity, they remain as easy to set up and use as their traditional equivalents.

Discover the Wiser difference: [schneider-electric.com/wiser](http://schneider-electric.com/wiser)



Wiser Home Touch



Lighting control



Heating control



Shutter control



Energy management



Sensors

### Availability

Wiser solutions are already available in a large number of countries including UK, Germany, Sweden, France, Australia and USA. The complete Wiser solution will be available in Germany from July 2018 and in France from October 2018. Distribution of the Wiser solution in additional countries will follow throughout 2018 and 2019. Distribution dates will be made available on the Schneider Electric website as they are available.

# GE's Modular Devices and Controls Equipment

## GE Industrial Global Motor Control Platform Efficor\*.

Efficor is the answer of today's distributor, OEM and Panel customer needs in demanding industrial applications:

- Less Inventory to manage (integrated auxiliary contacts & wide control voltage coil will reduce your inventory by 50%)
- Global Compliance for OEMs: IEC, UL, CSA, Gost, CCC, Marine...
- Ease of Integration and reduced panel size up to 20%
- Reliability and Performance (best endurance as per B10d Machine directive, no derating at high temperature, closed design and magnet to reduce humming noise)
- IE3 Ready (reliable starters combinations for premium efficiency motors)
- Energy efficiency (Permanent magnet and electronic coils combination)
- Reliability



## GE Industrial Global DIN-rail devices with UL and IEC approvals

The ElfaPlus\* UL Range is a UL/IEC Modular compact range, 35mm DIN-rail mount, designed for Panel Builders and OEMs who build and export machinery. Both, NEMA OEMs and IEC OEMs will have the opportunity to work with a single range which will reduce their system and inventory cost.

- Line Protection: Extensive range of Branch Circuit Breakers and Supplementary Protection
- People Protection: UL Recognized Ground Protection Devices
- Add on and Accessories: Recognized Add on devices to monitor, trip and control the installation through the main protective devices.
- Complete range of UL Busbars to connect Branch Circuit Breakers and Supplementary protection devices to save time in the cabling of the panels
- Equipment Protection: A complete range of Surge Protection Devices adapted to NEMA electrical net. Additional to this, a UL Photovoltaic range that is matching the last voltage tendency (1500Vdc) of inverter manufacturers.
- Energy Efficiency: Complete range of Power Analyzers UL Listed to control and monitor all electrical parameters and disturbances in the electrical nets



**GE Industrial AF-7-Series Low-Voltage AC Drives for EMEA regions**

■ GE's AF-7-series low-voltage, alternating-current (AC) drives provide the versatility and functionality desired for a wide-array of general, pump and fan applications. Units in the product family, including the AF-70 LP micro-drives and the AF-700 FP fan and pump drives, offer significant space and energy saving in IP20, IP55 and IP66 versions. The design and features of GE's AF-7-series drives make them ideal for original equipment

manufacturers (OEMs), panel builders and end-users in the water/wastewater and HVAC industries.

■ AF-7-series drives are easy to use and configure via common accessories such as an OLED display keypad with macro configurations, software via Bluetooth connectivity—with a copy-cat function that is ideal for OEM's—and by remote keypad. All communication needs are covered with

integrated Modbus, CANopen, BACnet or optional Profibus, DeviceNet, EtherCAT, Ethernet/IP and ProfiNet.



# SHARPER THAN THE REST!



**Numerous surveys have shown that the sharpness of the blades is the most important criterion when buying shears.**

The new CIMCO DUOCUT cable shears (CIMCO article no. 12 0108) made of forged steel provide the user with an extremely sharp blade which offers two cutting zones at the same time!

The first, smaller precision blade cuts individual wires up to a max. diameter of 4 mm in copper and aluminium cables. It is also suitable for cutting plastic cables lengthways as the plier handles can be opened up to 140°.

The second, larger precision blade is intentionally positioned closer to the joint to allow sheathed

cables of up to 10 mm diameter to be cut off. The positioning of this blade allows optimal use of manual force, making cutting easier. Both cutting zones ensure that cables are cut deformation-free and precisely.

The two halves of the pliers with a lap joint are permanently connected to each other with a solid rivet which ensures the greatest stability. The multi-component handles made of anti-slip material are pleasant to hold.

The DUOCUT cable shears are certified in accordance with DIN EN 60900 and are GS-tested.



**For more detailed information, go to your specialist electrical wholesaler or find us on the Internet at [www.cimco.de](http://www.cimco.de).**

# THEBEN PRESENT THE SMART LIVING SMART HOME-SYSTEM LUXORLIVING

**LUXORliving is fundamentally a certified KNX system. But contrary to a conventional KNX installation, LUXORliving only uses the functions that are absolutely necessary. This is what makes LUXORliving so easy to install and operate.**

Switching on and dimming lights, regulating heating and controlling shade, as well as using the clever panic function is all child's play. LUXORliving makes it happen. The show-stopper: LUXORliving saves the user patterns from the last seven days and repeats them when the occupants of the house are away.

**INSTALLING AND USING LUXORLIVING IS A WALK IN THE PARK - WITH LUXORPLUG UND LUXORPLAY**

LUXORliving is clearly a step up from the longstanding tried and tested living comfort control LUXOR from Theben. The prototype version in 2005 was one of the first living comfort controls on the market.

One of its greatest benefits was and still is its easy installation. It was this ease of installation that added so much value to LUXOR. In the case of LUXORliving, the individual product components - the power unit, as well as the sensors and actuators - can be easily wired to the system controls and configured using the operating software LUXORplug.



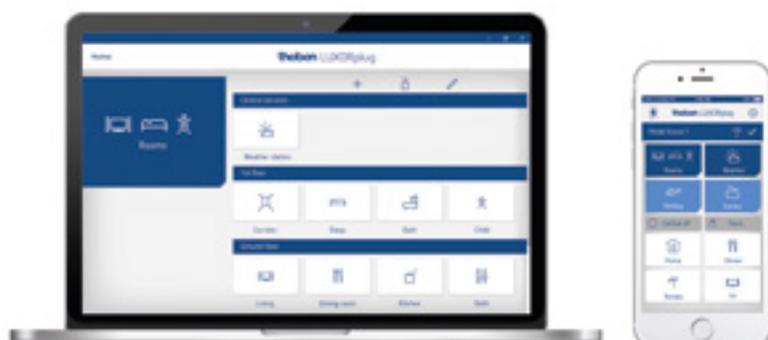
Programming is not completed with ETS and no prior knowledge of programming is necessary. For this reason, LUXORliving is extremely appealing to electricians. They can offer their clients: developers, home owners, construction firms an intelligent and simple solution. And furthermore, a particularly safe one,



as users are able to safely control all functions using the LUXORplay app via smartphone and WLAN.

**SMART, SAFE AND EXTENDABLE**

According to Tino Schlaich, Theben's Product Manager for LUXORliving, "Safety will be even more important in years to come. WLAN control prevents unwanted access from outside." Those who wish to control LUXORliving and use many other functions when they are away from home can look forward when the extended version is to be launched.



**IF YOU ARE INTERESTED IN KEEPING UP WITH THE NEW DEVELOPMENTS IN LUXORLIVING, YOU CAN SIGN IN FOR THE LUXORLIVING EMAIL-NEWSLETTER AT [WWW.LUXORLIVING.CO.UK](http://WWW.LUXORLIVING.CO.UK).**

# LIGHT AND BUILDING TREND: SMART AND EASY

(By Co Braber - IMELCO HQ)

**The 2018 Light and Building Trade Fair was held in Frankfurt from March 18 to 23. This event is the biggest fair in the Electrotechnical Industry with more than 2,700 suppliers and 220,000 visitors from all over the world.**

Many of our IMELCO partner suppliers demonstrated new innovative 'smart' products and smart solutions during the 5-day event. In comparison to the fair of 2016 where the terms IOT, Smart and Connected were presented as being the next generation of products and solutions, these

products and solutions are now becoming an every-day part of the industry's landscape and potentially a major growth opportunity for many IMELCO member distributors.

Domotica has been in the electro-technical market for many years now, however it has never been fully adapted and successful in the industry. A primary reason for the slow adaption is the complexity of integrating the innovations in existing premises and the high investment in new buildings.

The current offer of innovation however, will certainly become

successful. Ease of installation and user friendliness along with the value/cost ratio makes it interesting for all parties in the channel. The smart products deliver data which can be used to increase efficiency from end user to manufacturer.

Pre-system warnings, product failure recognition, energy saving data and many other features will increase productivity and lower costs.

In conclusion innovation is now part of the Electrotechnical Industry - and we must embrace it. Interesting times are ahead of us.



Co Braber at LEDVANCE's display at "Light and Building".

# LIGHT + BUILDING 2018

## EXCEEDS EXPECTATIONS OF THE OBO BETTERMANN GROUP

**The leading manufacturer of electrical installation material is looking back on a successful trade fair**

Klaus Obersdorf, Head of Marketing International.

Frankfurt/Menden. Months of preparation, countless helping hands, and boxes and lorries that had to be packed and sent off on their way to Frankfurt. The entire OBO team had worked hard and looked forward to the start of the leading international trade fair for light and building technology in Frankfurt. Once again, Light + Building brought people together and inspired them.

Some 2,714 exhibitors from 55 countries presented their newest products. Numbered amongst these was OBO Bettermann, with a stand that far exceeded the dimensions of recent years. In total, more than 220,000 trade visitors from 177 countries came to the fair in Frankfurt and found out about the latest products, solutions and trends in the areas of lighting, electrical engineering as well as home and building automation. For OBO's international team, it meant using these six days to excite visitors with the sheer variety of products and their world of applications – something which they achieved with flying

colours! Not least due to the many new digital innovations that the OBO Bettermann Group used to present themselves and their products.

Overall this year's Light + Building was characterised by the increasing digitalisation and networking of products. Some of the ranges and applications at the OBO stand were presented using virtual reality, which meant that visitors could, for instance, use VR glasses to experience products in real-life use.

A further step towards digitalisation was taken with a new app on the OBO team members' phones – so they could provide customers with any further information required immediately after the meeting.

More than 2,500 consultations and follow-ups were registered by Global Player. "That is such an impressive number. Not only because we are able to monitor, for the first time, exactly how many contacts we have reached personally. But the information also tells us how much interest our products attracted," explains

Particularly noticeable was the fantastic presentation of some underfloor products which, via an innovative holographic display showed how the products work in practice. In addition, there were touchpoints available throughout the stand, inviting visitors to experience all that OBO has to offer.

Managing Director Andreas Bettermann made an extremely positive assessment of the week at the fair. "We were able to present our manifold range at our stand.

Our new concept of showing our products not only individually, but also how they work together in one application, has been a complete success. Visitors were impressed by the variety of OBO products and the possibilities that come with them. However, this is no reason to sit back and take a rest. We are already thinking about how we can inspire visitors at Light + Building 2020."

A special highlight at the OBO stand was definitely the competition embedded in the "AND DONE." campaign which was developed by the connection and fastening systems unit. There was also the competition in the area of fire protection systems – where a trip to New York awaits the lucky winner!

True to OBO's motto of "Building Connections", trainees from OBO could connect with interested young people at the other stand in Hall 9.2. Here, the young adults could chat with trainees and employees and enjoy discovering the possibilities of being a part of the OBO world.



# PHILIPS LIGHTING ANNOUNCES INTENTION TO CHANGE COMPANY NAME TO SIGNIFY WHILE KEEPING THE PHILIPS BRAND FOR ITS PRODUCTS

**Eindhoven, the Netherlands - Philips Lighting (Euronext: LIGHT), the world leader in lighting, today announced its intention to change its name from Philips Lighting to Signify. The choice of our new company name originates from the fact that light becomes an intelligent language, which connects and conveys meaning.**

The company will continue to use the Philips brand, the most trusted lighting brand in the world, under the existing licensing agreement with Royal Philips.

“We’re excited to announce our new company name as another step in our transformation journey,” said Eric Rondolat, CEO of Philips Lighting. “Our new company name is a clear expression of our strategic vision and a fabulous opportunity to introduce a new corporate look and feel that is uniquely our own and will serve to further unite our 32,000 employees. At the same time, we remain proud to continue to use the Philips brand on our products.”

Philips Lighting’s roots date back more than 125 years to the business founded by Frederik and Gerard Philips in 1891 in the Dutch town of Eindhoven.

Throughout its history, the company has been at the forefront of many of the lighting industry’s major advancements. Today, it leads the industry worldwide in conventional, LED and connected lighting, with the largest connected lights network in the world.

The new company name satisfies the company’s contractual requirements under the Company Name License Agreement with

Royal Philips, which requires that it changes less than 18 months after Royal Philips no longer has a controlling interest.

In view of the renaming of the company, a proposal to amend the articles of association of Philips Lighting N.V. will be submitted to the Annual General Meeting of Shareholders to be held on May 15.

The Philips Lighting stock exchange ticker will remain LIGHT.

### FOR FURTHER INFORMATION, PLEASE CONTACT:

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### ABOUT PHILIPS LIGHTING

Philips Lighting (Euronext: LIGHT), the world leader in lighting products, systems and services, delivers innovations that unlock business value, providing rich user experiences that help improve lives. Serving professional and consumer markets, we lead the industry in leveraging the Internet of Things to transform homes, buildings and urban spaces. With 2017 sales of EUR 7.0 billion, we have approximately 32,000 employees in over 70 countries. News from Philips Lighting is located at the Newsroom, Twitter and LinkedIn. Information for investors can be found on the Investor Relations page.



Co Braber (IMELCO HQ), Elena Reignier (IMELCO HQ) and Frank Suntinger (Philips Lighting)

# SOCODA'S 11<sup>TH</sup> CONVENTION

**Paris, 16 March 2018 - "Groupe Socoda", the leading French network of independent distributors of the Construction and Industry sector, takes stock of its 11th Convention on March 13 and 14, a benchmark in the world of business-to-business distribution.**

As Philippe de Beco, Chairman of the Management Board of "Groupe Socoda" pointed out in his opening speech "Socoda doubled in size. Yet we do not have twice as many members and the ones we have did not change their scope of activities to this point. Actually, all efforts, investments and adaptations that we have realized in the digital world extended our surface of action. It indeed has been duplicated (...).

Socoda is a network of independent distributors and experts, who are close to their customers, "a digital store where the operational excellence of digital will always be adjusted to a relationship of professional trust".

## **ASSESSMENT**

The biennial Socoda Convention is a two-day event which brings together 2 800 participants (members, suppliers and partners). It operates in a multi-business inverted trade exhibition where all members meet their suppliers for 100% business-oriented meetings.

"It's time to confirm, if necessary, the dynamism of our Group!

These are two intense days, rich in events and opportunities, which's aim is to create and strengthen links, make business, take advantage of promotional offers, score decisive points and distance our competitors, " said Philippe de Beco.

## **« LA QUINZAINE »**

The first highlight of the Convention was a specially published business-oriented magazine promoting products with exceptional discounts from March 1st to 16th. Offers focused on additional discounts to the usual terms and conditions, on gift offers and net price lists.

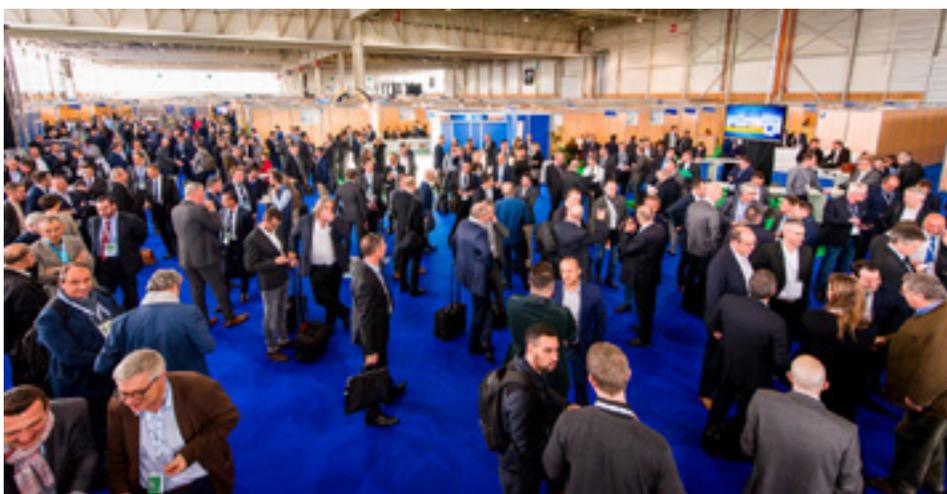


## **"PLACE DE MARCHÉ"**

Given the success of its previous edition, the "Place de Marché" was renewed on Wednesday, March 14 from 2 to 4 pm. Limited quantities, competitive prices and exceptional conditions were offered to all Socoda members by our suppliers. There were precisely 40 offers. Every 15 minutes offers were "aired" and thereby paced the afternoon. The main novelty this year: the broadcasters came out of Socoda's purchasing department.

## **THE "SACRES DE L'INNOVATION"**

Groupe Socoda has always placed Innovation at the heart of its commercial strategy and once again highlighted the best of the Innovation of its Suppliers through the "Sacres de l'Innovation". Socoda highly values these initiatives which will be key to our joint success. During the 48 hours of the Convention, an offer of products rigorously preselected by Socoda Market Managers was exhibited. This enabled our Members to elect the most relevant, efficient products in line with the expectations of their customers. These products will enable our members to differentiate themselves in an increasingly competitive market, gain ever more credibility, and increase their sales.



## NETWORKING



Jean-Francois Meynieux (SOCODA)  
and Co Braber (IMELCO HQ)

### Highlight of the Convention:

**During the awards ceremony, Philippe de Beco was assisted by "Pepper", a conglomeration of Innovation!**

### The winners of the Socoda 2018 Innovation Awards are:



From left to right, Blanchon, Alsafix, Nicoll, Philippe de Beco, Prevost, Talioplast, Bacacier and Delta Dore © Vikensi Communication

# Stay on the move!

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