

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

2019 ISSUE 9

MARKETING

RAEC: SETTING TRENDS

OPPORTUNITIES

DIGITAL TIME SWITCHES

NETWORKING

190 YEARS OF CIMCO

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IS ELECTRICITY THE OIL OF THE FUTURE?

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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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SUSTAINABILITY IS THE NEW NORMAL

The long-term effects of the global climate changes are difficult to predict.

While oil continues to decline in popularity, automotive and petrochemical companies join forces to persuade policy-makers and investors from around the world that there will be “a decisive shift in deployment of hydrogen technologies in five to ten years’ time”.

However, smart brand promotion techniques of companies like Tesla and the general rise of e-mobility helped painting a new image around electricity with consumers who perceive it as a clean, zero-emission energy. Already today, we feel liable for the environmental heritage that will outlast the coming generation, and

we wish to reverse the effects of the climate changes.

These and other global developments are prosperous likewise for manufacturers and distributors of electrical equipment and create a higher demand for the products they bring to market. The momentum is favourable for the industry, and the shift from traditional to sustainable cannot be denied.

Source:
<https://newsroom.toyota.co.jp/en/corporate/21497691.html>



Elena Reignier

IMELCO Managing Director

GIBED ON THE MOVE! POSITIVE CHANGES AT GIBED IN BELGIUM.

The headquarters' location was moved from Battelsesteenweg 451 in Mechelen towards the Kleinhoefstraat 5 in Geel where we are located in a brand new business office. The big advantage of this office complex is that we can rent corresponding meeting facilities throughout Belgium.

This is a perfect solution to Gibed since our 18 shops are based in different cities all over the country. Furthermore, several businesses are located in the building, which makes it possible to exchange experiences and knowledge with other companies in the business area..

Besides the move we also re-moved the old logo and exchanged it with a brand new one. All of this is part of a dynamic modernization process.

We also reinvented the Gibed Magazine which was published and sent to customers and partners on 20th February. The goal is to give an added value to our customers and provide them with relevant news on the sector, about innovative products, Gibed's partners and certainly also news from Gibed itself and its members. Not only our clients matter, we also want to create a platform where our partners can showcase new products, mention new developments, explain their philosophy, talk about the history or strategy of the company and brand and much more. This provides an added value to promote their strengths and brands.



In the second half of the year we are going to renew our website as well.

Besides working on the marketing, we have other running projects such as a common database for our members or Gibed's lighting platforms where we organize meetings with all of our members' lighting specialists.

"We believe that in the lighting business we can perform better than our big competitors due to our client-oriented approach and specialized people."

AVS-ELECTRO SETTING THE TRENDS

AVS-Electro, the leading electrical company in the Central Black Earth Region and the Southern Federal District of Russia and a permanent RAEC member, has launched a new mobile format for retail stores. The company is among the TOP 5 largest distributors in the country.

In December 2018, AVS-electro opened the first mobile electrical store in the country. It is a unique project to develop a retail sales channel. A standard shipping container of about 30sq.m is used as a sales outlet. It is quite enough to equip a full-fledged display area and a small warehouse within a single space. The use of the container is much cheaper as compared to the construction or long-term rent of stationary premises. It is quickly built and does not require significant investments in the repair and finishing works, as well as the laying of utilities.

Due to its compact size, the mobile store allows to be independent of a specific location. A sales outlet can be placed almost anywhere where there is high traffic and prospects for successful development. Which means that it can occupy the most advantageous positions, which for a number of objective reasons may be inaccessible for opening a traditional store. In addition, the location can always be changed quickly, if necessary. It will require much less time and financial costs as compared to the change of location of a fixed store.

The mobile store project is a new interesting experience to AVS-electro and a promising format for organizing a retail sales channel in general. The parking complex of one of the most popular shopping centers of the city of Voronezh was chosen as the location for the first sales outlet.

At the mobile store, customers have the opportunity to choose a product from



the assortment as well as to make a quick order for the desired product and pick it up at any of the company's retail stores or the company's own logistics complex. One can pick up the order within an hour from the moment of its placing or choose delivery "to the door" in the most convenient way.

The company is planning to actively expand the network of the new format stores not only in one city, but throughout the whole AVS-electro coverage area.



IMARK GROUP, OMNI CORPORATE SERVICES, AND EQUITY PLUMBING JOIN FORCES TO FORM A NEW GROUP

In a joint statement the Boards of IMARK Group, Inc, Omni Corporate Services Ltd., Inc, and Equity Plumbing, LLC announced a merger of the three organizations into one group, thus becoming the only multi-vertical member owned & member-controlled marketing group servicing the electrical and plumbing industries.

Effective January 1, 2019, IMARK Group will be the new organizations' name. IMARK will operate the respective verticals IMARK Electrical and IMARK Plumbing.

Omni Corporate Services Ltd., Inc a leading member-owned group of plumbing & HVAC wholesalers across the United States and Equity Plumbing, LLC, formerly privately held and the largest United States plumbing group in terms of membership, will be combined to form the new groups plumbing vertical, IMARK Plumbing.

IMARK Electrical is the largest marketing group in the US electrical industry and operates a growing organization in Canada. IMARK is a member-owned, member-governed group featuring full transparency to all members and owners.

"We are excited about this new organization and the opportunities



before us," stated John Aykroyd, current President of Omni Corporate Services Ltd., Inc. and the new President of IMARK Plumbing. "The synergies in our two industries and the convergence of many professional installers in the trades, combined with our collective ability to service them, will be second to none!"

Matt Roos, founder of Equity Plumbing, LLC and now Executive Vice President of IMARK Plumbing and IMARK Electrical added, "Our experience with the merger of Equity/EDN (Electrical Distribution Network) into IMARK nine years ago enhanced our market presence and proved extremely beneficial to all our members and suppliers. With consolidation continuing in all market segments, we are confident that this merger will provide cost effective services and enhanced financial returns for all our members."

Bob Smith, President & CEO of the expanded IMARK Group stated, "Our Member-Owned, Member-Governed model offers our members the clearest and most transparent array

of group benefits and opportunities. We grew the electrical vertical based on this value proposition to the market leadership position in the U.S. and most recently internationally through our membership in IMELCO (also member-owned). Joining with Omni Corporate Services Ltd., Inc. and Equity Plumbing, LLC our cohesive philosophies and management strength will serve us well as we continue to grow in a rapidly changing world."



AUNA DISTRIBUCIÓN IS HERE!

The new purchasing and services Group is the result of the merger between Grupo Electroclub, the market leader in electrical distribution, and Almagrup, leader in the distribution of HVAC and plumbing.

The first General Assembly of Members took place on 18 December and signed off the final agreement under which AUNA DISTRIBUCIÓN has commercial effect as of 1st January 2019. Andrés Mateo, former Deputy Chairman of Electroclub and current chairman of AUNA DISTRIBUCIÓN, and Jacint Ragués, previous Chairman of Almagrup and now deputy chairman of AUNA, signed the official agreement.

After more than two years of meetings and negotiations the transaction will be concluded with registration in the Company Register to give legal effect to the new corporation, something which is scheduled for the middle of the year. It will mean both companies are equally involved in establishment of the new Aúna Purchasing and Services Group which is to operate in the electrical, HVAC and plumbing sectors under the AUNA Distribución brand.



The resulting organisation's key figures are as follows:

- Revenue (based on aggregate turnover in 2018): over €1.300 million
- Purchasing volume handled: €720 million
- Number of associated companies: 93
- Total points of sale: 450
- Total warehouse area: 900.000 m²
- Employees: 3.500
- Logistics hub (CLC): 21.000 m² (to which another 12.000 m² is to be added shortly).
- Selected suppliers: 265
- Geographic scope: Spain (including the Balearic Islands, Canary Islands, Ceuta and Melilla), Andorra and Portugal
- Headquarters: Parque de Negocios Mas Blau, C/Selva, 2. Edificio Géminis, planta 1. Oficina A2. 08820, El Prat de Llobregat (Barcelona), Spain

The rationale for this coming together is evident; to have the chance to generate more business for its associated resellers by entering a very close yet also different sector which holds out great prospects for expansion and growth.

In operational terms the first decision was to transfer Electroclub's

headquarters to Almagrup's offices where major building work is underway to accommodate staff and integrate large meeting and training rooms.

Furthermore, there is also the option of expanding existing facilities at the shared logistics centre (CLC) in Marcilla, Navarra, by another 12.000 m². This extension will be carried out shortly to house plumbing, HVAC and heating supplies. There will additionally be significant HR reinforcements to double the CLC's turnover in the next two years.

The merger had already generated unusual expectation in the industry nationwide before the signing, as a transaction on this scale and with these features is unprecedented in Spain.

The market was anxiously awaiting the result and due date of the merger. At this point, it is still expecting to see the final outcome and depending on how things turn out it is likely there will be similar transactions in the future.

AUNA DISTRIBUCIÓN is now ready to set out on its journey from a position of strength and with a positive mindset and the intention of continuing to uphold the same standards of innovation, excellence and commitment to continuity, which have characterised both Electroclub and Almagrup.

ELECTRIFICATION IN THE DIGITAL AGE: NEW BUSINESS MODELS FOR ELECTRICAL WHOLESALERS

With an integrated portfolio of components, solutions and digital services, Siemens supports companies from industry and infrastructure on the path towards digitalization. This also creates the basis for new and future-driven business models in electrical wholesale. Thus, in the future, innovative wholesalers can offer their customers their own cloud-based consultancy services.

Industrial manufacturing plants are increasingly becoming networked and automated. They capture key power data and monitor systems. Intelligent residential and industrial buildings have significantly higher requirements for electrical installations than several years ago. Decisive for smooth operations of automated industrial and building operations is the electrical infrastructure: Integrated in digital environments, it provides a safe, reliable and efficient power supply.

But not only the requirements for high-performance power distribution are increasing but also the technical possibilities for implementing them. Thus, full digital support is now available for all required process steps. This already begins in the planning stages: With digital engineering tools, digital twins of power distribution systems can be created, the interaction of

electrification and automation components can be virtually simulated, tested, and integrated power distribution solutions can be planned. During operation, energy efficiency and system availability can be optimized in a sustainable manner with the help of power monitoring systems – moreover, through cloud-based IoT applications, wholly new services and business models are possible in electrical installation and distribution as well as energy management.

Creating transparency

For digital companies, the continuous monitoring of energy flows creates vital transparency and database and is the foundation for higher energy efficiency and fail-safety, as well as lower costs and CO2 emissions. For this purpose, it is necessary to have communication-capable systems and devices that are able to collect data and transfer that data to automation, energy management and IoT systems. If energy flows can be systematically captured and analyzed, system faults can be identified early, downtimes can be prevented, and overall operations can become more energy efficient.

The protection, switching and measuring devices out of the Sentron portfolio from Siemens – installed, among other places, in a Sivacon S8 low-voltage power distribution board – capture electrical parameters such as power, current and voltage. This data can be directly visualized on the system, in addition to being forwarded

to higher-level systems via standard protocols. In the powermanager power monitoring software, data can be easily displayed and evaluated on the PC. Integration of recorded data into MindSphere, the open cloud-based IoT platform from Siemens, is also possible. Via MindSphere, vast volumes of data can be processed, evaluated and compared.

Simple entry point into digitalization

With a modular portfolio of systems and components, digital tools, software and cloud-based applications, Siemens is laying the foundation for a simple entry into digitalization. The portfolio can be flexibly coordinated to the individual requirements and existing technical infrastructure. The innovations include the 7KN power-center3000 IoT data platform and the powermanager power monitoring software with a direct IoT interface, with which small to medium-sized companies can also harness the full potential of digitalization.



The 7KN powercenter3000 IoT data platform expands the digitalization solutions in the Sentron portfolio: It collects and processes power and system data of connected devices and is the central communication interface to local monitoring systems and to open IoT platforms such as MindSphere. The 7KN powercenter3000 enables a very easy introduction into cloud-based energy management. Even existing power monitoring systems can thus be easily connected to the cloud.

Now, the **powermanager** power monitoring software can also be directly connected to the cloud. The software displays electrical characteristics for individual loads or complete systems in a clearly-arranged dashboard and analyzes energy consumption. Saving measures can be directly derived, and faults quickly pinpointed.

New business opportunities

Panel builders, electricians and even electrical wholesalers are obtaining the opportunity to develop new business models on the basis of MindSphere – and what sounds like a vision of the future is now a reality: Today, the integration of energy data into digital, cloud-based environments is already a significant part in digital industrial companies and buildings. Moreover, tangible practical applications, also for distributors, are demonstrating how new business fields can be opened up with MindSphere – away from sales, and towards profitable value-added services.

In this context, Siemens and IMELCO will hold a Digital Workshop on March 13th in Frankfurt, Germany.

[siemens.com/lowvoltage/digitalization](https://www.siemens.com/lowvoltage/digitalization)

BUSINESS COLUMN

MEMBERS

ON THE LOOKOUT FOR GROWTH OPPORTUNITIES

2018 has been a very successful year for IMELCO members and our partners suppliers. After achieving double digit growth in 2017, we project that we grew approximately 8% this year.

As is the case every year, there are many challenges and opportunities. In many countries, the economy is quite strong; in some cases, a bit too strong. Frequently, the installers are fully booked, extra manpower is needed, production of materials is getting critical. In other words, our members are at full capacity all together.

History shows that the economy is a sine wave and when a market is at or near full capacity, the growth curve will turn downward.

So, do we need to be pessimistic? No, we need to be cautious and prepared. In the current era of historically low interest rates, there are not a lot of means for governments to intervene and stimulate when the economy slows down.

IMELCO's associated distributors pride themselves on their responsiveness and flexibility.

In the coming years we will experience the launch of an enormous amount of new products. New products as in totally new products. The charging station for cars for example, as well as solar panels, wind turbines, and products for the growing number of data centers being built all over the world. This is just the beginning of all

kind of new products our members will have to sell to the market the coming decade.

Many of the new technologies will be a burden for the grid. Therefore, we expect to see booming business in storage products, safety and back up products. Combine that with the introduction of smart and connected products replacing the conventional ones so we know we will have plenty of sales opportunities even during a recession.

Change can be frightful, new technologies can be disturbing. However, the members of IMELCO embrace these opportunities.

With the on-going support of our partners, the constant development of expertise of our staff and the love for our customers we are welcoming new forms of Electrification.



Co Braber
President IMELCO

ABB ENHANCES VALUE WITH INDUSTRIAL SOLUTIONS ACQUISITION

ABB's acquisition of GE's global electrification solutions business, GE Industrial Solutions, marked the start of an exciting journey to enhance customer and partner value and strengthen ABB's worldwide leadership.

With the \$2.6 billion acquisition, ABB's Electrification Products Division gained the highly complementary Industrial Solutions global product portfolio, expanded its global footprint and added approximately 14,000 employees to its 42,500-employee base.

This year, electrification customers and partners will begin to experience the benefits of the integration efforts as they gain access to expanded product offerings.

Tarak Mehta, President of ABB's Electrification Products division, comments: "In the first six months since the acquisition closed, we've seen strong momentum in what our teams have achieved together, especially in bringing the best of both portfolios together to deliver on our customers' and partners' needs. We look forward to building upon these successes in 2019 and beyond as we move forward in bringing a more comprehensive product portfolio to our customers and partners."



ABB strengthens position as worldwide leader in electrification

ABB is also making significant product portfolio investments in delivering a more technologically advanced and digitally connected offering. These investments will enable customers to take advantage of ABB's digital offering, ABB Ability™, including digitalization opportunities for the Industrial Solutions installed base.

A key part of the integration efforts is enhancing the customer and partner experience by leveraging the expanded global footprint, sales force and distribution network gained through the acquisition. While ensuring business continuity,

ABB is focusing on opportunities to improve operations and make it even easier for customers and partners to conduct business with ABB.

Indeed, the acquisition has given ABB access to the global installed base of Industrial Solutions and will accelerate its growth and competitiveness in key countries. Mehta concludes: "The most important objective is to ensure an enhanced electrification offering for our customers and partners around the world and I am delighted to hear very encouraging feedback already on the positive impact this union is having."



Industrial Solutions is now ABB

INTELLIGENT CONTROL OF LOADING PARKS

FROM A CHARGING STATION TO A SOPHISTICATED MANAGEMENT SYSTEM

Installation companies often shy away from entering electromobility because they lack the relevant experience. However, it is possible to enter the field without special previous knowledge and a minimum of investment. Phoenix Contact provides individually tailored charging solutions ranging from small building applications to comprehensive parking lot installations.

Framework conditions

At the beginning of a charging solution there is usually the question of where the charging station should be installed. With an existing infrastructure, civil engineering and cable laying work can be dispensed with altogether.

Available connected load can be used to set up a charging station. Even a 230V/16A connection with an output of 3.7 kW is sufficient. Some common electric vehicles are only designed for a maximum AC charging capacity of 3.7 kW. On the other hand, the driver often has no intention of fully charging the vehicle, but simply wants to increase the range.

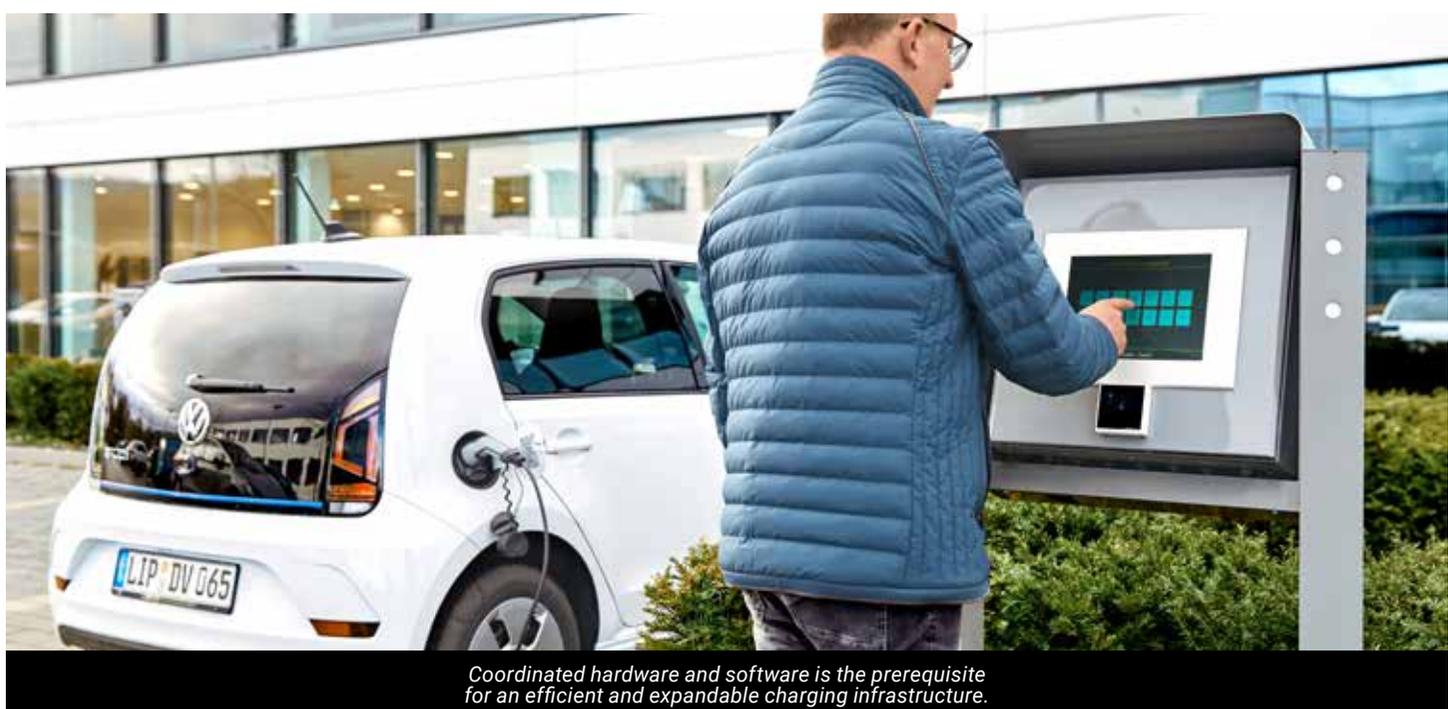
There are two ways to operate a charging station. The charging can be free of charge for the customer as a service of the supplier or it can be invoiced to him. In case of a free service, the function of the billing system for charge control can be dispensed with. But charging points should reserve the possibility to add exactly this function later. With increasing density of electric vehicles, the trend is towards fee-based

and cost-covering charging options.

Once the framework conditions have been determined, the hardware is selected. Charging stations are tailor-made for the customer by some suppliers and delivered ready for installation. Alternatively, the future e-mobilist can use starter sets from Phoenix Contact.

Advantages of AC charging technology sets

The AC charging technology sets from Phoenix Contact include coordinated components for simple installation of private or commercial AC charging stations. The sets offer numerous options for implementing your own charging infrastructure projects - with a diversity of options: number of charging points, connected charging cable or socket and the choice between different



Coordinated hardware and software is the prerequisite for an efficient and expandable charging infrastructure.

OPPORTUNITIES

charging capacities (3.7 kW, 11 kW or 22 kW). Development costs can be saved thanks to a tested wiring plan and associated assembly instructions.

This variety enables an individual design and a simple set up. Required components can be ordered in the long term and for higher quantities on the basis of the existing circuit diagram.

Gradual expansion

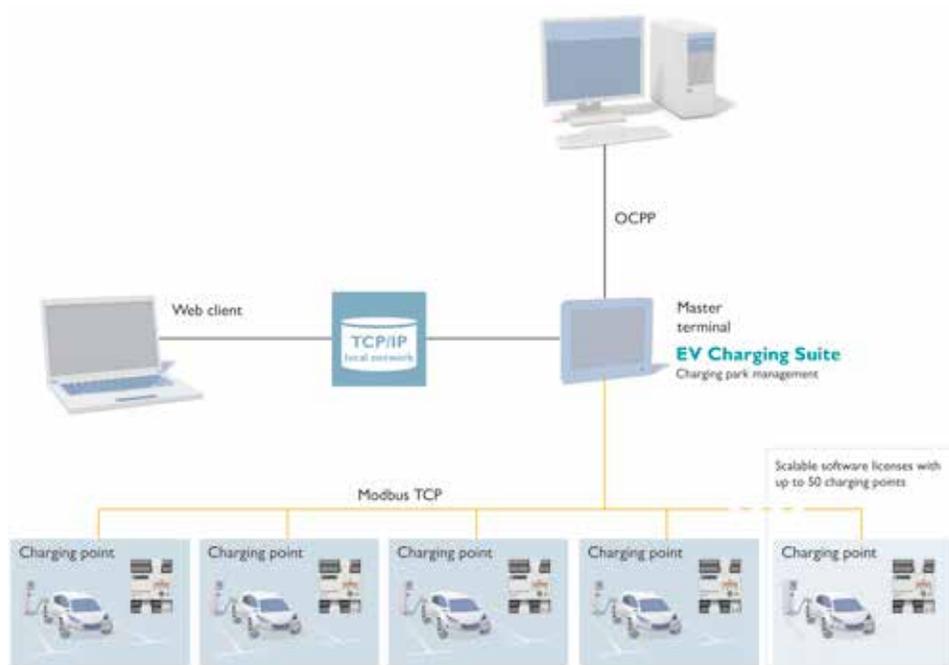
Charging stations built according to this principle can be modified and operated at mixed levels and even during operation, infrastructure can be successively expanded as required.

Continually growing charging infrastructure - from a few charging stations to an extensive charging park - raises the question of a stable energy supply. Planners and installers are increasingly faced with the challenge of achieving the optimum charging performance for each charging point with a limited power supply - with safe and highly available operation.

The connected load during operation can change, and the load management must react appropriately. The default value comes from a higher-level management system. That is how charging infrastructure becomes an integral part of e.g. building management.

Superior charge management

High-performance load management ask for integrated charging controls that allow charging currents to be modified during the charging process. This function is already



From simple charging points to complex charging management, projects can be implemented with solutions from Phoenix Contact.

implemented as standard in the charging controllers from Phoenix Contact.

The charging processes are calculated independently of location and energy supply. It is often required to integrate the charging point - depending on the degree of networking of the charging stations - individually or with higher-level management software into the billing system.

For operation as a stand-alone charging station, it must be possible to integrate the charging control into the billing systems. The Open Charge Point Protocol (OCPP) has established itself here and contains parameters like authentication, status, energy values. A connection

to the billing system is thus ensured with an integrated OCPP interface in the charging controller.

For charging points in multi-story car parks, the load management described above and the integration into a billing system can be carried out via management software. The EV Charging Suite from Phoenix Contact considerably optimizes the operation of charging stations and charging parks. The EV Charging Suite has a connection to every charging control in the local network of charging stations. In this way, the suite can control the entire network.

Dirk Vogel, Product Manager Smart Charging, Phoenix Contact E-Mobility GmbH

More information
<https://phoe.co/electromobility>

NEW TOP3 TIMES FIVE: THEBEN EXPANDS ITS PRODUCT RANGE OF TOP3 DIGITAL TIME SWITCHES

Following the first digital time switches of the new top3 generation, Theben AG is expanding its product range to include five additional devices. Installation technicians and users alike can benefit from the convenient app-based programming, simple and secure data transmission via the Bluetooth OBELISK top3 dongle and the high 600-watt LED output. The new SELEKTA astronomical time switches also for the first time feature an adjustable twilight range.

The new top3 digital time switches (TR 611 top3, TR 611 top3 RC and TR 622 top3) are replacing the current top2 devices TR 611 top2, TR 611 top2 RC and TR 622 top2. They are ideal for time-controlled switching of street lighting, display window lighting or advertising lighting, for controlling lights in and around public buildings and car parks, for school bells and ventilation systems, pumps and fountains, and all sorts of other applications.

App programming and secure data transfer

All new time switches can be programmed with PC or laptop, as well as via app on a tablet or smartphone, and of course directly on the device. Created programs

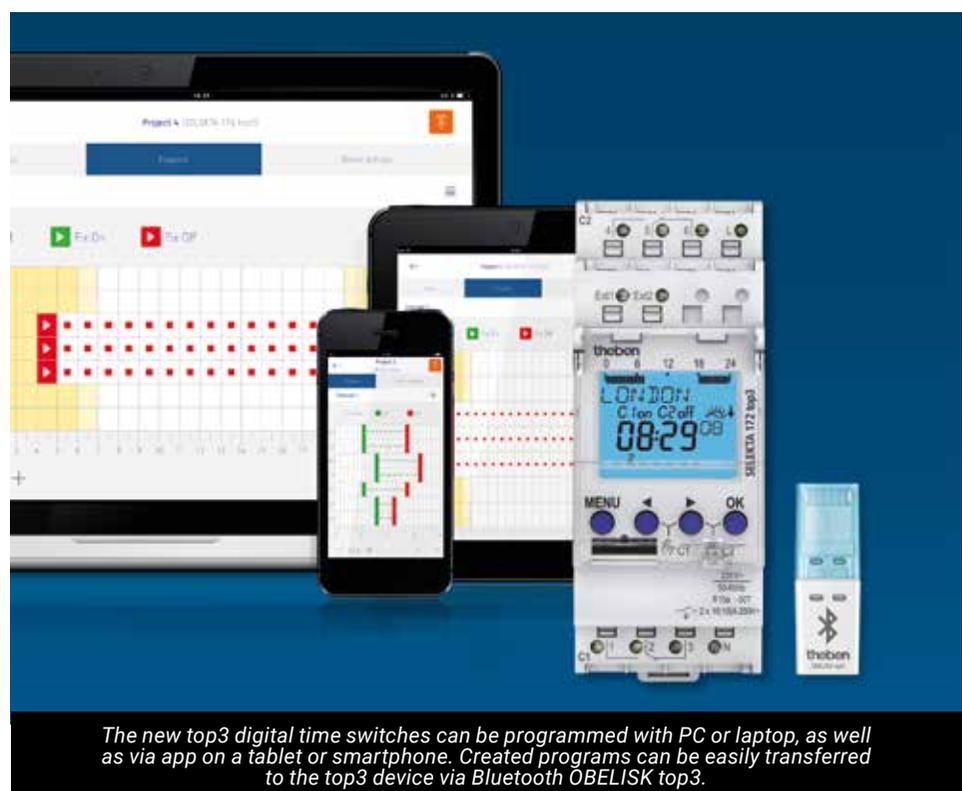
can be easily transferred to the top3 device via Bluetooth OBELISK top3. Low Energy dongle technology offers significant safety advantages compared to permanently installed Bluetooth receivers.

These are vulnerable to being tampered with, for instance in public places or in street lighting. Low Energy technology, which is proven in smart home applications, significantly reduces standby consumption. Time programs can also be saved in the cloud via the app, be sent via email, or transferred from smartphone to smartphone. A program can even be transferred to a top3 device without a power connection in battery mode, which is ideal for preparing the time switches for assembly.

Astronomical time switches with adjustable twilight range and Astro program.

The new SELEKTA 171 RC top3 and SELEKTA 172 top3 astronomical time switches can be used for precise switching of connected consumers based on sunrise and sunset.

The astro cycle automatically calculates the times for sunrise and sunset for the whole year. For the first time, the new devices feature an adjustable twilight range in three stages: civil twilight (sunset), nautical twilight (dusk) and astronomical twilight (night). Thanks to the integrated geocoordinates, the app simply identifies your current location from the location function on your mobile device. The information



The new top3 digital time switches can be programmed with PC or laptop, as well as via app on a tablet or smartphone. Created programs can be easily transferred to the top3 device via Bluetooth OBELISK top3.

OPPORTUNITIES

theben

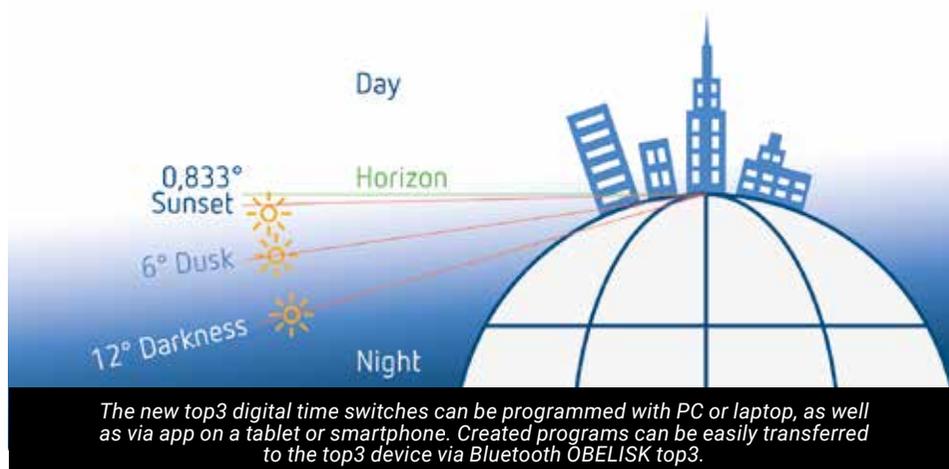
can then be sent to the SELEKTA time switches, saving you the hassle of entering your longitude and latitude manually. With 18 languages on offer, the devices can be adapted to suit the needs of customers in a flexible way.

Useful additional functions

The new dual-channel TR 622 top3 and TR 172 top3 devices now offer a channel-switching and locking feature. In installations such as street lighting, channel switching prolongs the service life of lighting elements and reduces the amount of maintenance needed. The channel locking feature prevents a channel from using conflicting commands which could damage connected devices (e.g. forward and return for motors). And the new annual program allows users to program one-off and recurring events (e.g. holidays) in all new top3 devices.

Upwards compatible from top2 and high LED output

As with the top3 devices already introduced, the new top3 models also offer compatibility with top2. It is also possible to copy programs from top2 to top3. This saves a lot of time

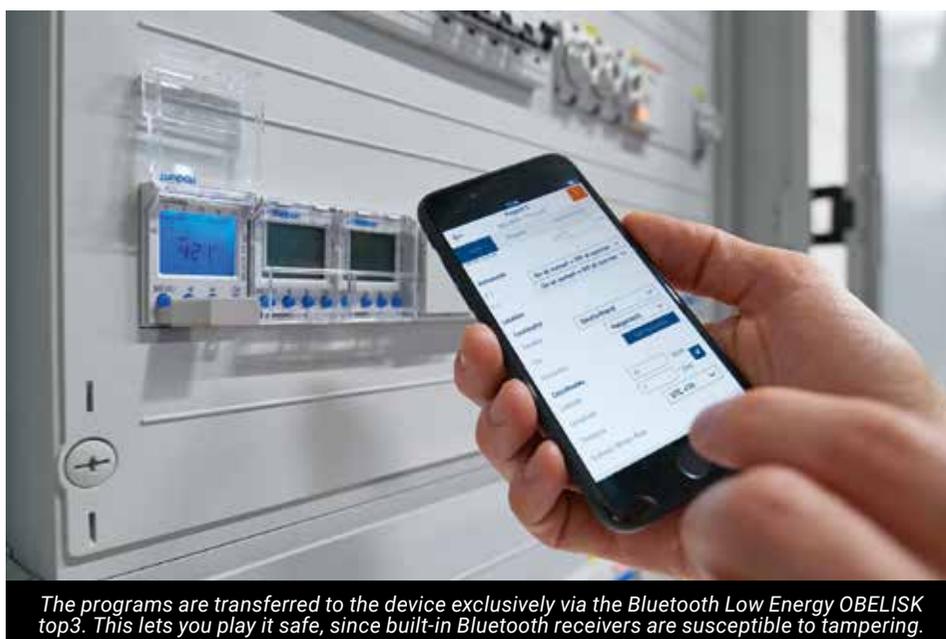


and money, as there is no need to undertake complex reprogramming when you replace a device. Thanks to the new zero-cross switching, top3 can switch 5 times the LED output of top2 (max. 600 W, 800 A).

Summary

Theben is extending their product range of top3 digital time switches to include five new devices (TR 611 top3, TR 611 RC top3, TR 622 top3, SELEKTA 171 RC top3 and SELEKTA 172 top3). All devices can be programmed with PC or laptop, as well as via app on a tablet or smartphone, and of course directly on the device. Programs can be transferred to the top3 device via Bluetooth OBELISK top3 Low Energy. This

offers significant security advantages compared to permanently installed Bluetooth receivers, which are vulnerable to tampering. Low Energy technology significantly reduces standby consumption. The SELEKTA astronomical time switches also for the first time feature an adjustable, three-stage twilight range. Channel-switching and channel-locking features in the dual-channel devices TR 622 top3 and TR 172 top3 increase safety and extend the service life of devices while reducing the amount of maintenance required. What's more, top3 features upward compatibility from top2 devices. And thanks to the new zero-cross switching, they can switch 5 times the LED output of top2 (max. 600 W, 800 A).



How it works

Discover how easy programming and transferring can be with top3.

www.youtube.com/TheThebenAG

THE **OBO BETTERMANN** GROUP HAS DEVELOPED THE **UDHOME2** FLOOR SOCKET FURTHER

With the UDHOME2 OBO Bettermann is bringing onto the market a further development of a bestseller.

The popular floor socket undergoes continuous testing, as do many of OBO's products. Despite the positive feedback of many of our customers, we at OBO Bettermann do not rest on our laurels but work constantly to go that little bit further. OBO Bettermann has now made the space inside the smallest floor socket UDHOME2 significantly larger – while keeping the same outer dimensions virtually identical. Thanks to the slanted inner space, at an angle of 54°, even larger plugs find sufficient room and disappear behind the closed cover.

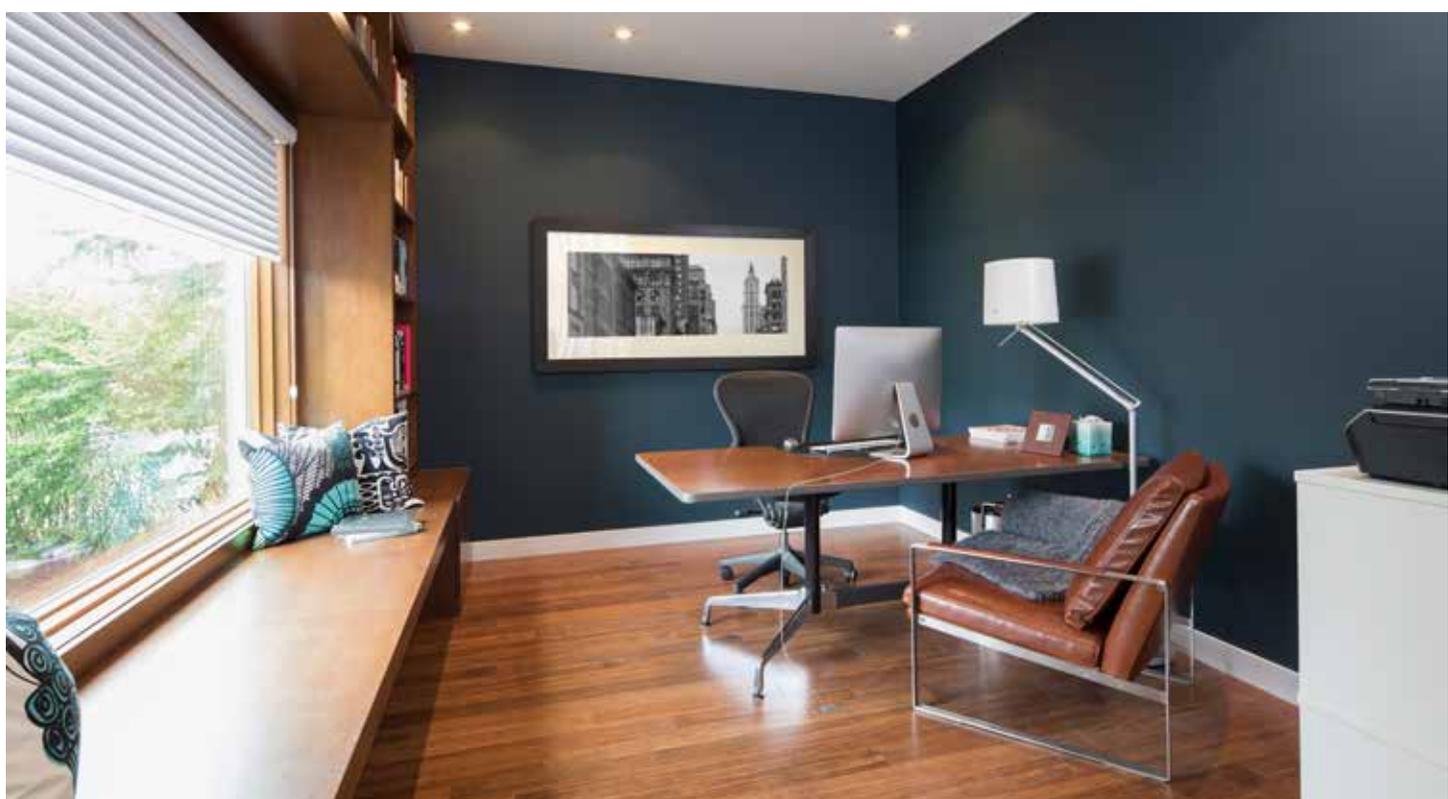
With the new turning cover, users can determine the direction of the cord outlet themselves. In other words – the new UDHOME2 has the largest inner space within its class and is an excellent example of developing a product further with user-friendliness in mind.

Our smallest made big

The goal of developing the UDHOME2 socket was to achieve a clear improvement for both end users and installers. Making changes to the mounting and the usable space has resulted in easier



and more efficient handling of the product. An important alteration was also to offer all cover variants in stainless steel. All in all, this means that a popular product has been improved significantly. With a size of 140 x 140 mm and a height of 100 mm, the floor socket is one of the most compact of its type.



SCALE DESIGN: YOU'RE LOOKING AT A WINNER!

Exploring new paths in the lighting industry with courage, dynamics and flexibility - that's what defines LEDVANCE as a young lighting company with over one hundred years of history.

How this self-perception can be translated into a modern design language and applied to innovative lighting products shows the "SCALE" design language which was presented at this year's Light + Building for the first time. It was now announced as one of the winners of the German Design Award 2019 in the Light category.

Design means making sense of light

Light means life. And at LEDVANCE, our mission is to make the world a greater place by advancing light through design that makes genuine sense to everyone, anytime and anywhere.

So, when we talk design, we mean lighting experiences that make people's lives easier. We mean honest solutions that speak your mind. We mean reshaping our industry by creating simply better basics.

We believe that the truest way to understand our company's positive energy is to experience the very products that our customers love. The future is bright: and we will be there, with you, across all scales of life.

Distinct Bored by the ordinary? This should help.

Just because it's a professional luminaire it doesn't mean that it has to look boring and generic.

With our distinctive SCALE design-language our customers can immediately recognize trusted LEDVANCE quality.

Our design-hallmark scales consistently across our entire product portfolio to create coherent, comforting assurance that this very product is an original LEDVANCE product that is easy to install and use in any environment.

Impulsive

Forget the lord of the rings. We have so many more to fight the darkness.

Fighting bad light requires optimistic energy and a bright outlook.

Our circular picture mark at the heart of each product signifies new beginnings and our courageous spirit of invention.

Every LEDVANCE product represents our mission to break new ground and transmit the positive message of light for all, across all scales.

Honest

Looks like after a facelift. Only ours never needed one in the first place.

We use our skills to create simply better basics: not lofty pieces of art but beautifully crafted tools for trade that are easy to understand and great to use.

Our energetic brand-elements are embedded in soft and integrated frames based on basic circular geometry to represent the honest, human and refreshingly approachable nature of the brand, and products that are made by real people for real people.

Flexible

This is our future vision of candles and yoga.

Great corporate product design is flexible without sacrificing choice and character.

Our SCALE design-language adapts flexibly across all product categories and areas of deployment.

In countless iterations our team of designers have worked on design-elements that can be scaled up and down without sacrificing the brand-typical expression of the product.


ID 3315793 Scale Distinct

ID 4094391 Linear IndiviLED

ID 3316437 Scale Flexible

ID 3315793 Scale Distinct

No matter how you combine our many types of trade-luminaires – they all match each other perfectly.

Attentive
No devil in this detail.
Just a clever idea.

We are partners to all who work with our professional luminaires. We heard you and respond to what makes your life easier.

Our design-language is not just about coherent appearance, but about simplicity of use.

While developing, our team of designers, engineers and product managers have come up with a range of simple, but clever, brand-typical details that make a big difference for all who work with our products.

Using material and colour we guide users towards special functionality and interaction.

Passionate
Calling someone a nerd isn't nice.
But we simply can't help it.

Our design-language is not the product of random, creative whims – it's what comes out when you put a bunch of lighting nerds in one room.

For months, our interdisciplinary team of designers, engineers, marketers and product managers have systematically ideated, sketched, prototyped, revised – and obsessively refined countless variations of designs, until it really felt like LEDVANCE.

The resulting SCALE design-language is a statement of our commitment and passion to provide our customers

Feasible
Tough love is nothing dirty. It's
how our designers and engineers

collaborate.

What good is a design-system if it cannot be implemented? Will it scale? Does it work with round and square shapes? Will the cooling ribs be sufficient?

While we did use state of the art 3D software to create our design-language, our designers and engineers constantly challenged each other using physical models to make sure that our designs are not just beautiful on paper, but also feasible in regard to construction and manufacturing.

The resulting design-language SCALE is a great foundation for our teams to design products that truly work and are truly LEDVANCE.

2ND EDITION OF THE SOCODA BOURSES À L'INNOVATION

For more than ten years **SOCODA** has committed itself to 'Business Durable'; the «**Bourses à l'Innovation**» (Innovation Awards) are a concrete achievement. They are designed to encourage and promote initiatives that work in this direction and that meet the values taken by **SOCODA**.

They apply to 6 business segments: Decoration, Electricity, Sanitary-Heating-Plumbing, Tools Pro, Industry, Steel and Construction Materials.

A jury, composed of a personality, a journalist, a SOCODA member, an installer and SOCODA's management, met in January to discuss



the selected candidates and elect the winning products based on three criteria: the innovative nature of the product, its eco-friendliness and economic potential.

Each winner of this 2nd edition will be offered a cheque over EUR 10 000 and 2 years of free marketing in the network. The reward is meant to assist the commercial development of the products to ensure their sustainability.

The winners of the 2nd edition of the « Bourses à l'Innovation » will be unveiled at a ceremony at the Events Factory on March 20th, 2019.

For the record, the 2016 winner in the category Electricity was Urmet Distribution for their building-automation kit.



More information: <http://les-bourses-innovation.socoda.com>



TOWARDS THE FUTURE WITH TRADITION AND QUALITY CIMCO FOR MORE THAN 190 YEARS

The best advertisement for a company is a satisfied customer. If the customer returns, and the product doesn't, then the product quality is right.

"Customer satisfaction is our most prized possession", says Joachim Quirl, Managing Director of CIMCO Werkzeugfabrik GmbH & Co. KG. "For decades now, we have been strengthening our intensive relationship with customers and users with our high-quality standards and our quality management system certified according to DIN EN ISO 9001:2015."

For more than 190 years, CIMCO has remained true to its company philosophy of producing tools in tried and trusted quality which meet the most stringent customer requirements. Once a regional pliers manufacturer, since being founded in 1827, CIMCO Werkzeugfabrik has managed to continuously adapt to individual customer requirements and to rise to new technical challenges.

"Our customers value our tradition of using the best possible materials in both our own production as well as in cooperation with renowned German tool manufacturers", says Joachim Quirl.



So for many years now, the tool manufacturer from North Rhine-Westphalia has been living the quality concept "Made in Germany" which not only defines the product range, but also can also be found in service, logistics, and sales.

The tools being functional is just as important to CIMCO as is their being safe to use. Particular focus is placed on the in-house production of insulated safety tools which are all tested individually in a water bath according to applicable standards at a voltage of 10,000 volts. This fully automated process that

uses industrial robots is just one development in recent decades to be proud of.

Building a logistics centre and thereby extending the storage facilities since 2015 shows the direction that CIMCO is planning to take.

The recent foundation of the foreign subsidiaries CIMCO-Nederland B.V. and CIMCO ITALIANA S.R.L. is another milestone. As one of the leading manufacturers and sellers of tools for professional tradespeople, CIMCO also exports from Remscheid all over Europe.

Congratulations from the whole of IMELCO!

As a relative youngster in the industry compared to a 190-year tradition, IMELCO would like to congratulate CIMCO with much respect. We are happy to have this strong and loyal partner with such a long and solid history in our Preferred Supplier portfolio.

SE TOP MANAGEMENT MEETING IN GRENOBLE, DECEMBER 2018

Today wholesalers from across Europe face many challenges with the growth of Digitization, E-Commerce and the Internet of Things (IOT). Those who fail to embrace run the risk of being left behind.

On December 3rd to 4th 2018 Schneider Electric hosted the annual IMELCO Top Management Meeting with representatives of IMELCO members, ELEX Italia (Italy), ELECTROCLUB (Spain and Portugal), ANEW (UK), RAEC (Russia) and Ahlsell (Nordics). The event was hosted by Schneider's Xavier Perrot with the support of IMELCO's President, Co Braber, and Managing Director, Elena Reignier.

This gave the unique opportunity for IMELCO member countries to share their own experiences and best practice with their European colleagues. IMELCO's vast distribution experience and their own Digital successes were presented in an open forum, which enabled everyone to share their success, learn from others and take this new-found knowledge back with them to utilise in their own businesses.

Schneider Electric is one of the largest suppliers to IMELCO and was proud to host this meeting at its Grenoble R&D centre in the picturesque French alps. The site extends over 33,000 sqm. Here, the guests were able to experience the innovation and test facilities where ideas are transformed into real market leading products.

Schneider is committed to invest 5% of its global €26B turnover in new product development which helps to maintain its global position as no.1 electrical manufacturer. Connectivity is key to Schneider's global position. With Energy Efficiency, Building Automation, Smart Home technology and the growth in Data Centre capacity, areas Schneider Electric already offers market leading solutions, it recognizes the important role the distribution partners play.

No such event would be complete without the chance to sample the Wines of France with an evening of tasting and discussion. This was followed by a delightful meal giving everyone the opportunity to continue the days' discussion in a more relaxed setting.



NETWORKING



Visit of the Schneider Smart Home Lab with "Wiser" solution



Presentation of the Electropole EcoStruXure Power IoT Lab



Schneider Marketing Offer Data VP (François Martin Festa) explaining how to mutually engage digitally.



Digital Enablers Game - teamwork at the board



Co Braber presenting IMELCO's strategy



Simon Sanfilippo, Elex Italy MD presenting Digital Activities

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