

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

2016 ISSUE 4

MARKETING

9TH CONVENTION OF IMELCO
"UNITED, WE CAN SHAPE THE FUTURE"

OPPORTUNITIES

E-MOBILITY IN FOCUS OF OUR MEMBERS

NETWORKING

UPDATE ON GRUDILEC'S ACTIVITIES

BUSINESS

CONSTRUCTION PRODUCTS REGULATION IN EUROPE

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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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**Dear electrical distributors of IMELCO,
dear partner suppliers,**

As the end of 2016 is coming closer, I take the opportunity to look back at the past 12 months of this year. We have had an exciting year, and for us, the culminant point was, of course, the celebration of 25 years of IMELCO's existence. The Convention was a huge success: 360 attendees in total, of which 270 representatives from electrical distributors and 90 representatives of partner suppliers.

For the first time, we included the so-called "networking sessions" (see further on p. 8-9) into the Convention format, the topic of "e-commerce" enjoyed great popularity so that we decided to define this as a central point of our activities with IMELCO suppliers in the next three years. In spring 2017, IMELCO will organize a strategic workshop with partner suppliers dedicated to this topic. More details will follow in the course of first weeks of 2017.

Last but not least: a healthy and successful 2017 to all of you!



E. Reignier

Elena Reignier
IMELCO Managing Director

9TH CONVENTION OF IMELCO **IMPRESSIONS OF THE CONVENTION**



Members' exhibition in the convention Center of the Hotel Marriott Rive Gauche, Paris



MARKETING

9TH CONVENTION OF IMELCO





25 years of success: the role of our organization in the coming years

NETWORKING SESSIONS



Recruiting and retaining great employees

Jerry Knight, VP Supplier Relations, IMARK Group, USA

It was a very productive session. Members shared their experiences and ideas on three questions. Each table discussed the topics for 10 minutes and presented their best, unique solutions.

1. Share some innovative ways of attracting / interviewing new employees...

- paying employees if they help bring a new employee into the business,
- interviewing using skype,
- checking a prospective Facebook page,
- spending time with current employees.

2. What are some challenges in attracting and retaining employees between 20 and 30 years old?

- offer to pay for childcare for young families,
- offset the cost of health insurance,
- liberal policy for tending to child related issues,
- allow employees to work from home on occasion,
- give employees a day off for extraordinary results.

3. What are you doing to retain your employees?

- connect management with an employee to get to know them and their concerns,
- after-work company events,
- more social activities for employees,
- a healthy ratio of fun in the office".

eCommerce

Steve Ruane, VP Marketing, IMARK Group, USA

Over 100 executives from IMELCO member and supplier companies met on September 2nd to share their perspectives on e-commerce and digital marketing.

This was the most heavily attended of the three networking groups held at the Paris meeting.

Participants discussed how their respective companies have prioritized the need to offer a web store to your customer base — now or in the near future.

Given the diverse nature of the group, perspectives and actions taken in this area varied greatly.

Several executives shared their company's experiences related to the development of webstores, apps or any other tools designed for customer use in the rapidly evolving world of digital sales and marketing.

Others are just now getting started or are in the early planning stages.

The necessity to address these challenges with in the near future is accepted as a given by most participants.





Exchanges of experiences and best practices throughout round table discussions

Optimizing operating costs

Konrad Ramhorst, Managing Director MITEGRO, DE

Around sixty participants at six „round tables“ had an excited discussion about cost optimization projects. The mix of supplier and wholesaler at each table made the discussions open and interesting and showed different needs and wishes for the near future.

If some countries still think about online ordering, others are planning already an automatic inventory management between supplier and wholesaler.

All participants agreed to the need of more full automatically standardized processes in the distribution world and wished to continue these “round tables”.





Partner Programm: Paris discovery in Citroen 2CV



Stay on the move!

SAVE THE DATE **SCHEDULE** OF UPCOMING **IMELCO EVENTS**

January 26th

Elex Italia Convention in Milan

March 23rd/24th

e-Commerce strategy / workshop with suppliers / sharing thoughts, ideas and experiences with our suppliers

April 24th/28th

Hannover Fair

May 30th/31st

internal meetings of IMELCO in Kraków (PL)

June 1st

In the morning: SAP 2017 and Networking Event with suppliers

In the afternoon: activities organized within the framework of the 62nd EUEW Convention

June 2nd

EUEW Convention

19th/22nd of September

MDs-Suppliers meetings and other IMELCO conferences in Washington D.C.

THE THREE CPR CHALLENGES (CONSTRUCTION PRODUCTS REGULATION)

The incoming application to cables of the CPR issues three important challenges to the Industry:

- to meet obligations in term of performances (substantial) and CE marking of cables (formal)
- to be compliant by law and not just voluntarily
- to harmonize local standards with the “CPR language”

1. What is CPR?

CPR is a new mandatory EU language used to define categories of performance of products used in the construction industry.

There are many types of cables included in the scope of the CPR. All products permanently incorporated (permanent installation) into a building – whether residential, or commercial, or industrial – and into other civil works are covered by CPR. This includes all power and control cables of any rated voltage, as well as communication cables with metal and glass (optical fibre) conductors unless specifically designed for temporary installation. Both reaction to fire and resistance to fire are considered (and the release of dangerous substances). In product terms, this results in Low Fire- Hazard and Fire Resistant cables (This article refers ONLY to Low Fire-Hazard cables).

2. How does CPR work

2a. Who does what - authorities' responsibilities

2a1. European Commission:

Defining a common language. Like a traditional language system, it is made up of words and grammar.

- **Words: Definition of an Harmonized Fire Classification** (see Commission Decision 2006/751/EC)
- **Grammar: Harmonized system of Assessment and Verification of Constancy of Performances (AVCP)** included in the EN50575:2014

2a2. Member States:

Using the common language set by the EC to define, in national regulations of fire prevention, the level of performances that will be applied in applications .

2b. CPR application deadlines

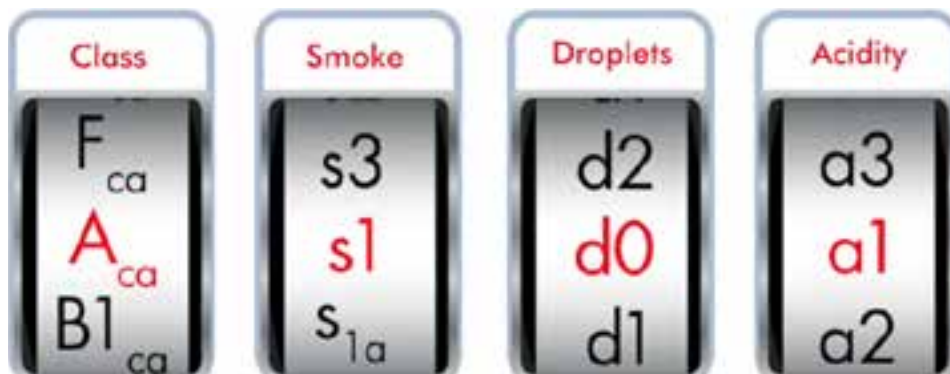
The Date of Applicability of CPR for cables was set on 10th June 2016. The co-existence period – during which old and new standards are applicable – ends on 1st July 2017. For Manufacturers, the sale of non CPR-compliant cables is possible until the end of the co-existence period. After that date, it will not be possible to sell non CPR-compliant cables for construction. The date of mandatory installation of non CPR-compliant cables is set by local regulations and can differ from country to country.

2c. The Classification code.

The CPR classification of reaction to fire is expressed by four parameters:

- **'Class'** describes the flame spread and the heat release. A_{ca} indicates that the cable does not contribute at all to the fire and F_{ca} burns very easily.
- **'s'** refers to the smoke production, ranging from s1a, attributed to a very good visibility (more than 80%), to s3 which indicates a very low visibility.
- **'d'** represents flaming droplets. It ranges from d0, indicating virtually no flaming droplets, to d2, indicating long and persistent flaming droplets.
- **'a'** refers to the acidity of the emissions, ranging from a1, attributed to non-corrosive gases, typical of Low Fire-Hazard cables, to a3, attributed to very corrosive gases typical of standard cables.

The four parameters can be combined into more than 180 combinations. Each combination stands for a unique CPR classification code. This allows authorities in various countries to impose specific classifications for buildings and civil works. Nexans can inform you about the required classifications in your country. You can see the regulatory compliance through the CE marking and in the Declaration of Performance.



- 🔥 **Flame spread**
- 🔥 **Heat release**
- 👁️ **Smoke opacity**
- 💧 **Flaming droplets**
- 🧪 **Acidity**

The four parameters which define the reaction-to-fire performance of cables

3. New legal obligations of manufacturers

3a. New performances measured

(Resistance-to-fire cable regulations will follow later. This presentation refers only to Reaction-to-fire requirement)

Current fire tests normally measure just the flame spread expressed in terms of length of burned cable. One single value to measure the fire performance of the product. A new CPR fire tests measure up to five variables during a determined time: flame spread is required together with heat release, smoke opacity, the duration of flaming droplets and the acidity of emissions during fire. Top class cables are much more sophisticated, able to fulfill all requirements at once.

3b. CE mark: the sign of conformity with CPR on new product labels

The CE mark printed on product labels is the visible sign that a product conforms with CPR (and other applicable regulations). Beside the CE mark, eight other pieces of information are mandatory on the CPR labels:

- ID of certification body
- Name and address of manufacturer
- Year initial certification
- ID of DoP
- European Standard
- Product ID
- Intended use
- Performance

DECLARATION OF PERFORMANCE
No. XXXX

1. Unique identification code of the product type: _____
2. Type, batch or serial number or any other element allowing identification of the construction product as required under Article 11(4): _____
3. Intended use or uses of the construction product, in accordance with the applicable harmonized technical specification, as foreseen by the manufacturer:
Cable for general applications in construction works subject to reaction to fire requirements
4. Name, registered trade name or registered trade mark and contact address of the manufacturer as required under Article 11(5):
**AnyCo SA,
PO Box 21
B-1050 Brussels, Belgium
Tel: +32987654321
Fax: +32123456789
Email: anyco.sa@provider.be**
5. Where applicable, name and contact address of the authorized representative whose mandate covers the tasks specified in Article 12(2):
**Anyone Ltd
Flower Str. 24
West Hamptonshire
UK-SB9845 United Kingdom
Tel: +44887654321
Fax: +44123456789
e-mail: anyone.ltd@provider.uk**
6. System or systems of assessment and verification of constancy of performance of the construction product as set out in CPR, Annex V:
System 1+
7. In case of the declaration of performance concerning a construction product covered by a harmonized standard:
Notified product certification body No. XXXX performed the determination of product type, the initial inspection of the manufacturing plant and of FPC, the continuous surveillance, assessment and evaluation of the FPC and the audit testing of samples taken before placing the product on the market and issued the certificate of constancy of performance
8. Declared performance:

Essential characteristics	Performance	Harmonized technical specification
Reaction to fire	B2 _{ca} -s1,d1,a1	EN50575:2014/A1:2016
Dangerous substances	NPD	
9. The performance of the product identified in points 1 and 2 is in conformity with the declared performance in point 8.
This declaration of performance is issued under the sole responsibility of the manufacturer identified in point 4.
Signed for and on behalf of the manufacturer by: _____
(name and function)

(place and date of issue) (signature)

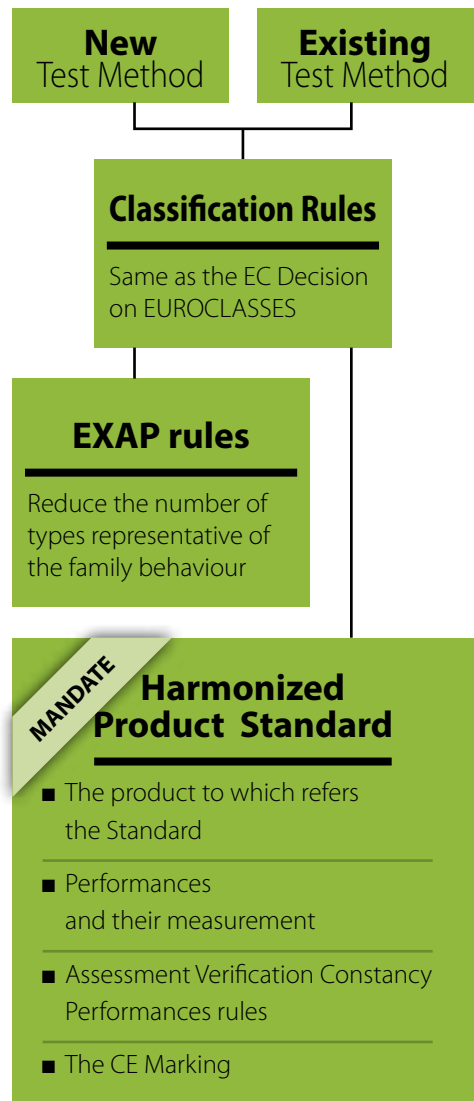
The Declaration of Performances issued by the Manufacturer for each product type

3c. Declaration of Performance: means of transparent information

The Declaration of Performance drawn by the manufacturer provides reliable information on product performance. It is normally made available electronically through the web site of the manufacturer and lasts 10 years after the end of production.

4. Legal compliancy

The standardization role of CENELEC. CENELEC – the European Committee for Electrotechnical Standardization – got a mandate from the European Commission to prepare the new Harmonized Product Standard for cables. The Annex ZZ of this standard provides clauses addressing the provisions of the CPR. It is law in all EU countries



Classification Rules

Same as the EC Decision on EUROCLASSES

EXAP rules

Reduce the number of types representative of the family behaviour

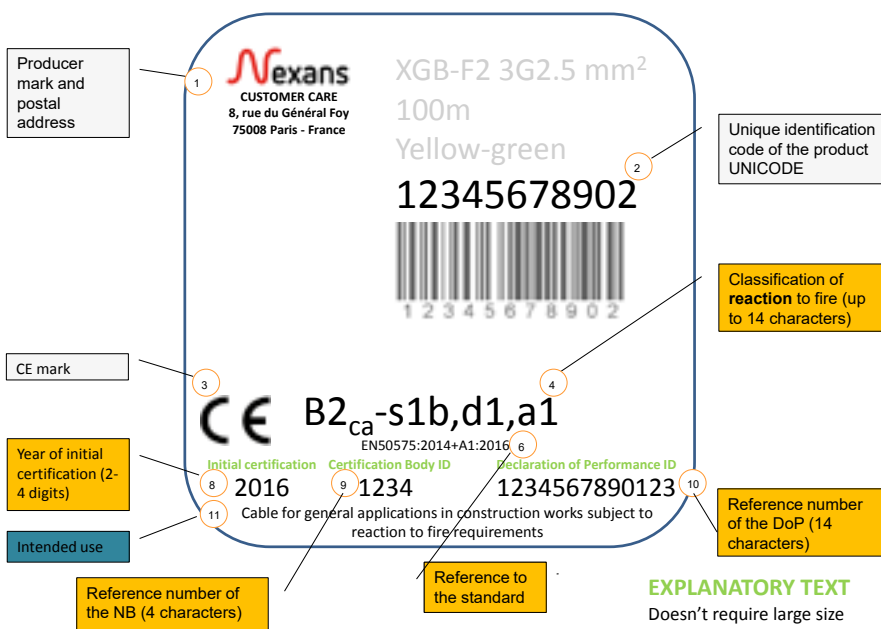
MANDATE Harmonized Product Standard

- The product to which refers the Standard
- Performances and their measurement
- Assessment Verification Constancy Performances rules
- The CE Marking

The huge standardization work done by Industry's delegates at CENELEC

5. Fix the conflicts of standards: the huge job of industry in the local standardization bodies

At the moment many cable standards are under revision in each EU Country in order to adopt the new harmonized language and fix all conflicts. The burden of this huge job is mostly on the shoulders of the industry which animates all cables technical committees.



The Nexans' new labelling of CPR cables

GE CONCENTRATE ON LED TECHNOLOGY

GE is leading the transition from CFL to LED and will cease manufacturing CFL bulbs by the end of 2016 in the USA. Retailers will benefit from this transition to LED:

- **Turnover Growth:** With LED you benefit from higher turnover while shoppers get a longer-lasting, better performing alternative to CFL.
- **Inventory Management:** Stepping down assortment now and managing on-hand inventory frees up working capital to invest in growing subcategories.
- **Satisfying Customer Demand:** Shoppers are making the switch to LED bulbs and driving triple-digit category growth.

This year, GE will cease production of its coiled compact fluorescent lamps (CFLs) for the U.S. market and instead focus its lighting efforts on LED lamps. Few people will mourn the end of the CFL era. Introduced in the mid-1980s, CFLs enjoyed a short-lived spurt of popularity. But the bulbs, which heat gas rather than a filament, were never really loved, and last year accounted for just 15 percent of sales in the United States. Consumers complained CFL light was too harsh, didn't work with dimmers, flickered and took too long to warm up and light a room. Starting in 2012, U.S. regulations demanded that incandescent light bulbs – the kind that Edison invented – needed to use 30 percent less energy to meet minimum efficiency standards. That ruling instantly made incandescent lights almost obsolete.

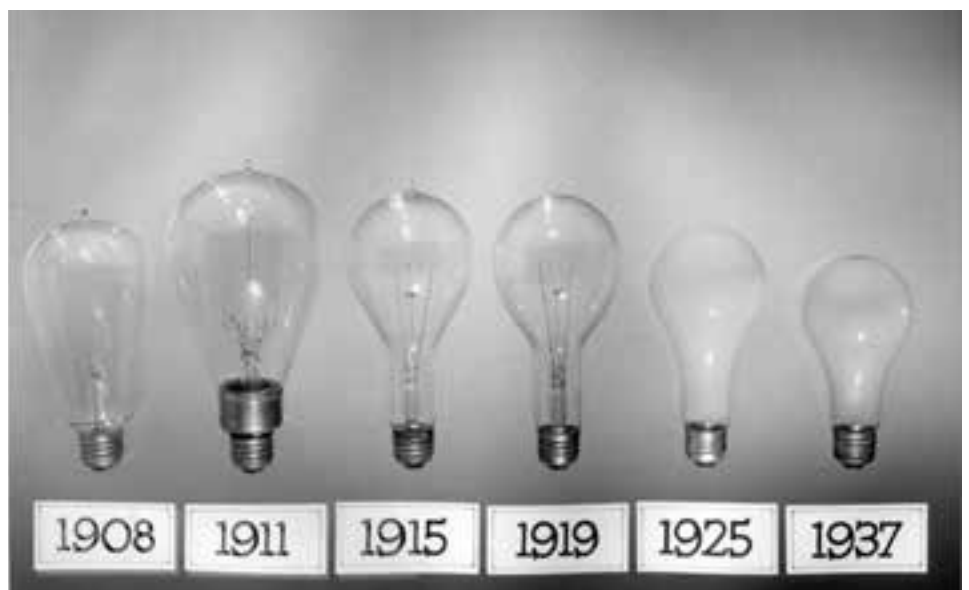


Edison filed his patent application for a light bulb in 1879. It was granted in January 1880. Image credit: GE Reports

Over time, incandescent bulbs were replaced by 3 alternate technologies, CFLs, LED lights and GE's energy efficient soft white bulbs, a type of halogen lamp most closely resembling the old bulbs. LED lamps were the most efficient and gave the best light, but they were prohibitively expensive, costing \$40-\$50 in 2012.

The reason GE can make the shift from CFLs to LEDs today is because LED prices have dramatically declined since GE engineer Nick Holonyak (see video below) invented the first red-light LED in 1962. Today, LEDs sales account for 15 percent of the 1.7 billion bulbs sold annually in the United States. GE expects that by 2020, LEDs will be used in more than 50 percent of U.S. light sockets.

LEDs provide the old-fashioned comfort of incandescent lights, but also give us new connectivity capabilities with the latest energy-saving apps. As LED bulbs become more of a consumer electronic using chip and digital technology, they are well-suited to smart-home apps that help homeowners save energy and money by shutting off lights remotely from their smartphones or setting bulbs to dim and let them operate at 80 percent capacity. We are seeing a complete transformation of the lighting business as we move to intelligent-lighting solutions for cities, offices, hospitals and schools.



The shape of the incandescent light bulb stopped evolving nearly 80 years ago. Image credit: GE Reports

LED lamps use solid-state parts that use electroluminescence from tiny light-emitting diodes. When electricity is applied to an LED, light is emitted from the interface between two different semiconducting materials. LEDs already illuminate everything from gas station signs to flat-screen TVs to retina screens on iPads. With a 22-year life span, a single LED bulb can light a child's bedroom desk lamp from birth through college graduation. GE will work with its retail partners, including Imelco, to manage the shift to LED. The bulbs come in many styles, including chic candle lamps and retro bulbs evocative of Edison's filament bulbs.



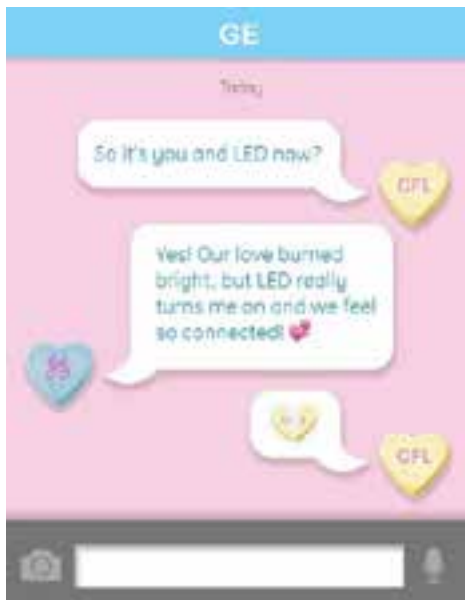
GE's Brick Stik LEDs

GE announced its breakup with CFLs with a "Dear John" letter to the coiled bulbs. GE wrote in the letter, addressed "Dear CFL." "I'm in love with LED!" It's a bittersweet breakup, but one GE believes will lead to a brighter future.

I never imagined this day would come, but I've found another. Someone who helps me see my world in a whole new light. You don't want to hear this, but I need to tell you... I'm in love.



GE Bright Stik



GE is breaking up compact fluorescent lamps - facebook campaign.

IMELCO'S 25TH BIRTHDAY IS GRÄSSLIN'S 60TH BIRTHDAY!

Founded in 1956 the hallmarks of success for Grässlin continue to be reliable, high-performance technology and the greatest ease of use.

Both are also the characteristics of talento smart, the new generation of time switches launched in March this year.

These devices can be programmed via a PC, tablet or smartphone without the need for additional hardware. They are extremely versatile, thanks to the many programs and their user-friendly, time-efficient controls.

The product design is in-line with Grässlin's new look, emphasizing its position as a partner for individual, networked building services.

They follow in the footsteps of the company's founder Dieter Grässlin, who in 1956 started with the sub-assembly of clockworks in a laundry room and introduced his first hour meter as early as 1957. Time switches followed in 1964, which were a combination of a clock and time switch technology, a real innovation back in those days, making the name Grässlin well known. Today, the name Grässlin stands for innovative time switch technology reaching far beyond Germany. This is illustrated by an export share of more than 80%. With the new product talento smart Grässlin also launched a new Corporate Design with a brandnew booth stand and a new design of GRÄSSLIN product catalogs. But the design wasn't the only component significantly updated.

About Grässlin

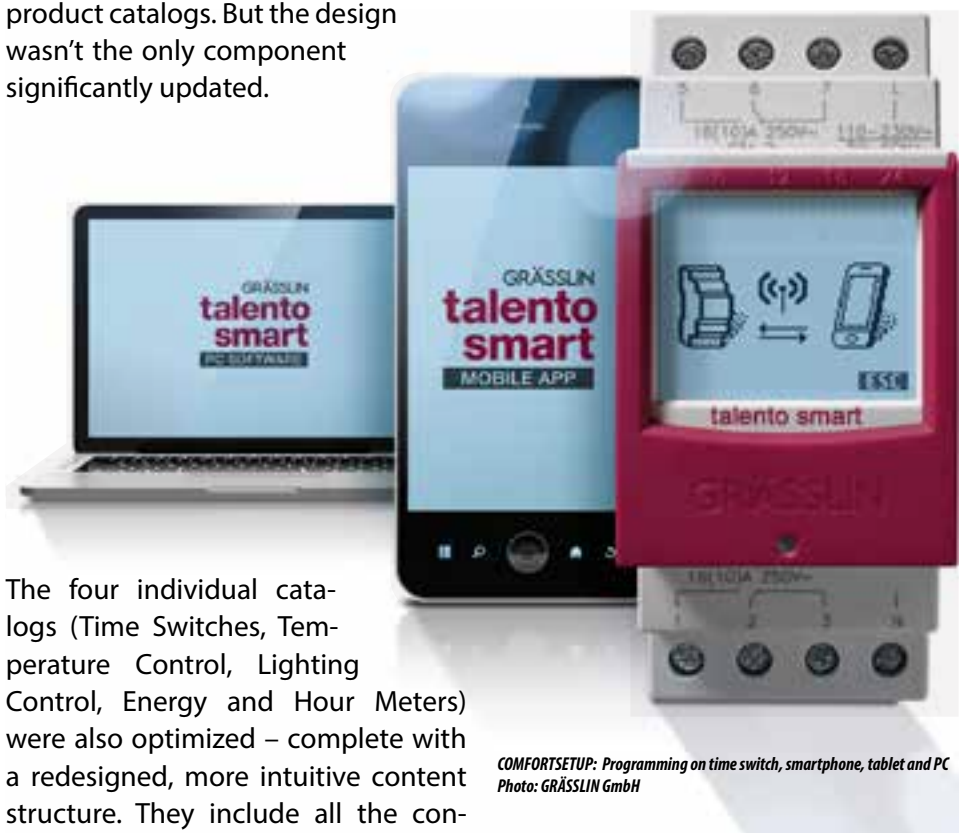
GRÄSSLIN GmbH, St. Georgen, Germany, is a specialist in time switch technology.

With 150 employees, the company produces time switches, room thermostats, light controls as well as energy and hour meters which are sold on the international market.

Grässlin has been a member of Intermatic Group since 2007, a leading manufacturer of energy control systems with headquarters in Spring Grove, Illinois, USA. The Group employs around 750 employees at six locations worldwide.



The right choice for all time switch tasks: The new digital DIN-rail time switches from the talento smart product family were developed with the electrician in mind. Photo: GRÄSSLIN GmbH



*COMFORTSETUP: Programming on time switch, smartphone, tablet and PC
Photo: GRÄSSLIN GmbH*

The four individual catalogs (Time Switches, Temperature Control, Lighting Control, Energy and Hour Meters) were also optimized – complete with a redesigned, more intuitive content structure. They include all the contents of the previous GRÄSSLIN catalog, as well as new innovations such as the digital timer talento smart. The publications are now available in German and English – with Spanish and French versions soon to follow. In addition to the printed catalogs, online versions are available.

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GRUDILEC LAUNCHES GRUDIECOMOVILIDAD.COM A PORTAL SPECIALIZED IN ELECTRICAL DRIVE

Grudilec, Management Society of Electric Material Distributors (Formed by Araiz, CSI, Dis Electric, Electro Idella, EMSA, Mesur, Grupo Coelca, Grupo Peisa, Suelco and Trimatik), launched a Blog that promote the implementation and use of electric vehicles.

The portal **grudiecomovilidad.com** is the evolution of the section created in **grudilec.com** with the aim to become the reference blog for all information regarding electrical drive. Grudiecomovilidad has different specialized sections such as latest developments of electric vehicles, technical information



on developments in charging systems, as well as the constant updating of the regulations and existing aid. Furthermore, the blog has another purpose: create a section where converging different opinions, publication of interviews and articles made by significant persons in the sector, official organizations, and vehicles charging manufacturers. Last year GRUDILEC announced its interest in showing to electrical professionals (and users in general) the advantages of eMo-

bility. The company has carried out different activities in this regard.

These projects can be summarized in: the incorporation of Grudilec in AEDIVE (*Business Association for Development and Promote Electric Vehicle*), the organization of training sessions on business opportunities in electrical drive, creating an informative section in the GRUDILEC Boletín Profesional and the first publication of the last Prontuario of GRUDILEC, The Smart World, among others.

From the direction of GRUDILEC it is expected that these actions serve to raise awareness of the advantages of the use of electric vehicles as one of the future challenges.



GREAT SUCCESS OF GRUDIECOMOVILIDAD AT THE FAIR VEM2016

Grudilec was present at the 2nd edition of the Madrid Vehicle Fair, organized by the Madrid City Council and AEDIVE (Business Association for Development and Promotion of the electric vehicle). This edition has been marked by increasing the autonomy of electric vehicles.

The 5th of June, VEM2016 closed its doors after a hot weekend with numerous tests Electric Vehicles around the Colon Square in Madrid. In these dynamic driving tests was demonstrated that if you test an electric car, you will be convinced of his goodness. The approximately 15,000 visitors enjoyed a wonderful atmosphere where the electric mobility was the real protagonist.

Grudilec was present with a stand sponsored by General Cable, Gewiss and Schneider. Grudilec disseminates the Blog grudiecomovilidad.com, which compile all information about electric mobility.

With the aim of bringing the visitor to a clean, safe and cost-effective technology, many participants were able to learn the latest news & updates on zero emission mobility.

Manufacturers charging points showed their new products. Many stakeholders could see up close a charging point and know the installation process.

Grudilec joins this successful participation to the initiatives implemented since 2015 to promote the implementation and use of electric vehicles.



Booth of Grudilec-Grudiecomovilidad.

GRUDILEC CONTINUES ITS EXPANSION WITH THE INCORPORATION OF GRUPO SUMELEX

Grupo Sumelex is a group of companies located in the southwest of Spain, and is the last adhesion of GRUDILEC, that amount more than 90 points of sale.

GRUDILEC, Management Company of Electrical Wholesalers has announced the Grupo Sumelex incorporation as new member in October.

Grupo Sumelex is specialized in exclusive professional distribution of high and low voltage electrical appliances, communica-



tions and industrial electronics. It is formed by six companies:

Suministros Eléctricos Extremeños S.A., Sumelex Zafra S.L., Sumelca S.A., Sumelva S.A., Sumelva Córdoba S.L. y Sumelva Sevilla S.L.

In 1982 Grupo Sumelex started its activity in Badajoz, and it has been evolved and applied an effective expansion policy. Nowadays, it has 11 points of sale in Extremadura and in the West of Andalusia.

The company shares with GRUDILEC and their members the same values that practices workaday which are mainstays of their good work as electrical wholesalers. These values are the self-determination and constant evolution. This effort results in a broad knowledge of market innovations in order to offer global solutions to customers,

with the guarantee of the first partner brands. All of this through a personalized service and with highly qualified staff.

Grupo Sumelex also stands out for its specialization in telecommunications, thanks to manufacturers specialized in complex installations, able to determine the most convenient typology for each particular case.

With this last membership, GRUDILEC is formed by 10 companies and company groups reaching 93 points of sales. The other members (Araiz, CSI, Dis-Electric, Electro Idella, Emsa, Mesur, Grupo Coelca, Grupo Peisa and Suelco) have shown their satisfaction for having a new member with whom exchange proposals and experiences that continue improving the company and its partners.

RAEC'S ELEVEL CELEBRATE ITS 25TH ANNIVERSARY

20th of October, wholesale company Elevel, a member of RAEC association, celebrated its 25th anniversary.

In honor of this date Elevel organised the Electro Fair, where manufacturers presented their products and solutions together with Elevel's engineers.

This exhibition consisted of 31 manufacturers' stands and during one day was visited by over 700 customers. Visitors of the Fair took part in 21 workshops and master-classes about the most important topics of our market.

The most interest was demonstrated for the workshop of well-known Moscow architect Ruben Arakelyan "The Space.Color.Light" and demonstration Elevel's b2b portal of e-commerce "E-way".

ABB, Schneider Electric, Legrand, Gira, Jung, Devi, Eglo, Bironi, Phoenix Contact and others presented their new products. Elevel's guests were communicating with each other and sharing their experience, asking questions, giving advices, making photos, giving gifts and were enjoying this event.





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*We wish you a successful
and exciting year 2017!*

Editorial Board: Elena Reignier (IMELCO), Steve Ruane (IMARK), Simon Sanfilippo (ELEX ITALIA)

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