

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

2021 ISSUE 15

MARKETING

GRUDILEC'S GRUDI HUB

OPPORTUNITIES

SMART LIGHTING

NETWORKING

INTERSOLAR EUROPE

BUSINESS

**STRENGTHEN YOUR
MARKET POSITION BY
ADDING SERVICES**

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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 us at marketing@imelco-solutions.com

MOVING WITH THE TIMES

Thirty years ago, at the time IMELCO was established, our founders envisioned an organisation that would unite independent electrical wholesalers across Europe, reinforcing individual entrepreneurs and achieving a better balance in the distribution market.

At that time, our interaction with suppliers was focused on a limited number of business reviews per year, where market developments were shared and discussed, and overall figures evaluated.

Today, IMELCO is a different organisation. Back in 2014, we posed the question to ourselves, "how can we generate further added value for our members and suppliers"? The answer was, "by creating additional services".

Whatever we do at IMELCO today, it represents a service, whether it be our Supplier Award Program,

implementation of joint action plans with existing suppliers, arranging numerous operational meetings with members and suppliers, or exchanges of digital experts. And whatever IMELCO does today, it has a global perspective.

IMELCO is moving with the times. As you will read in this Global Circuit edition, our members and partners are too!




Elena Reignier,
Managing Director, IMELCO

GRUDILEC LEADS THE WAY WITH A RETURN TO IN-PERSON MEETINGS

The successful hosting of the second edition of Grudi Hub in late September represents an important and long anticipated return to business normality, following a year and a half of Covid-19 related restrictions.

The IMELCO family of members and supplier partners can take heart from the successful hosting of this event, held at Madrid's renowned Casa de Burgos, with around 130 industry representatives in attendance. An IMELCO event in Barcelona, originally planned for November 2021, had to be postponed due to the uncertainties surrounding the Covid situation and international travel. However, Grudilec has shown that events can be held successfully locally, giving hope that international meetings and events will increasingly return to our calendars in 2022.



Opening the event together with Alberto González, Managing Director at Grudilec, Cristina Onieva, Head of Marketing and Communication, explained why it was a particularly special day: "Today is a great day of celebration. And I say 'great' not only because the long-awaited second edition of Grudi Hub is taking place, but also because the Grudilec family finally meets again with 130 people under one roof, and with a common purpose - to celebrate. Friends, this is a sign that normality is returning to our lives!"

Following the opening, Pablo Gómez, Director of Development, presented on 'Innovation, creativity and leadership: three key aspects in Grudilec's strategy'. This presentation outlined the four digital projects on which Grudilec is currently focussed. According to Pablo, "Digitizing is not an option, it is a necessity. The customer demands an omnichannel approach."

Digitization plan

Grudilec's commitment to digital transformation is expressed through the following four digital projects. For each project, Grudilec has created different working groups, made up of experts from member companies.

- **PIM (Product Information Management):** a database common to the partners, comprising 1,300,000 references.
- **SLI (Intelligent Logistics System):** created to solve the deficiencies that the members of the Group may have at a given time with respect to very specific products.
- **GrudiZone:** Intranet that, in addition to providing a quick communication channel for accessing internal and external information, is a meeting point where the members' employees can share good practices and knowledge.
- **B2B (Business to business):** project that is still in an early stage of development that will be made to measure for each partner, according to their needs and type of client.

Creativity: a fundamental pillar in Grudilec's strategy

Following the presentation from Pablo Gómez, Cristina Onieva returned to present to the 'Connecting with the present' program, which was launched in May. In this new format, leading industry partners are interviewed, sharing their insights into developments in the electrical market and company specific projects.

At the end of the event, Antonio Ruiz, President of Grudilec, expressed his thanks for the commitment and support that suppliers always show to the Group. He also reaffirmed the need to continue the path forward, towards business normality, a sentiment shared throughout the IMELCO network.



Grudi Hub speakers :

◀ **Alberto González Dueñas**
Director, Grudilec

Cristina Onieva
Head of Marketing and Communication, Grudilec

▶



TRANSFORMATION AT MITEGRO

How value adding services will help us to maintain our market position and enable our customers to succeed in a more and more demanding environment.

We at MITEGRO strongly believe that providing new and value-adding services is key to a successful and future oriented holistic offering to our direct customer base. Providing technical expertise and installing products, while maintaining the highest quality standards, are crucial elements of the customer care process for each professional electrician. More than ever, the aftersales services, both digital and analogue, managed by the electrician but also supported by the wholesalers are becoming a crucial competitive advantage and unique selling proposition for either party.

We all noticed that, during the past years, customers and end consumers have become more accustomed to receiving further additional services throughout a product's lifecycle. These changes in customer expectations and behavior go hand in hand with the occurrence of new technologies, functionalities and arising ecosystems that have been adding value to different product stages.

IoT and Big Data are well-known and established terms that influence more and more the electrical wholesale business and hence influence our direct customer base. The impact of these developments becomes evident when looking, for example, at the common private household demand for integrated smart solutions, our suppliers' strong focus on Smart Home offerings, IoT Platform solutions and also when looking at the variety of e-mobility products and services within the private and government sectors. Hence, products in the wholesale market come with an underlying set of prerequisites that need

to be organized, explained and managed, while having influenced and changed the daily set of standard routines tremendously.

The constant engagement with our customers through different channels and knowledge on our customers' needs have been, and will always be, the crucial success factors that enable us to develop suitable but also easy to use services to support them on a daily basis.

Therefore, we need to ensure that our customer base is able to fully comprehend the products and their capabilities. Furthermore, it is our responsibility that our customers can respond to their clients' needs. We need to assure that they can offer a variety of suitable products and solutions that are constantly being further developed, maintaining the highest standards and security guidelines.

We already experienced that services can come in different shapes and with different purposes.

This is why we are constantly working on new solution packages in order to gain performance insights but also to maintain a close relationship with our customer base. We at MITEGRO are working on platform solutions for our wholesalers to make customer communication and support easier and more efficient. Furthermore, we aim to reduce the complexity of IoT platforms and the infrastructure needed, for example, to run, manage and track smart devices. Centralizing services and creating a standard framework to manage data is mandatory for that.

Only by adding new services are we going to be able to support our loyal customer base, generate further growth within the German speaking market and remain the central and competent touchpoint regarding new technologies and solutions for our customers.

Sabrina Herms
Head of Digital Transformation
MITEGRO



Sabrina Herms

HOW TO OFFER SERVICE AS A PRODUCT

From a casual "add-on" to a high-class sales driver

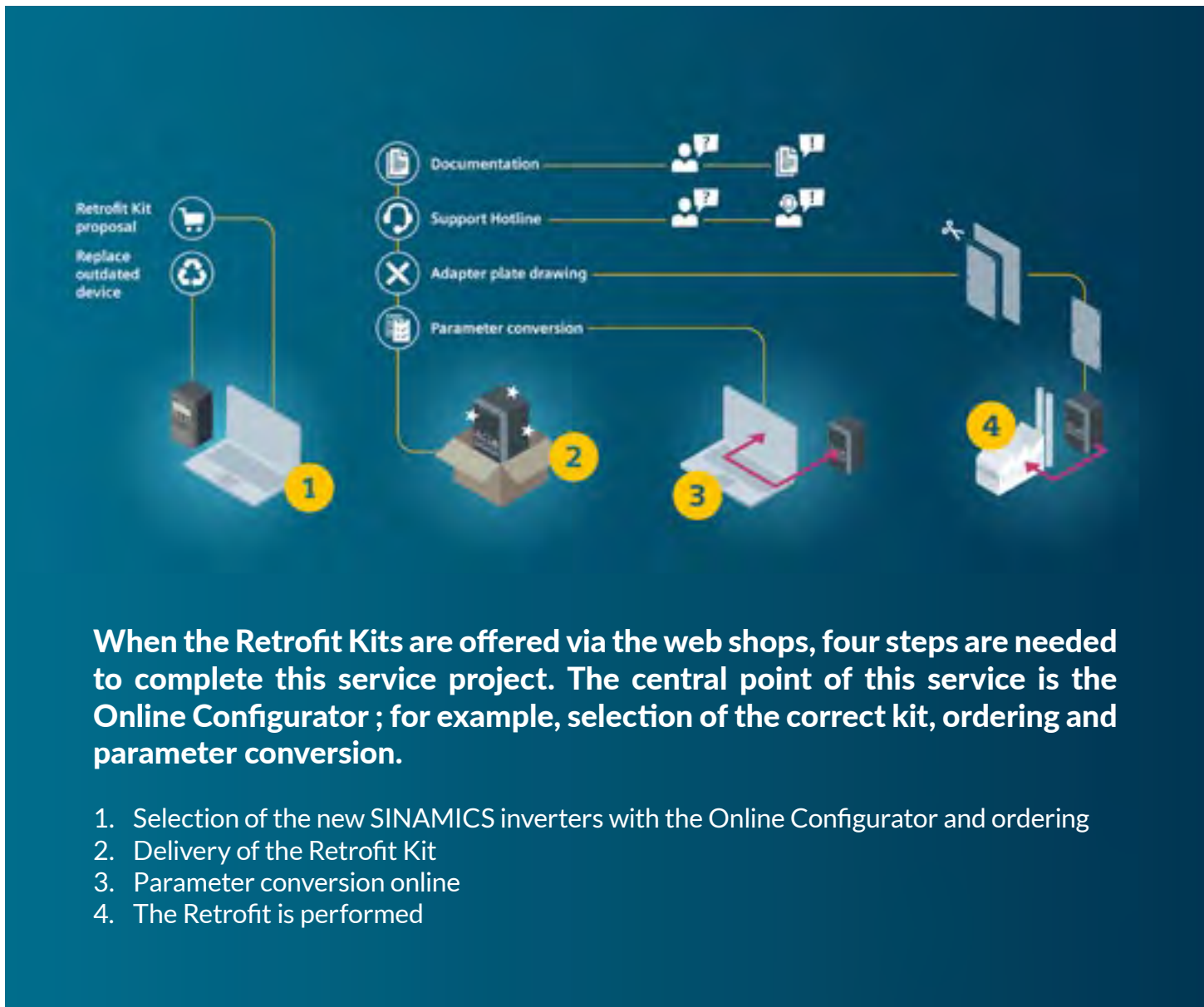
Service as a product has existed in B2C online retail for years. And the demand and the willingness of customers to pay for the corresponding services are growing. It is remarkable that many online retailers and wholesalers are not (yet) fully utilizing the potential of a standardized, scalable service portfolio. It is less about a refusal of the providers than about technically inadequately designed databases or services that cannot be optimally found within a web shop. With just a few tricks, it is possible to position services as a product in a portfolio with clear visibility and profitable manner.

For years, the purchasing behaviour of customers has been changing massively. In Germany alone, 68% of the population shop on the Internet. Experts expect up to 3.7 billion users worldwide by 2025. The online business is therefore becoming an ever-greater driver of sales. The value of the worldwide B2B eCommerce market alone was US \$ 12.2 trillion in 2019 - and the trend is rising. This also applies to business with services as a product. The term is understood to mean service offerings that represent an independent service that is marketed separately and viewed by the customer as a separate offer.

This generally applies to paid services, but in special cases also to free ones. Machines, devices, and technologies can still be sold well, but customers are increasingly preferring those providers who offer these additional, product-related services such as retrofit kits or extended warranty. The latter



Experts expect up to 3.7 billion e-commerce users worldwide by 2025. Therefore, the market offers great potential for a product that has so far hardly been promoted in web shops: services as a product.



When the Retrofit Kits are offered via the web shops, four steps are needed to complete this service project. The central point of this service is the Online Configurator ; for example, selection of the correct kit, ordering and parameter conversion.

1. Selection of the new SINAMICS inverters with the Online Configurator and ordering
2. Delivery of the Retrofit Kit
3. Parameter conversion online
4. The Retrofit is performed

can mean, for example, that customers can extend manufacturer liability by up to five years. At Siemens, the offer is called "Service Protect". Customers register their product with a unique activation code, thus linking product and service. Asset data is stored centrally, and a downloadable certificate is issued after successful registration. The service is available to end users and partners.

Payment for services as a product can be made in different ways. For example, one-off payments, license models or annual fees for the renewal of certain services are possible. Here the provider alone decides what makes sense to him.

Turning a challenge into an opportunity

Based on the above-mentioned trends and opportunities, Siemens recognized the potential of the services as a product years ago and adapted its product range accordingly. "Service Protect", as already referred to, is a part of this. Moreover, the entire Digital Enterprise portfolio focuses

on product-related services in general, in combination with services from distributors and Siemens, as well as kits.

Furthermore, the group attaches great importance to a high level of standardization of product-related services, so that they can be easily sold via the web shop. In addition, the services are placed in a prominent position in the web shop, i.e., the customer can find the service for the product in question without having to search for a long time.

"Retrofit Kit for Drives": The easiest way to get the most out of machines

A classic service as a product at Siemens is the "Retrofit Kit for Drives". After all, time will leave its mark on even the most modern technology. Optimization potential in terms of productivity, functionality or energy efficiency can be leveraged with a retrofit without having to replace the machine or system.

A retrofit brings individual machine components, which are basically still in good condition, up to date, be it with new control and drive technology.

For this purpose, customers can, for example, use the Retrofit Kit Configurator to select and order their desired service packages online. Among other things, buyers benefit from increased productivity, less downtime, a long-term secure supply of spare parts, and regular updates. The "Retrofit Kit for Drives" enables customers to gain these benefits in a self-service approach, completing the retrofit project with the company's own personnel.

How to boost sales of services as a product

Visibility in online shops is the gateway to successfully marketing a service as a product. And visibility must be good. The international standard interfaces ETIM or e-class do not currently offer a classic industrial service, because most of the databases behind web shops are designed for a product and not a service-related portfolio.

As a workaround, Siemens listed this offering in accessories. In addition, the visibility of product-related services can be improved through the combination of a knowledge database and proactive marketing, making cross-selling possible. An essential part of this marketing is also the sales force of every wholesaler, who can promote the service as a product offering in the context of direct contact with the customer.

What matters

In the end, both sides – provider and customer – benefit from an extensive, product-related range of services. Customers reward appropriate offerings with loyalty and feel completely “taken care of” by their provider. The companies, in turn, set themselves apart from their competitors with clever services, create an additional source of income and reduce their effort, for example by outsourcing warranty claims. One prerequisite is that the customer must be able to find the services in the provider's online shop quickly, and the services must be scalable in such a way that they can be sold as a self-contained package.



SIEMENS
Ingenuity for Life

Service Protect
Extended service period
for repair or replacement
of SINAMICS inverters

Extended warranty is a well-used part of the service as a product portfolio of Siemens, called Service Protect. Customers can extend the manufacturer liability of i.e., the SINAMICS frequency converters by up to five years. All they need to do is register their product with a unique activation code, thus linking product and service.

CHALLENGING TIME FOR CHALLENGING SERVICES

Changes can be gradual and smooth, or they catch us by surprise

In the past two years, we have faced a huge number of new challenges, including those that have arisen against the backdrop of a pandemic. The explosive growth of e-commerce created fantastic opportunities for the development of the electrical distribution services. Naturally, the understanding that transformation is necessary has appeared earlier. Many points of growth unexpectedly became approachable and allowed us to accelerate those changes that in the recent past seemed to be a long-term perspective.

This product covers the needs of all participants in the electrical market; increased sales for manufacturers, easy integration for distributors and friendly service for clients, regardless of their expertise.

We are confident that the future lies with ready-made, easy-to-use solutions that will create a comfortable environment for doing business.

Maya Avdonina

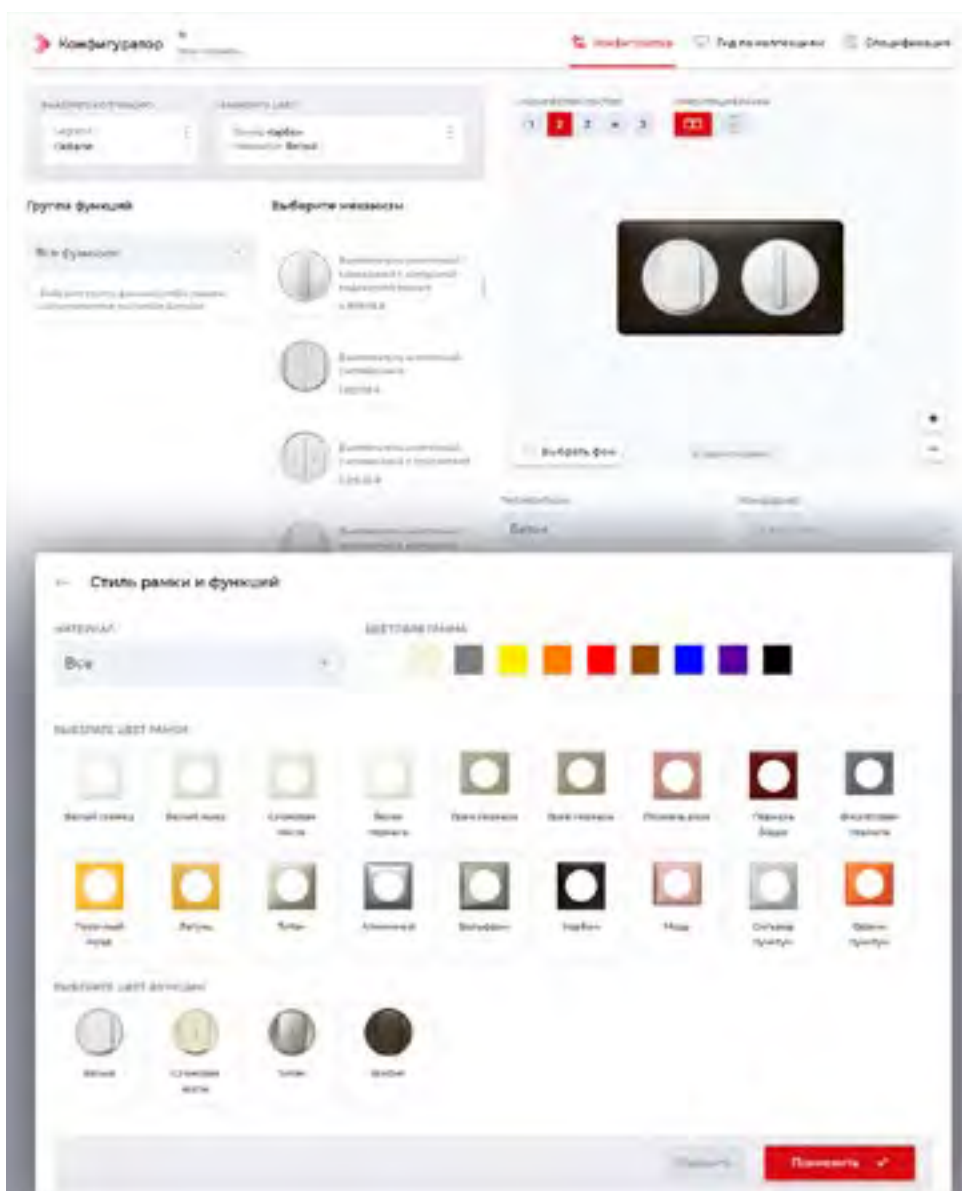
Head of RAEC E-commerce Development Center

In the recent past, we have had to ensure that product data is relevant and complete. Distributors upload content to their systems and transform it according to their own needs. This large and complex work is carried out on a daily basis. But in addition to it, there was a need to create application, ready-made services for automating business tasks.

The tasks related to our expertise in product data management and the generation of algorithms based on them came to the fore.

We have launched a number of projects, one of which is the Universal Configurator for the selection of wiring products. This service is also being developed by manufacturers, but our product aims to solve the following tasks:

1. selection of wiring products from all manufacturers in one window mode, without the need to support several applications with different configurations;
2. the ability to recalculate the project at the request of the user, based on the need to change the design, color or reduce the cost of the project;
3. creating a comfortable field even for an inexperienced user, who chooses only the design and color, with all hidden elements of the project loaded into the shopping list automatically, eliminating the risk of missing something.



FROM UNEXPECTED CHALLENGE TO EXPLOSIVE GROWTH AND OPPORTUNITIES

How you can redefine profit stream business models for OEMs through digitized post-sales support

Machine builders can now grow competitive advantage by incorporating IIoT (Industrial Internet of Things) and new digital technologies into their machine operational support and maintenance activities. According to IDC, industry verticals like process and discrete manufacturing are spending upwards of US\$333 billion on digital transformation. OEMs wishing to remain viable in supporting these new environments are finding better ways to connect with these customers.

By embracing approaches that enable the tracking, monitoring, troubleshooting, and fixing of machines remotely, the OEM maintenance models are evolving from reactive to predictive. Besides improving maintenance process efficiency, these software-driven capabilities also help OEMs generate new revenue streams through post-sales service offerings.

For OEMs wishing to grow their business, much has changed over the last five years. Connecting machines to IIoT and the cloud is no longer a big, expensive technology challenge. A fast-growing market of solutions with built-in internet connectivity simplifies integration and lowers the cost of post-sales maintenance. For instance, in many cases, high-cost experts no longer have to travel on-site to solve technical problems.

Modern solutions incorporate connectivity and ease of use

Schneider Electric partnering with our Alliance Industrial Automation Distributors can support the OEM community in their digital transformation efforts by having already built an open architecture called EcoStruxure™, which connects and integrates maintenance-related intelligent field devices and edge control with apps and analytics within a cybersecure envelope. EcoStruxure integrates end-to-end solutions across the engineering, operations, and maintenance support phases of a machine project lifecycle.





Typical scenarios that illustrate OEM digitization-driven maintenance support

When rolling out digital maintenance services, OEMs can leverage EcoStruxure tools to collect and generate machine level digital data (which is remotely accessible via the Internet), and to monetize this data.

Below are several scenarios that illustrate how this can be done:

Increasing operation efficiency

Products like Schneider Electric's EcoStruxure™ Machine Advisor, a digital service with fleet management capabilities, now make it possible to track, monitor and fix machines in the field while reducing support costs by 20 to 50 percent.

When a new machine is delivered and added to the fleet of the installed base, the EcoStruxure Machine Advisor/Track tool, for example, can be used to populate a comprehensive technical profile, which includes automation architecture, firmware / software-releases and updates – and all other relevant service-relevant information.

Developing remote service efficiency

Digital tools can reduce time for corrective actions by up to 50 percent. Now, service personnel can monitor their installed base of machines from anywhere across the globe and can monitor, in real-time, the condition of each machine.

Tools like EcoStruxure™ Augmented Operator Advisor allow real time access to relevant field information and augmented reality visualization from a simple hand-held tablet.

Unlocking new service model revenue streams

New digital tools allow OEMs to expand beyond only generating revenues from building and delivering machines. Since digitization and cloud computing allow the creation of many new services, diversified sources of revenue are available to drive OEM profitability. This helps to build a predictable annuity stream. A tool like EcoStruxure™ Secure Connect Advisor provides the ability to remotely access machines to extend OEM services like online trouble shooting, firmware updates, and diagnostics analysis –all of which enrich engagement with the end user's staff.

Advancing our Alliance Industrial Automation Distributors

The adoption of digital transformation has accelerated in all aspects of life, including industry. Next Generation of smart manufacturing is here, realized through innovative software, services, and systems, where data plays a central role. Through the Alliance Partner Program for Industrial Automation Distributors, Schneider Electric empowers distributors to develop new capabilities and skills needed to support the digital transformation ambitions of customers, while offering greater value and broader support animated through the program.

Rainer Beudert

Marketing Director System
& Software in Machine Solutions Schneider Electric

1. https://www.idc.com/tracker/showproductinfo.jsp?containerId=IDC_P29475
2. <https://www.cioreview.com/news/impact-of-industry-40-on-manufacturers-nid-27082-cid-34.html>

UPGRADING ABILITIES WITH SOFTWARE AS A SERVICE

Software as a Service (SaaS) is not a new concept ; it's simply a digital service or subscription, which is paid for over a specified period, in the same way as Netflix, Google Docs or Spotify. If we consider that, at the end of 2019, 167 million people worldwide had a Netflix account, and in 2020 Zoom (the cloud platform for video, voice and content sharing) reported 12.92 million monthly active users, we can see how many of us are using digital subscription services in our everyday lives.

Of course, SaaS solutions from ABB are slightly different, but they do follow the same principles as the services that we already use in our social and working lives. All these SaaS solutions are built on the ABB Ability™ cloud powered by Microsoft Azure. They offer a broad range of data-driven insights to bring the benefits of SaaS to the spaces we live in, work in, and relax in.

The global SaaS market is set to grow by \$60.36 billion by 2023, with the increase in smartphone usage as well as growing demand for mobile apps in e-commerce for payments, food delivery and healthcare. We have also seen growth in SaaS adoption at enterprise level, with a report from Finance Online predicting that by 2023, companies running on SaaS alone will increase by 86 percent.

ABB Ability™ offers much the same as other SaaS providers such as Netflix or Zoom by delivering on demand services that can be accessed anywhere, at any time via mobile devices. The difference with the ABB Ability™ solution for Electrification is that it focuses on energy, asset and building management and e-mobility, enabling improved productivity, and control and cost effectiveness insights, rather than simply providing audio/ visual entertainment services.

Whether you are a homeowner looking to increase comfort and security for your family; an electric vehicle owner that needs fast, reliable charging options; a manufacturing facility manager who needs to enhance operational efficiency; or even a city councilor aiming to bring your city's emissions to net zero, ABB Electrification has several solutions that can achieve all these needs and more through its ABB Ability™ offering. To ensure optimal security, ABB Ability™ uses a non-invasive, multi-layered approach. This separates customer identity data from customer measurement data with state-of-the-art cybersecurity protocols. This features constant security upgrades without compromising safety, value, or control.

Solutions that ABB Electrification offers through its ABB Ability™ platform are also interoperable, meaning they can interface with a non-ABB product, as well as communicate with non-digital products. Solutions can also be scaled across multiple sites to build a complete and accurate picture of business energy consumption.

Taking advantage of SaaS solutions, like those within the ABB Ability™ portfolio, gives distributors a real competitive advantage. Unlocking the potential of these



BUSINESS COLUMN
THE PRODUCT AS A SERVICE REVOLUTION HAS ARRIVED!

Today, our industry is facing a pandemic induced supply crunch. Many vital and popular products are in short supply. And where products are available, getting them to market is hampered by a global container shortage. But we should remember, challenges create opportunities. And the imperative here is to adapt and innovate our supply model for the benefit of all parties in the supply chain.

This is where product as a service (PaaS) becomes very relevant for our industry. PaaS, where companies pay for outcomes and not products, has gained traction in recent years. The driving force behind PaaS as a business model is the Internet of Things (IoT), where objects are increasingly able to collect and transfer data.

PaaS started out as an add-on to a physical product. For example, a company would buy fixtures to light up their office. On top of this, it paid the lighting supplier an additional monthly fee. The supplier then received performance data to enable proactive and better planned repairs. Such services enable suppliers to offer extended warranties, while opening possibilities for a whole new range of subscription-based services, such as pay per use, lease, or rent. Several of our partners, including Siemens, ABB, and Schneider Electric, recognized this development years ago and include such services in their offerings.

Now we are entering the next phase with PaaS, as the global 5G rollout enables it to evolve into Everything; from washing machines to lighting, and from solar panels to wind turbines. Despite this potential and the billions of IoT devices already deployed, only a fraction of the captured data is actually analyzed and used. Committing resources into utilizing such data will open whole new business opportunities for forward thinking companies.

PaaS based strategies can benefit all parties. Suppliers can use IoT data to lower costs and boost profits through predictive maintenance and workflow-powered productivity gains. Data from IoT also allows businesses to better understand customer needs and develop relevant new revenue streams. At the same time, customers (both B2B and end-consumer) can enjoy improved product performance, given the improved alignment between suppliers and their actual needs. Service levels improves and product down time decreases, all often for a lower initial investment.

Wholesalers, as key players in bringing products to market, can also only benefit from improved service levels and the offering of more relevant and targeted solutions to their customers. PaaS based innovations also enable wholesalers to plan the delivery of products and parts more efficiently and, even more importantly, proactively inform installers of upcoming opportunities. So, the imperative is there to bundle our strengths to analyze the IoT data, coordinate our activities and revolutionize our supply chains.

Then we will all benefit from the PaaS revolution!

**Co Braber
President IMELCO**



new services allows distributors to add real value, both to the business, and in turn, their customers, and makes sure that they are 'on the pulse' of how the market is evolving.

Training is key to understanding the potential of SaaS. To support our distributors and get them up to speed with the advantages of solutions like those within the ABB Ability™ portfolio, ABB University has just launched its new ABB Electrification Course Finder.

The course finder empowers Marketing and Sales professionals with a raft of training packages designed to help successfully sell ABB products, services, and solutions, including Software as a Service solutions.

The new ABB Electrification Course Finder (<https://electrification.coursefinder.abb.com/#/>) will help you to identify the most relevant online training content by Segment, such as Data Centers or E-mobility, or Application including Building Automation and Power Distribution. You can also search for pre-assembled learning paths or explore hundreds of standalone courses.

It provides online training 24/7, from a laptop or any mobile device. Please visit the link to find out more about how you can access the ABB Electrification Course Finder.

To see how ABB's portfolio of products and real-world applications are truly transforming safety, security and efficiency through our SaaS offerings visit our ABB Ability™ webpage and enjoy browsing through our digital landscape.

**For more information, search for:
solutions.abb/abb-ability-electrification**

REFUND AND FREE RETURN

If you return your NX cable drums to Nexans, you get a deposit

Nexans has introduced a very successful system for returning and re-using NX cable drums. The 'Tromløp' system ensures that customers get paid a refund when returning empty drums. Ahlsell Norway has already implemented this system, with positive results.



Stian Brendbakken / Maria Silfvernagel

"We need to be more environmentally friendly", says Per Ivar Karlsen, sales and marketing manager for the Utility business within Nexans Norway, segment Building and Territories. "We started with 'Tromløp' because we see there is an opportunity for reduced environmental impact and benefits for all parties involved."

Refund and free return to Nexans' plant

Included in 'Tromløp' are the strengthened cable drums NX in different sizes, from NX14 to NX26-R. The drums can be reused many times before they are discarded. Nexans pays the cost for returning the drums and gives customers a refund on the deposit they have made.

"We had to make sure customers had good reasons to return the drums", Karlsen emphasizes. "That is why we introduced the possibility for a refund applicable for the whole country. When the drums are returned to Nexans, we check the condition and repair if needed, so they can be used again. So far, the outcome is very positive."

'Tromløp' has become very popular with our customers

"We have received very positive feedback from our customers on this service," Karlsen smiles. "We even get information that the customers specifically choose Nexans because they wish to use our reusable drums. So, this a huge success."

Ahlsell collects used NX drums for their customers

Ahlsell Norway has been involved with 'Tromløp' from the beginning, and has established a location at its main warehouse, where they collect returned drums from the customers.

"This is an environmentally friendly solution for both Nexans and us," says Stian Brendbakken, sales manager for the Utility business at Ahlsell Norway. "We receive cables from Nexans almost every day. Instead of driving an empty truck back, we load it with drums we have collected, to be returned to Nexans."

"The 'Tromløp' system has been very well received by our customers," Maria Silfvernagel says. She is a logistics coordinator for the Utility business at Ahlsell Norway. "They also give us positive feedback about the smooth running of the system itself and the routines we have put in place."

"The environment and recycling are topics that are becoming increasingly important for us and our customers. It is important, therefore, that we can offer such services within this area. 'Tromløp' is a valuable service to meet this requirement," says Stian Brendbakken

Stian Brendbakken,
Sales Manager Power Utilities, Ahlsell

Maria Silfvernagel,
Logistic Coordinator, Power Utilities, Ahlsell

Read more about
the advantages of 'Tromløp'
www.nexans.no



SIMPLY SAFER WITH UVC AIR DISINFECTION

SteriWhite Air Q reliably inactivates influenza and coronaviruses, for example SARS-CoV-2 and its mutations, bacteria and many other germs.

An important tool for the containment of the Corona pandemic is the use of air purifiers. Therefore, the demand for such products is particularly high at the moment. LEDVANCE has been steadily developing its expertise in UVC technology for several years.

In addition to its UVC lamps and UVC LED proximity devices business, LEDVANCE continues to expand its product portfolio beyond general lighting in the area of UVC room disinfection devices.

“We at LEDVANCE Europe believe that UVC disinfection devices are a great helper to bring back indoor air quality in a new normal during and after the continuous pandemic, besides other technological alternatives,” Dr. Oliver Vogler, managing director Europe West at LEDVANCE says, explaining the strategic step forward. Partnering with UV specialist Dr. Hoenle AG, LEDVANCE becomes master distributor of the SteriWhite product

family, a highly efficient and end-user ready device for UVC recirculating air sterilization for rooms.

With over 20 years of experience, Dr. Hoenle AG is a leader in full-room air quality applications. This collaboration enables LEDVANCE and Dr. Hoenle AG to bundle their expertise for human wellbeing indoors, combining lamps production know-how and human centric lighting with healthy living and virus-disinfection technology. Especially in the context of the SARS-Cov-2 pandemic, the partners will accelerate their efforts in providing high-standard indoor air quality, especially for reopening schools, indoor dining and retailing.

SARS-CoV-2 viruses are primarily transmitted via aerosols emitted into the surrounding air when we breathe. UVC ambient air disinfection systems are an effective method of reducing the germ load in the environment – and not only during the Corona pandemic!



The graphic shows three possible installation locations as an example. SteriWhite Air Q ensures continuous air circulation in closed rooms in order to achieve maximum inactivation of aerosol-bound viruses, bacteria and mould spores.



Lessons and lectures remain undisturbed and get safer with SteriWhite Air Q.

UVC air disinfection for Offices and Meeting Rooms

By using UVC air disinfection, the germ load in offices and meeting rooms can be reduced. Viruses and bacteria are inactivated. Thanks to low noise emissions of SteriWhite Air Q, conversations in office environments remain undisturbed.

UVC air disinfection for Schools

Quiet, unobtrusive and without disturbing teaching, recirculating air sterilization is effective in classrooms and training areas. While operating SteriWhite Air Q, there is no significant noise emission and students may concentrate fully on their lectures.

How does UVC disinfection work?

When aerosols are exposed to UVC radiation with a wavelength of 254 nm, the viruses they contain (coronaviruses and influenza viruses, to name but a few), bacteria and mould spores are inactivated and rendered harmless. The high disinfection power of UV radiation has been scientifically proven for decades, and its effect on coronaviruses has also been amply confirmed. The disinfection of the air and surfaces with UVC radiation safely and efficiently minimises the risk of infection with SARS-CoV-2 and other pathogens.

How does SteriWhite Air Q work?

SteriWhite Air Q is a highly efficient UV system for air disinfection. Extremely low-noise fans actively route the germ-laden air into the interior of the unit, where it flows past UV lamps. Air volume, flow speed and UVC dosage are coordinated perfectly to achieve excellent inactivation rates.

Where can SteriWhite Air Q be used?

Due to their easy handling and high safety standard, the units can be used anywhere, in particular in places where increased safety and low noise emissions are important, such as:

- Doctor's practices, hospitals
- Offices, meeting rooms and welfare areas
- Health care facilities such as retirement and nursing homes
- Day nurseries, schools and educational institutions
- Reception and waiting areas
- The catering and hotel industry

UVC Air Disinfection for Doctors' practices

SteriWhite Air Q contributes to the safety of practice premises and waiting rooms. Areas which are open to the public can profit the most from UVC air disinfection, which helps to improve hygiene standards. The system operates unobtrusively and neither disturbs waiting patients nor the operational management of doctors' practices. Moreover, SteriWhite Air Q is highly recommended for treatment rooms.

It is not necessary to vacate the rooms where SteriWhite Air Q is being used, because it was developed specifically for use in occupied rooms.

According to the values measured by an external lighting laboratory, the units fall within the category free of risk as defined by DIN EN 62471 and thus pose no photobiological hazard.

- Produces neither ozone nor other harmful substances
- Safe housing
- Free of chemicals

LEDVANCE also offers other units, which are used, for example, in production halls.

Read more about UVC disinfection at

www.ledvance.com/professional/products/product-stories/uv-c-disinfection

FLEXIBLE CROSS-SECTION WITH JUST A SINGLE TOOL

With the new FLEXI CRIMP 6 crimping pliers for wire end ferrules, CIMCO is opening the door to a new dimension of crimping tools.

The hexagonal crimping, which has now become established in wire end ferrule technology, creates optimal crimping shapes that allow the user to work in small spaces without any extra effort. For the first time, the new FLEXI CRIMP 6 can now process a cross section range from 0.08 to 16 mm² (for individual wires),

as well as 2 x 0.5 to 2 x 10 mm² (for twin wire end ferrules) with just a single tool. A selector switch is used to set the cross-section range before crimping, either up to and including 6 mm², or above. The side feed of the wire end ferrules makes work easy and flexible. Thanks to the small-sized handle, the FLEXI CRIMP 6 sits securely in your hand and its shape and low weight make for great user comfort. The crimp quality remains optimal due to the releasable ratchet, with the crimp pressure set precisely at the factory.

For more detailed information, request the latest product information free of charge from the CIMCO-Werkzeugfabrik in Remscheid. Or find all the information online at

www.cimco.de



THE SMART CHOICE IN SMART LIGHTING

Introduce your customers to the new Interact Pro system. A smart, simple, and scalable solution for every step of their smart lighting journey. A brand-new stream of business for you.

It's no secret that connected lighting can offer great value for every business, whether it is small or large. Boosted energy savings, enhanced comfort, and improved working environments – it's clear why more companies are wanting to make the switch. Still, many SME's think of smart lighting as investment heavy or too complex to set up.

The new Interact Pro system is here to remove these barriers. It is a cost-efficient and wireless solution that comes with an innovative, three-tiered setup: from an easy step into smart lighting to extensive benefits of the IoT (Internet of Things).

Each tier provides a best-in-class solution for your customer's need. And because the system is fully scalable, the installation can be easily upgraded later when requirements change, without the need to replace the light points.

TIER 1:

Start simple and lay the foundation

Simply connect smart Interact Ready luminaires and lamps via the Interact Pro app through a Bluetooth connection.





No additional wiring or access to the building's internet connection is necessary.

- Up to 80% savings on installation and material costs
- Up to 75% energy savings by upgrading to LED with advanced lighting controls

TIER 2: **Scale up for more benefits by adding a gateway**

The addition of an Interact wireless gateway allows access to cloud-based advantages such as:

- Regular feature updates, energy reporting and off-site diagnostics
- Creation of light schedules and easy managing of light per smartphone
- App control for multiple users
- Interact dashboard with lifetime and health information on all installed light points

TIER 3: **Tap the full potential of the IoT**

Give your company a competitive advantage and get trained as a certified connected lighting expert!

The Enterprise tier opens a world of cloud-based features and benefits, even across multi-sites:

- Access to occupancy, asset health and environmental sensing data
- More savings and possibility to link to other IoT applications with BMS integration
- Minimized waste with real time wayfinding and desk/room booking tools

Exceptional light quality in all areas

The Interact Pro system works with an extensive range of Philips luminaires, lamps, wireless switches, and sensors that are Interact Ready.

They are quick and hassle-free to install and offer you a wide choice, no matter the size and scope of the project.

With no restriction on light points, the Interact Pro system is ideal for offices, industrial sites, warehouses, schools and many more application areas.

Get ready to create smarter, more efficient workspaces for your customers and a brand-new stream of business for you!

Smart benefits for you

Recommending and installing connected lighting solutions gives you the chance to become your customer's trusted expert in this expanding field.

- Easy to install, no need for separate antennas, radio boxes or signal cables.
- Speedy set up with the intuitive Interact Pro app.
- Wide choice of Philips Interact Ready luminaires, lamps, and components.
- Recurring business: Even if customers initially select an easy step into smart lighting, you can become their go-to pro when they are ready to scale up.
- Get invaluable data from the Interact Pro dashboard for efficient post-installation service (gateway required).

Curious to know more?
www.interact-lighting.com/pro

ALESEA, THE REAL REVOLUTION

Alesea is an innovative start-up, founded in 2019 by Prysmian Group and Corporate Hangar, with the mission of revolutionizing the supply chain of the cable industry thanks to its advanced IoT solution that once installed on a drum provides real-time information about your cable and drums inventory.

With Alesea clients can localize drums and cables, track deliveries, meter the available cable on each drum, obtain real-time cable inventory visibility of cable stock and perform stock planning activities, identify and locate empty drums and request pick-ups, monitor cables' storage and installation conditions, and optimize the carbon footprint of their operations. All these information is available on an intuitive web-platform that also provides business analytics based on historical data.

The core of our solution is our proprietary automatic cable metering technology developed for over 3 years with Prysmian and finetuned with the main European

and North American Utilities and Installers making it the most advanced IoT solution for the cable industry capable of the highest level of accuracy even in the toughest environments.

At Alesea we know that to unleash the full potential of IoT, innovative solutions must adapt to each customers' need. That's why we have a team of experienced consultants that support clients in taking full advantage from our technology.

Join us in the real revolution at

www.alesea.com



THE REAL REVOLUTION.

virtual assistant
for cable management

ALWAYS IMPROVING

Eight members and sixteen branches throughout Belgium, each with its own character, but as a whole finding answers to the challenges of the electrical world. Gibed helps to increase the group's success rate. With the arrival of Jolien Op de Beeck, an important link for further development has been filled. Together with Nico Vanhove, she is committed to the members every day. With a mix of driven entrepreneurship and the ambition to always do better.

2020 has been a challenge for Jolien, and not only because of the coronavirus. She was looking for a new profession in the middle of the first wave of the pandemic.

The first introduction was live, but after that everything continued online. "It's a unique work environment: Nico is my supervisor, but I also communicate almost daily with people who I have not met in person because of Corona. They each have their own way of working, but in the meantime they know that I am there as a central point of contact for their questions. The electrical world was also new to me, so I continue to learn every day."

Versatile

Jolien describes her role as Business Officer: "I handle the administration, develop the magazine together with Nico, am in contact with the partner-suppliers and sometimes take part in discussions and negotiations, organise group purchases, communicate with the members in both national languages, provide them with information about the promotions in the magazine and develop marketing initiatives. This variety is what I like about the job."



I am proud and grateful that I have been given this opportunity and that Nico and our eight members trust me. I get many opportunities that others my age might not get. Moreover, I interact with key stakeholders at suppliers on a daily basis." "The diversity and quantity of tasks makes it a very complex but also very exciting job. There are few jobs in which you can do all the things you get to do at Gibed," continues Managing Director Nico Vanhove. "There is a learning curve, but Jolien rises to the challenge. It is an opportunity that few people get. With her on board, there is room for new initiatives."

Eventful year, stable growth

Nico looks back on the past years. "The past three years have been very rewarding, both for the individual members and for the group. Positive developments can be seen everywhere. For the members as a whole, this is expressed in new branches and subtle adjustments to warehouses and showrooms, or digital projects and improved webshops, logistical optimisation..."

I am particularly proud of the way the members have dealt with the corona crisis. They have shown outstanding flexibility and resilience. By using night safes, their own transport services and collection by appointment, they maintained and even strengthened the bond with their customers. In addition, the members continued to think about tomorrow and how to do better. The speeds are different, but the common thread is that everyone keeps improving in order to remain a valuable partner.



At group level, too, we have always tried to keep up contacts with all members and our suppliers. That way we can stay on top of things." Due to these efforts, the turnover of the members remained stable. "And the turnover on the products of our partner-suppliers increases every year, more than our average growth. So, as a Gibed partner, you benefit. You work together with eight interesting parties, each with their own specific added value."

Future

Gibed continues to invest in new projects and employees, Nico and Jolien conclude. "We are working on a central database with the stock of all members and links to the suppliers. A difficult exercise, but an absolute must for the further development of Gibed. It is a project that increases the accessibility and offers additional benefits to customers and partners. The advantage of our joint stock is of course already there, given the current scarcity of raw materials."

Moreover, the database is essential for feeding the webshops. Furthermore, we want to focus on digital marketing to put the magazine and the solutions of our members more prominently in the picture. There is a shortage of hands for all ideas and initiatives but we want to and will keep moving forward, doing better every day."

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INTERSOLAR EUROPE INNOVATION, ENTHUSIASM AND BACK TO BUSINESS

The dynamic and positive nature of the new energy sector was on display for all to see at Intersolar Europe 2021, with industry stakeholders meeting in Munich from the 6th to 8th of October. Any uncertainty about the effect of pandemic induced delays on the event were cast aside, as over 450 exhibitors displayed their newest innovations to around 26,000 visitors.

Wayne Mikkelsen, who joined IMELCO in August 2021 as Marketing Specialist, was among those visitors. He reports, "There was a great deal to be positive about at Intersolar – demand continues to grow at an incredible rate, innovations abound, and the sector is displaying an increasing maturity and ability to forge its own path forward, independently of incentives or otherwise. But one of the most pleasing aspects for attendees was that the event was held at all. You could feel the pent-up desire to return to business normality, to get out among the people again, to meet old and new contacts, and simply talk face-to-face."

One market trend is for expansion of traditional roof and ground-mounted photovoltaics to be complemented by building-integrated photovoltaics and agrivoltaics in rural areas. Complementing these developments, and necessary for a further decarbonization of the energy industry, will be more efficient electrical storing systems. Such systems offer the benefits of capping load peaks, easing the burden on the grid, and saving money. In this new energy world, e-mobility also has a significant role to play, with immediate opportunities in charging infrastructure.



Thierry Lopez de Arias, VP Electrical Protection & Control at Mersen, an IMELCO partner supplier, was very optimistic about his company's potential to benefit from growth in both the PV and energy storage markets. This dual interest was reflected by the fact that Mersen had two stands in the relevant areas of the fair. According to Mr. Lopez de Arias, "It has been extremely energizing to meet again with our customers, as well as identifying new perspectives. The high number of visitors to the Mersen booth and their positive feedback on our products and solutions for solar and energy storage applications provide great encouragement for the Mersen team to continue driving innovations and serving these growing markets using Direct Current (DC)."

Intersolar began in 1991 in Pforzheim, Germany. Outgrowing that venue, the fair moved to Freiburg and, eventually, to its current home of Munich. Along with that change came also an expansion of the event's focus, with Intersolar Europe 2021 incorporating four parallel fairs and two associated conferences, focusing on photovoltaics, electrical energy storage, clean transportation and energy management systems.

According to the industry association SolarPower Europe, the global solar power sector saw 138.2 GW of installations in 2020, representing year-on-year growth of 18 percent. That positive trend is also reflected in the total global installed solar capacity, which is expected to double from 900GW in 2021 to 1.8 TW in 2025.



Mersen representatives
Thierry Lopez de Arias and Emmanuelle Delcambre



Phoenix Contact, another of IMELCO's partner suppliers, had a large presence at Intersolar, demonstrating their specialized solutions for the PV and e-mobility markets. Eduard Hartman, responsible for Product Marketing Power Systems E-Mobility at Phoenix Contact, is convinced about the sector's upward trajectory, backing this with an example, "The length of AC cable that will be produced by Phoenix Contact in 2021 will exceed the combined amount produced by the company since entering the e-mobility market in 2013." Some production related challenges are presenting themselves, such as accessing sufficient raw materials. However, these challenges are also being met.

Another IMELCO partner supplier exhibiting was the electrical cable producer, Prysmian Group. "The transformation of the energy sector requires infrastructure, and that infrastructure requires cables," says Daniel Heller, Business Unit Manager at Prysmian. "Whether for wind, PV, or e-mobility, that business is only expected to grow. Furthermore, that demand increasingly includes a smart solutions component." Speaking at the IOTHINGS WORLD conference in Milan in September, Roberto Candela, CEO Prysmian Electronics, touched on this point. "The only way to effectively protect the continuity of supply of an electrical infrastructure is a data-driven predictive approach. Fault prediction allows not only to plan power supply outages, but also to avoid serious physical damages to an infrastructure and reduce inconveniences and financial impacts to a minimum."

At the end of three intense but productive and invigorating days, Intersolar Europe finished to a collective sigh of relief; organizers, exhibitors, and visitors, were all pleased to have

been part of the restart, a successful return to business as normal and the opportunity to finally reconnect in person with existing and potential customers and suppliers. Having proven a success in 2021 under trying circumstances, expectations are already for a fantastic gathering in 2022.



IMELCO's Wayne Mikkelsen (center), with Prysmian representatives, Daniel Heller and Julia Caterina Herrmann

#winnersoftomorrow

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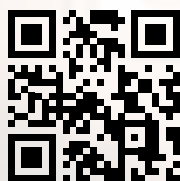
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