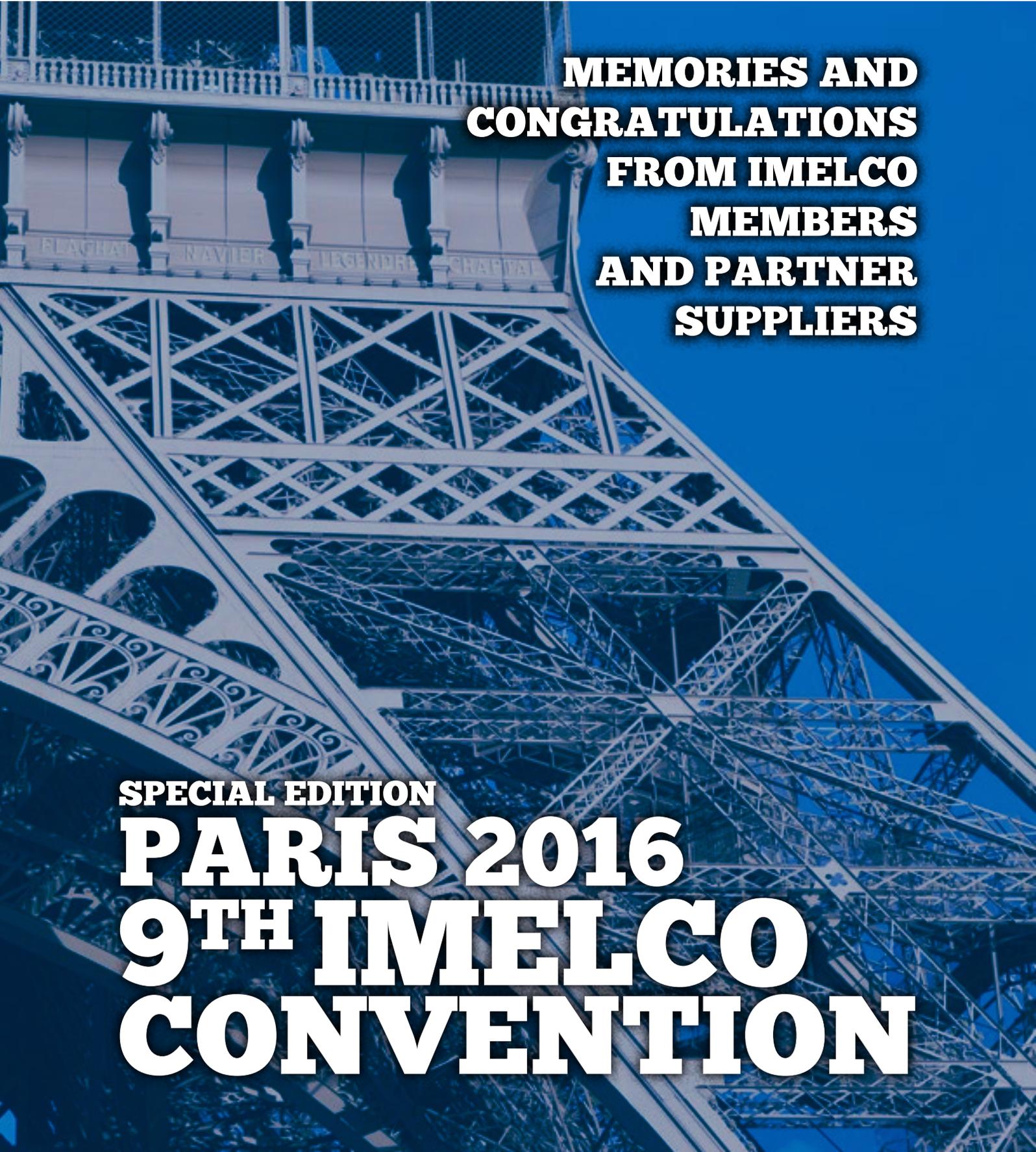


GLOBALCIRCUIT

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



**MEMORIES AND
CONGRATULATIONS
FROM IMELCO
MEMBERS
AND PARTNER
SUPPLIERS**

SPECIAL EDITION

PARIS 2016

9TH IMELCO

CONVENTION

SPECIAL EDITION

On this special occasion, we wish to thank our partner suppliers for their continuous support and trustful cooperation throughout the past 25 years!

More than ever, we feel the need to combine our efforts and mobilise our network to maintain successful business relationships with IMELCO suppliers.

We are confident to be able to achieve it in a close partnership with you!



Mats Blomqvist
Chairman of the IMELCO
Supervisory Board



SIEMENS

ABB

BUSCH-JAEGER
Die Zukunft ist da.

Thomas & Betts

PHOENIX CONTACT



Weidmüller

LEDVANCE

GE Lighting

cimco
WERKZEUGFABRIK

GE Industrial Solutions

Nexans

legrand

NIEDAX GROUP

OSRAM



theben

GRÄSSLIN

OBO BETTERMANN

Schneider Electric

INTERMATIC

hager

MENNEKES

SPECIAL EDITION



Happy birthday **Imelco!**

Congratulations on the first 25 years
and many thanks to you, dear friends
at IMELCO, for a great partnership.

Let's move ahead and design our
future together. Check it out now
with our joint campaign
Instant lighting answers.



PHILIPS

ONWARDS WITH OBO

EXCELLENT PARTNERSHIP WITH THE IMELCO CONSORTIUM OF INDEPENDENT ELECTRICAL WHOLESALERS.

IMELCO is the world's largest consortium of independent electrical wholesalers. The market perspective of the co-operation is comprehensive, namely at local, national and international levels. Such a partnership is ideal for a manufacturer such as OBO Bettermann.

Obviously the same also holds good in reverse. Accordingly it is absolutely not surprising that in the year 2016 and for the second time consecutively OBO has been awarded the Supplier Award by IMELCO. At the presentation of awards at the beginning of June in Sardinia it was emphasized that OBO is in the lead in all categories, namely Commercial Policy, Marketing Support, Sales Force Effectiveness, Delivery & Logistics, Loyalty to Wholesalers – in other words OBO lies ahead in all areas. And for our partners in the wholesale business this means: Onwards with OBO!

Not just in this jubilee year but certainly in the future too we wish to continue this outstanding partnership. We look forward to the co-operation, in particular also with the new president Mats Blomqvist, whom we would here like to congratulate on his election and wish him every success in his new tasks.

In particular at the Light + Building trade fair this spring the good contact with OBO was clear and was able to be further strengthened for many international wholesalers. This contact is continuously served by new products and

solutions from OBO Bettermann. Presently attracting especial interest are the new Rapid 45 range, the SDB small distributor range, the GES accessory mounting boxes now with the option of double outlets.

With our partners at IMELCO we are backing further growth. With 40 subsidiaries in more than 60 countries OBO Bettermann is present throughout the world. OBO's product spectrum comprises 30,000 articles for electrical infrastructures, in which systems for connections and mountings, transient voltage and lightning protection, cable support, fire protection, cable routing, flush-mounted devices and underfloor applications are used. OBO Bettermann has its own works in Germany, Hungary, Switzerland, the Netherlands, Great Britain, South Africa, India and Russia.

For many years more than half our sales have been achieved in foreign markets. In addition we are making considerable efforts to internationalize our production. With around 1,000 of a total of 3,600 employees the works in Hungary is in the meantime no less important than the headquarters in Germany and is being continuously further extended as a production location and logistics centre for South East Europe. Since 2010 OBO has acquired works in the Netherlands, South Africa and just recently in Great Britain. In India we have our own works with today 150 employees. In the near future the international OBO family will become somewhat larger – in 2016 OBO will open its own production establishment in Russia.

For these reasons too we are certain that we are very well equipped for the partnership with IMELCO in the future too. We look forward to the next 25 years and wish IMELCO and its member-enterprises every success. Most advantageously with OBO.



Andreas Bettermann

Managing director, OBO Bettermann (Menden) and chairman of the Professional Association for Electrical Installation Systems within the Central Association for the Electrical Engineering and Electronics Industry (Frankfurt am Main)



HAPPY BIRTHDAY FROM WEIDMULLER



Laurent Dussouchet
Global Distribution Account Manager at Weidmüller

ON BEHALF OF EVERYONE AT WEIDMULLER, I CONGRATULATE IMELCO ON THEIR 25TH ANNIVERSARY.

Over the past 25 years, IMELCO and Weidmüller have shared experiences and customer stories - with members, with national organisations or IMELCO HQ - all the time, delivering innovative products and services. The first things that always come to my mind when thinking of the dealings with IMELCO are the positive spirit,

the drive to find solutions, and the joint orientation towards win-win situations. These always result in the most important things for both parties: industry recognition and customer satisfaction.

After 25 years, our partnership is stronger than ever, and Weidmüller will continue to enhance it with our Industry 4.0 vision, improving our position in this technological, digitalised and network age with a distribution channel as strong as IMELCO. With best wishes for the future success of IMELCO!



As a founding member of IMELCO, I am very pleased that it developed as the first founded international, medium-sized purchasing group in Europe and throughout the world to the world's biggest association ever. As IMELCO is very important to me due to different reasons (being a co-founder, medium-

WARM WORDS FROM **FRIEDRICH-WILHELM HÖRR** (MEMBER OF THE SUPERVISORY BOARD OF MITEGRO)

sized business, contribution to the turnovers of MITEGRO/Zander, nice colleagues reflecting the diversity of Europe's mentalities), I have significantly accompanied it in the past 25 years, either as a Supervisory Board member or as the Chairman of the Supervisory Board. IMELCO has helped our medium-sized



company to develop further and to experience the progress within the international electrical wholesale and to learn from it.



Thank you:

- To the wise people, having the idea and realising it,
- To all the people, helping building it up to world's leading cooperation in our branch,
- To all suppliers, supporting IMELCO in the last 25 years and in the future,

Konrad Ramhorst (Managing Director MITEGRO)

A NEWCOMER WITH A UNIQUE WEALTH OF EXPERIENCE

THE OSRAM "LAMPS" BUSINESS DIVISION BECAME LEDVANCE, AND THE NEW PLAYER HAS MAJOR AMBITIONS FOR A RADIANT FUTURE. THE COMPANY RELIES ON INNOVATIVE TECHNOLOGY AND A UNIQUE POOL OF EXPERIENCE.

Successful business partnerships are like well-functioning marriages. Both need trust, regular care and an occasional new impulse at the right moment, and the cooperation with IMELCO is a good example of this. "OSRAM has been a strategic partner for the lighting segment since the foundation of IMELCO," summarized Erol Kirilmaz, Chief Sales & Marketing Officer at LEDVANCE. "We are very proud indeed that we've been able to make a complete success of this trustworthy teamwork with IMELCO members over the past 25 years, and this is the reason why we look forward to adding a new chapter to our common history as LEDVANCE from this summer." This anticipation appears highly appropriate – the company was created on 1 July from the OSRAM lamp business, combines traditional general lighting with pioneering light technologies including both LED lamps and standardized LED luminaires, and also benefits from the unique know-how of a classic operator in the lighting sector.

Innovation meets tradition

The newcomer bases its activities on decades of mature customer relations and a high-performance, global distribution network. Around 9,000 LEDVANCE employees focus on the expectations of customers, and in particular on the electrical wholesale sector. In Erol Kirilmaz's view, the new autonomy offers several advantages in this regard. "The legal independence allows us to work more flexibly in the future, to concentrate more on the factors of success in the dynamic markets and therefore to also specifically respond to new developments." A further benefit: "As an independent player, LEDVANCE can rapidly tap new business fields especially in the area of standardized luminaires, and therefore also more

quickly implement strategic decisions for the continued development of the company."

Put briefly, LEDVANCE aims to raise the market for general lighting to a new level. This approach is already reflected in the new company name, as "LED" emphasizes the core business of light and the increasing importance of LED lighting while "ADVANCE" represents the company's conception of adopting a pioneering role.

The basis for this is provided by global access to the markets, rights of use for the internationally established brands of OSRAM (global) and SYLVANIA (USA / Canada) in general lighting as well as a wide spectrum of high quality LED lamps and LED luminaires. As a result,





LEDVANCE presents the largest LED retrofit assortment under the OSRAM brand for the 2016/17 light season. The range of products includes more than 200 new LED lamps, ranging from simple to smart and from functional to highly attractive.

A new portfolio with reliable quality LED luminaires from LEDVANCE

LEDVANCE places particular focus on distribution through the electrical wholesale sector. For this reason the company, with the brand name of LEDVANCE since July, offers an extensive range of LED luminaires for all standard applications – with output of up to 120 lumens/watt, a rated service life of up to 50,000 hours and very attractive price levels.

The new LED luminaire portfolio includes the product families Downlight, Spot, Damp Proof, Linear, High Bay, Panel, Surface Circular and Floodlight. LEDVANCE is also offering an installation-ready LED downlight and similar LED spot as direct replacements for compact fluorescent lamps and halogen spots – the products significantly cut electricity costs thanks to high energy savings. The ultra-flat panel luminaires with highly flexible use also feature increased efficiency, replacing conventional 4 x 18 W and 4 x 14 W fluorescent lamps and saving up to 50 percent in energy. Thanks to reliable quality, LEDVANCE provides a guarantee of up to five years on the approximately 60 products in the various ranges. Further models are to follow in autumn.

Back to the future – Edition 1906

A further highlight is Edition 1906, named after the year of OSRAM trademark registration. The year 2016 is therefore not only an anniversary year for IMELCO. With this edition on the occasion of the 110-year brand anniversary, LEDVANCE offers exciting vintage lighting made of premium materials – retro fans can select from four different shapes with the gold color-coated LED filament lamps and clear halogen lamps. The low wattages of the lamps create discreet light and are real eye-catchers thanks to their unusual shapes.

The PenduLum luminaire forms the ideal supplement to the lamps, featuring a purist design that also resurrects the industrial design of the early twentieth century. "The edition is inspired by the looks of those times but also corresponds to the latest technical standards," stated Dr. Oliver Vogler, Head of Marketing at LEDVANCE. Particularly in combination, the lamps and luminaires of Edition 1906 allow the flair and style of the previous century to radiate in state-of-the-art light – ideal both for refined hotel lobbies and living rooms at home.

"Advancing Light": the motto with which LEDVANCE aims to redefine the standard in the future with maximum technological and sustainable criteria and optimum price-performance ratios. In other words, LEDVANCE sets signs for a successful future and also keeps a close eye on the wishes of partners even after 25 years – as in the case of IMELCO. In fact just like a well-functioning marriage.

CONGRATULATIONS, COLLEAGUES!

On 30 May 1994 the newspaper "EL PAIS" (Spain) published the story "TRUANTS IN STRASBOURG / Famous European politicians are among the most absentee MEPs". The EC legislates and publishes: Directive 94/19/EC of the European Parliament and of the Council of 30 May 1994 on deposit-guarantee schemes.

However, no one published the fact that the same day, the notary Mtre Jacques Possoz was recording ELECTROCLUB's purchase of IMELCO shares in a notarial instrument.



1996 - In the speeches by the chairs of each group, ELECTROCLUB's, Mr Goñi L., remembers that due to the emotion of the moment he was speechless before the large audience.

This latter news was the most important of the day for Electroclub. We were joining an international group in our line of business which would make it possible for us to share the knowledge and experience. Thanks to that, we have become the leading independent electrical wholesalers group in Spain and Portugal with 50 members, €553 million in turnover, 211 outlets and 1,930 employees. They tell us that Mr Garcia Marquès J., one of the founding members of Electroclub, had worked in France at the end of his university studies. One of the friends he made in France visited him in Tarragona and explained that he had a good French friend who was also an electrical equipment distributor.

Mr Garcia said he would be interested in meeting this friend and learning how they did things in France. The contact was made and Messrs Cantaré A. and Garcia J. attended a meeting with the French CODILEC group (today SOCODA). They met, among others, the driving

force behind the group, Mr Salentey R., who they quickly became close with. Afterwards Mr Salentey sent his son to work in an Electroclub warehouse over the summer and the relationship grew. Out of that... Over 22 years... came Electroclub joining IMELCO.

That press conference in Barcelona on 27 February 1995 at the Hilton Hotel, where IMELCO introduced itself in Spain with assistance from suppliers, the press and Electroclub members, now seems a long time ago.

The top table was chaired by ELTKONTOR (Germany) Mr B. Müller (IMELCO Chairman 1995); IMELCO, Ms T. Mekwinski ; CODILEC (France) Messrs Salentey and Tixier; EMMA (United Kingdom) Messrs Houghton and Deakin; SO.GE.ME (Italy) Messrs Marchiol, Tivoli, and Ms Fumagalli; SKOOGS (Sweden) Messrs Lütz and Lindow, and ELECTROCLUB (Spain) Messrs Cantaré and González. We first attended an IMELCO Congress in 1996 in BRUGES.



Electroclub presents its Logistics Centre at its booth, at the IMELCO Convention in Rome (2008)

Fun fact: the only group to still have the same name in 2016 is... ELECTROCLUB!

Mr Pedrol I. (ELECTROCLUB): "The first Congress Electroclub attended globally was in Bruges, I think in 1996. I remember it as a mini Tower of Babel where in spite of the good offices of the German chairman at the time and his acolytes to create a good atmosphere and initiate greater fraternisation between the members from the various different countries, most of the time contacts were reduced to smiles. Our language skills did not allow for more. Various presentations were arranged and each country was given a topic.

Electroclub was asked for an analysis of “collections and collection systems”, I imagine because of our experience in trying to get people to pay their bills in any way we could. As an expert in these conflicts and administrative law, and also because of my language skills, Electroclub asked me to give a speech. I do not know to what extent



1996 - In the speeches by the chairs of each group, ELECTROCLUB's, Mr Goñi L., remembers that due to the emotion of the moment he was speechless before the large audience.



Electroclub employees keeping their eyes on the ball before the IMELCO Congress in Madrid in 2011.

my colleagues from the other countries were interested in my presentation, or even whether despite their goodwill they managed to understand it, but I was extremely touched by the general friendly and enthusiastic applause they gave me when I finished. Was it because my speech was short?”

25 YEARS OF MUTUAL BENEFICES

SIEMENS



Joern F Sens

Siemens AG - Senior Vice President
Siemens Distributors Account Management

Over a period of 25 years, IMELCO has evolved into an indispensable sales partner for industrial goods manufacturers. IMELCO may look back on its development with pride, and we congratulate everyone who has contributed towards this success. But there is nothing as constant as change. Driven by the digital

networking of trade and industry, the world of manufacturing and work have begun to undergo a fundamental transformation. Information and communication technology are the driving forces behind this.

What does this development mean for us, for the partnership between IMELCO and Siemens, and for the next 25 years? In my view, digitalization allows us to grow more closely together than before.

To keep pace with the pace of change associated with “Industrie 4.0”, we need to step up our cooperation and to build stronger networks than ever. This not only requires a powerful

partner, but also calls on us to act quickly together so that we can leverage the new opportunities offered by digitalization in the world of production. While isolation and plowing a lonely furrow may have helped companies to maintain or gain market share in the past, the Industrie 4.0 vision has presented a paradigm shift: In the future, only those who are networked will be able to grow.

Because of this, IMELCO benefits from the best possible conditions to face the next 25 years. We would like to wish the company, its employees and associates an exciting as well as a successful future.

SPECIAL EDITION

SIEMENS

HAPPY 25TH ANNIVERSARY!

1991 is a very special year for IMELCO and also for me, personally. My first daughter was born in the same year as IMELCO was founded. Now, both of them are grown up and we can look with pride on what has been achieved in the last 25 years. In the same year, the first electrical installation with KNX - or as it was called that time - instabus - EIB was executed.

Siemens was selling a 'mobile' phone, the C2 portable, as big as a briefcase at a retail price of 3.900 €, not even including the mounting kit for the car. At night, we were watching videos not on YouTube, but on our VHS video system. We have seen many products and systems coming and some of them going as well. But they all have something in common. They ask for more and more added services and

technical knowledge in the supply chain, forcing electrical wholesalers not only to train their employees, but also their customers. As a consequence out of this, it was a very smart decision, to bundle forces between independent wholesalers not only on national level, but also internationally, to ensure highest quality level serving customers around the globe. The digitalization is the next game changer in the electrical wholesale market. It will affect not only the products themselves, but also the complete sales process. Customers ask for 24/7 availability of information and support. At the same time, new players offering additional services for customers will enter the market.

To stay competitive, it is not enough, to offer the best products and services, it is also important, that the



information about this offer is being found in the web. Creating a strong digital community from suppliers, wholesalers and other partners in the supply chain, will help to cope with the upcoming challenges.

I believe in the strength of IMELCO and foresee a bright future, looking forward even beyond the next 25 years. Wishing IMELCO and its member companies all the best.

With kind regards,

Valentin Dinkelbach

Corporate Account Manager
Siemens AG

TO STAY ALWAYS ON TOP, PLEASE REFER TO OUR SIEMENS INDUSTRY LEARNING PLATFORM FOR PARTNERS (SILPP): <https://www.sitrain-learning.siemens.com/SILPP/en/index.do>



CONGRATULATIONS TO IMELCO FOR 25 YEARS OF **KNOWLEDGE, EXPERIENCE & FRIENDSHIP!**

Poland is represented within IMELCO by Inter-Elektro. We joined IMELCO in 2004 and we are proud of that. We realize as we gain thanks to cooperation with international wholesalers.

But there is more...Sharing of experiences between all members. Having the knowledge of the world's

markets, we understand trends and we can predict the next steps of development in Poland.

Eastern Europe region has certain peculiarities. Business builds in direct relationships - both: wholesaler - client as well as wholesaler - supplier. Next important issue on the Polish market is fragmentation.

There are a number of small family installation companies all over the country which forces a large number of POS. This causes that groups are making the market transparent by consolidation processes.

Paulina Pilarczyk-Wcislek,
Managing Director of Inter-Elektro

BRINGING

TOGETHER THE **INDEPENDENT WHOLESALERS** **FROM ALL AROUND THE WORLD**

WHEN WE JOINED IMELCO IN 2007, GIBED EXISTED JUST A FEW YEARS. AT THAT TIME OLIVER SCHREKLING WAS MANAGING DIRECTOR.

We were the first and only Belgian member to join IMELCO, a new country was added to the list of countries beside France, Germany and the United Kingdom who were the founding members. The list became longer and nearly all Western European countries were covered by the IMELCO system.

But IMELCO had more ambition than that. Australia was seeking for a stronger relationship with suppliers, contracts that are structured following the European habits, a new way of doing business in a time in which globalisation is used as code word.

Soon, Imark was also a member and helped Canada to join the association and Raec followed in 2014. At that time, the sun was always shining and would never go down in the IMELCO organization.

Just for one idea ; "Bring together all the independent wholesalers throughout the world."

At this moment with more than 20 billion euro's we are the most important marketing organization in electrical materials throughout the world, in all different countries, with their own habits, a very important goal for suppliers. This is totally different regarding our competitors who can try to change with one decision the habits from the local market.

The diversity of doing business in each country allows

suppliers to concentrate on their efforts in the strenghts and weaknesses they encounter with local manufacturers and habits in all those different countries.

The diversity of all influences is great stuff for marketeers behind the supplier's brand. While suppliers are performing better in each country, marketeers can count on a feedback which is personalised by the habit of the customer in all those different markets.

This feedback is a win win situation for supplier and for customers. Suppliers are happy to sell exactly what the demand needs. Not only colour, shape, quantity, normalisation or price can make a difference but also the way of doing things.

In US 110v is common, in Europe it is 220v: this are the great differences that everyone knows, but where in Europe is the border between 2700° Kelvin and 6500° Kelvin in the choice of LED lamps? Regional member will give this exact information throughout their personal buying figures.

About Belgium:

We didn't suffer as much as other countries after the financial crisis (Italy, Spain, Portugal) but we spread it out over the years.

This means that the market is flat and that the things which happened in Belgium are not good for the country.

However, political disagreements will always arise so let us put it aside for a moment and congratulate IMELCO on its 25 years of its existence.

SPECIAL EDITION



THANK YOU FOR THE OPPORTUNITY!

“ALL OF US AT IMARK WISH A HAPPY 25TH ANNIVERSARY TO IMELCO AND IN PARTICULAR THE FOUNDING MEMBERS AND OUR COLLEAGUES ;SOCODA OF FRANCE, MITEGRO OF GERMANY AND ANEW OF ENGLAND!

YOUR VISION HAS SEEN THE GROWTH FROM THE THREE OF YOU TO 14 MEMBERS ACROSS EUROPE, AUSTRALIA AND NORTH AMERICA.”

While we may have had some idea about globalization 25 years ago, many of us did not foresee the rapid and increasing consolidation in both suppliers and distribution.

The independent electrical wholesaler continues to play a critical role in the growth and health of our channel. Additionally, rapid changes in technology provide vast amounts of critical information and productivity improvements to compete not only within our local markets but on a global scale.

Today, IMARK members have earned a position as the largest electrical distribution network in the United States. IMARK members are expanding their capabilities in e-commerce, employee training to enhance their ability to attack new markets and supply chain productivity.

Most recently, a group of IMARK members joined forces and committed the resources to form IM Supply. IM Supply is a National Account solution for Industrial MRO customers that are national (or global) in scope.

These customers seek a cohesive service solution from high quality, independent Electrical Distribution network that can ‘act as one’ to supply goods to multi-location businesses. Who better to service them but

IMARK members who have that market knowledge and superior service model backed up by a National Account solution provided by IM Supply?

IMARK Members are looking for global partners, pushed by their customers (who are international in scope) to service them. These end customers are starting to reach out as the Multi-Nationals are not providing an adequate solution. A clear need appears to be at hand for a more formal international collaboration of member-owned groups to offer a consistent solution of service to global end customers. **IMELCO is just that solution!**

IMELCO offers the broadest range of distribution from 14 member-owned groups (and growing) who represent the largest network of electrical distribution in the world, bar none! IMELCO Global Suppliers have more volume through the IMELCO Membership and our channel is the most efficient and profitable to our suppliers.

Together, IMELCO Suppliers and IMELCO Members can continue to profitably grow, learn new markets and service national as well as global customers.

So as IMARK congratulates IMELCO for its first 25 Years of operation, we also thank you for the opportunity to become a member and look forward to the challenges and opportunities ahead.”

10TH ANNIVERSARY OF IMARK ONLINE' UNIVERSITY'

It seems like only yesterday that IMARK University, powered by Blue Volt, was launched for the IMARK member and supplier community. IMARK University, hosted on the IMARK website consists of online training courses (typically 15-20 min. in length) on key products from IMARK suppliers. All courses are developed by participating suppliers. Member employees earn \$BlueBucks when they pass a quiz that accompanies the learning module. Accumulated \$BlueBucks can be redeemed for gift cards on the BlueVolt website.

Any IMARK member employee with a user name to the IMARK website can take courses on IMARK University and there is no cost for members to participate.

Way back in 2006, online training resources were just beginning to emerge in our industry. IMARK U started fast and has never really slowed down. Today, IMARK U hosts 366 courses from nearly 60 IMARK suppliers. In the last 12 months, 2,616 individual member employees from 274 member companies have completed more than 65,000 course

sessions. Coinciding with the 10th anniversary of IMARK University, a comprehensive survey was conducted to gather IMARK member perspectives on the university. 574 IMARK member employees completed the survey. Here is an executive summary of some of the findings:

- A large majority of learners (93%) said IMARK U was effective in developing sales skills, product understanding and ability to consult with customers.
- Ninety percent of IMARK learners said they were "Very Likely" (43 %) or "Somewhat Likely" (47 %) to recommend a product from a particular IMARK supplier after viewing their course on IMARK U.
- A large majority of learners said product recommendations will occur more often for suppliers that increase the frequency of online courses. 68% either strongly agreed or agreed that they would be more likely to recommend products from a supplier that

offers frequent online courses.

- IMARK member respondents expressed strong preferences toward online and interactive learning over classrooms and seminars. 71% preferred online courses with videos coming in second place at 55 %.
- Offering incentives in the form of \$BlueBucks greatly increases the likelihood of online course completions.
- IMARK member learners appreciate the self-paced nature of online courses. They particularly value interactive courses with "knowledge checks" that are embedded throughout the course.

IMARK University, powered by BlueVolt, is not a complete solution to any IMARK member's training needs.

However, it is an economical and efficient way to increase product awareness and knowledge - helping member employees become more valuable resources to their customers.



TOWARDS FUTURE IN A TRUSTFUL COOPERATION

We from PHOENIX CONTACT congratulate IMELCO on the occasion of its 25th anniversary. We thank Elena Reignier and her team and all the IMELCO members for the trustful cooperation and the strong commitment during the recent years. Also together with IMELCO - as one of our leading partners in Electrical Wholesale - we want

to create value to our customers. We wish IMELCO many more years of successful growth and we are confident that we will be able to achieve our targets together.

Michael Sievers

Vice President, Head of Global Key Account and Business Development Management, BA ICE, PHOENIX CONTACT

SPECIAL EDITION

ABB offers solutions to connect, protect and manage electrical power and IMELCO offers a world of distributors to serve our end customers. ABB congratulates IMELCO on its 25th anniversary and wishes its partner, the world's largest association of electrical wholesalers, a great celebration and every success in the future. We applaud the establishment of IMELCO, which has played a pivotal role in expanding our business.

"ABB's aim is to increase market share on a global scale through solid partnerships with our distributors and here IMELCO has been invaluable as an organization that has brought together independent electrical wholesalers in different countries. In ABB we understand that the distribution business differs from country to country, so we see IMELCO as a 'facilitator', enabling us to develop ABB's business globally through one major organization of cooperating distributors, transcending boundaries to provide ABB with local, national and international partners." (Massimo Lattuada).

To celebrate your success we asked ABB representatives to write a few words to describe their relationship with IMELCO. Here is a selection of those statements, which represents the collegiate spirit of this positive relationship.



New product launches

IMELCO in Spain has been a real partner in new product launches. They are always willing to place the new products on their shelves and help us train installers at their outlets. Good examples of their commitment to us is the promotion of product ranges Zenit, Sky or Mistral. Together we identify a joint approach to help our organizations reach their respective goals.

Growth plan

We help and complement each other in terms of market cultivation both for transactions and planning, building on a respectful and trusting business relationship, which has developed over several years with MITEGRO, a collaboration of 17 electrical specialist wholesalers in Germany and Austria, with over 30 branches and more than 200 retail outlets.



Local knowledge

With over 100 AHLSELL outlets in Sweden, giving us a local presence, they help us to promote new products and through high-level knowledge in product management and the development of a growth plan with top suppliers (ie, via roadshow and provision of centralized stock), help us expand our business.



Marcom activities

Push promotional videos on ELEX TV point of sales to support new product launches and align business plans, selecting specific members to support our automation business segment and multi-channel digital marketing technologies (SpesaElettrica).

Partnership

We have a strong and growing relationship with IMARK USA. Two annual meetings, one being Showcase, gives us one-on-one business meeting opportunities, with decision-makers, in which we can plan for sales growth activities. IMARK University, as well as IMARK's GainShare and Gateway to Growth programs enhance our mutual growth goals.



Co-marketing

GEMCELL have one of the leading publications in the Australian Electrical Industry (Electrical Gems), helping us get our message to electrical contractors in Australia and with a wide branch network they are perfect for taking our new products to market. We have formed a strong partnership with GEMCELL, built over many years on trust and openness, which allows us to have clear action plans that are mutually beneficial.

Consultation

Working with RAEC to increase the loyalty of sales personnel to our brand and help make it easier to do business with us, helping to become a Priority Supplier with a focus on shared quality goals and the inclusion of our products in their digital catalogue.



TOGETHER WE WILL ACHIEVE MORE!

**RUSSIAN ASSOCIATION OF ELECTROTECHNICAL COMPANIES
RAEC IS A YOUNG, DYNAMICALLY DEVELOPING GROUP, IT
BECAME THE FIRST ASSOCIATION OF WHOLESALERS ON
RUSSIAN ELECTROTECHNICAL MARKET 4 YEARS AGO.**

Four companies united in the very beginning, and now the association includes 10 independent wholesalers: AVS-electro, Elevel, ECOsvet, ElectroMIR, URALenergo, EKS, Electrokomplekt, NK North-West and Toledo.

RAEC was aimed on scale, focused on progressive methods and cooperation from the time of foundation, so the entry in IMELCO became an important event in our development and opened a great prospect to become part of a big experienced international team.

We were sure, that our membership in IMELCO international group would bring us to a new stage of development, and we weren't mistaken!

Every meeting of IMELCO members, every visit to our new partners gives RAEC an inspiration, energy, new ideas and new points of view. Today exchange of experience, best business-practices, implementation of projects that proved it's effectiveness at international partners are important elements of our Association business-strategy. Thereby we implemented large-scale project, complete catalogue of electrotechnical items in the ETIM standard within 2 years. Currently this catalogue includes more than 1million items, all members of RAEC are integrated in it and it is open for all market participants.

Spark of IMELCO is in everything - in our projects on monitoring and analytics of key business indicators, e-commerce development and enhancement of cooperation! "International cooperation" is an ordinary saying, but we actually have a wonderful friendship with other members!

Recently, we gladly and gratefully accepted an invitation to a huge event of our colleagues from Mitegro, big trend-forum e-masters! We can clearly see how much could be achieved by working together! It inspires and gives us passion! We are sure that RAEC also contributes to IMELCO. Russia is a broad geography and new market with big capacity and potential.

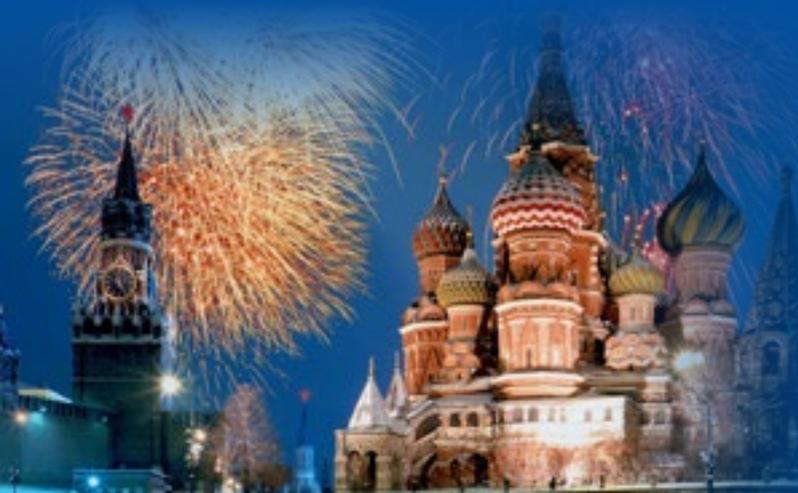
RAEC is a good dynamic and progressive partner on this market. We are pleased to be a part of the global business community and to be the guide of IMELCO marketing strategy in our area!



IMELCO IS CELEBRATING ITS QUARTER OF A CENTURY JUBILEE! 25 YEARS! IMPRESSIVE!

**RAEC IS HAPPY TO BE
A PART OF THIS STORY!**

**CONGRADULATIONS TO ALL OF US
WITH ALL OUR HEART!**



A MAJOR ACHIEVEMENT !

GEMCELL CONGRATULATES THE OTHER MEMBERS OF IMELCO IN ACHIEVING THE GROUP'S 25TH YEAR ANNIVERSARY. IT IS A MAJOR ACHIEVEMENT TO GET WHOLESALE GROUPS FROM AROUND THE WORLD TO FOCUS TOGETHER AND ACHIEVE GOALS FOR ALL PARTIES.

When Gemcell approached IMELCO in 2009, with a view to joining and expanding the group, we jokingly said in our application, "Adding Australia (Oceania) to IMELCO would make the group global, not just international". We know within our own group that there can be both risks and rewards when including a new member and we think that the decision made to allow Gemcell to join the group has developed into a mutually beneficial partnership.

Looking back over the years, being a part of IMELCO has been positive, helping our members to survive and even thrive in an increasingly competitive market. We have been able to learn from, and network with independents from around the world. By sharing ideas we have identified that the problems we have here in Australia similarly impact independents around the world from aggressive acquisition of members by multi-nationals to misperceptions relating to size and scope in the industry amongst other things. We have managed to forge long-lasting friendships and camaraderie with our fellow IMELCO members. With business conducted in a more relaxed way in Australia than in Europe, we still affectionately liken IMELCO meetings to a formal meeting of the United Nations.

Being part of IMELCO has also given us global presence with our supplier partners which has served to bring more awareness to the independents as a force at least equal to our multi-national competitors. The Madrid IMELCO Convention in 2011 was the first time that some of our members mingled and networked with IMELCO wholesalers from throughout Europe. To mark this occasion Gemcell presented to suppliers and other members a toy Kangaroo. We were delighted by the enthusiastic response to this



gesture of friendship and willingness to work together. We were privileged in November 2015 to welcome the IMELCO Managing Directors, Members of the Supervisory board as well as large number of Supplier Partners to Australia. The opportunity for the Gemcell Board to interact and spend three to four days with all our IMELCO friends and partners and have a series of meetings to explain and understand each other's goals and focus on new ideas was a great one.

We also had the opportunity to show off the beauty of Sydney to all our guests and it has been wonderful to receive photos from IMELCO members of their Aboriginal artworks framed hung. Exposing our local supplier representatives to IMELCO as a group could not fail to impress and show the power of the independents.



GEMCELL ALSO CELEBRATES ITS 25TH ANNIVERSARY THROUGH OUR PUBLICATION, ELECTRICAL GEMS WE HAVE BEEN LOOKING AT 25 YEARS OF GEMCELL AND HOW PEOPLE REALLY MAKE OR BREAK BUSINESS:

Gemcell, Celebrating 25 Years (from Electrical Gems Issue 134).

In 1991, the agreement made by a group of independent electrical wholesalers, initially in New South Wales, to form a combined independent wholesaler buying group was a significant one, forming a vehicle for the independents to become a strong and competitive part of the market. Gemcell is now proudly celebrating its 25th year in operation and reaching a quarter of a century has been quite an achievement.

Since the early 1990s, Gemcell has grown from being “some independent Sydney wholesalers” to a nationwide force. Looking back, the hardest years for Gemcell were the early ones when it was being established. Over the years, the Gemcell network has expanded. It grew significantly when the large independents – such as CNW, Middy’s and P&R Electrical – joined up. Currently, Gemcell has 30 members and 250 branches around Australia. Since its inception, Gemcell has quadrupled in size and accounts for about a third of the Australian electrical wholesale industry.

Gemcell as a buying group, creates solidarity and gives strength to its 30 members. For the members, being a part of Gemcell is highly beneficial, as it essentially provides an opportunity to network and talk with other like-minded business owners who face similar problems and challenges. The strong overall buying power that is afforded to the group as a whole is another huge benefit, putting the Gemcell members on a level playing field with their foreign-owned multinational wholesaler competitors. The decision to join IMELCO was something then Gemcell Chairman, Rod Harvey and fellow directors had a vision for, and was momentous in its scope and consequence. This would be one of the most exciting developments of recent years.

The role of the independents in the market is an important one, particularly in an industry that’s made up of only a few major players. By ensuring the future of the independents, Gemcell helps to keep the market honest and adds some balance.

The group relaunched as Gemcell Electrical Group in 2013, with a new logo and a new look for its flagship magazine, Electrical Gems. At this time, Gemcell also launched a focus on educational marketing in order to highlight the current issues in the electrical wholesale industry, in particular, the “buy Australian, support independents” message.

It has always been tough to manufacture in Australia and a large proportion of the products Australians use are manufactured overseas. Gemcell strongly supports local manufacturing wherever possible; supporting Australian businesses keeps profits in Australia and supports our local economy. The future of Gemcell and the industry at large looks extremely positive. For now, it is worth celebrating and supporting an organisation that is dedicated to making sure Australians play a large role in the Australian electrical wholesaling industry.

Power to the People – Bernie O’Neill Chairman of Gemcell Electrical Group

“Like the industry as a whole, Gemcell Electrical Group involves people who make it work and that is what this issue of Electrical Gems is about. Gemcell represents an ideal; it is a group of quality independent Australian owned electrical wholesalers supporting Australian business and it is very important we push this to the market. The group enables a unique collaboration between many different companies and individuals at varying levels from manufacturer/supplier to wholesaler to contractor.

From a Gemcell wholesaler perspective, it’s about group purchasing power and having access to all major suppliers. It also means being able to talk to other like-minded members. All Gemcell member companies are integral parts of the group, each member has had an impact on the organisation in their own way. Over the years some members have given up time from their own business to become board members to make sure the overall group thrives. The benefits gained by the group



SPECIAL EDITION

then help our member independent wholesalers to competitively service their customers.

I was a contractor for 20 years and purchased my materials from Gordon Macdonald Electrical Wholesalers, a long standing member of Gemcell. Gordon Macs then approached me to see if I would come on board and join them with the future goal of helping to run the company. I needed to know how operations worked so I started in the store, went to counter sales then internal sales. I became General Manager in 2005 and in the same year joined the Gemcell board of directors. I was elected Chairman in 2012. From my perspective, relationships are crucial, and it's important to nurture very strong partnerships with suppliers, contractors and employees. Collaboration

and good service are key. I think negotiation skills, being approachable and listening are very important and that loyalty should be fundamental. Regrettably some of these qualities are becoming rarer as the industry grows and changes. In business at all levels people are essential; they create connections, build rapport and shape the success or failure of a venture. Each individual possesses different and unique characteristics and this can vary results; everyone I have encountered across my career has had different methods. I believe the quality of person is essential to any smooth running organisation."

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