

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 13

MARKETING

NEW WAYS OF WORKING
FOR THE BENEFIT OF
ABB CUSTOMERS

OPPORTUNITIES

UV-C SUPPORTING
EUROPE'S RECOVERY

NETWORKING

HAUPA CELEBRATES 60 YEARS
OF ITS EXISTENCE THIS YEAR



**BUSINESS
HOW DO WE ENGAGE
WITH OUR BUSINESS PARTNERS
THROUGH THE PANDEMIC**

IN THIS ISSUE

3 **IMELCO** / Settling into new equilibrium, by Elena Reignier, Managing Director

MARKETING

4 **Gemcell** / IMELCO's value add in the pandemic

5 **ABB** / Adapt & overcome: How ABB maintains engagement with distributor partners

7 **RAEC** / Pandemic as a time of the opportunities

BUSINESS

9 **Schneider Electric** / In a pandemic, electricians are essential frontliners

11 **IMARK** / Transformational thinking

16 **Prysmian Group** / How Prysmian Group kept people safe and guaranteed business continuity during the pandemic

18 **Nexans** / Digital channels: another opportunity to meet

19 **IMELCO** / Turning challenges into change, the IMELCO's business column by Co Braber, President

20 **IMARK** / IMARK Electrical will be hosting a virtual product/service expo from May 19th to May 23rd

21 **OBO** / OBO is focusing on a variety of digital tools

OPPORTUNITIES

22 **Signify** / UV-C supporting Europe's recovery

24 **Nexans** / A history of innovation

25 **Ledvance** / Smart lighting from Ledvance: the clever way to boost your sales

26 **Ledvance** / Solutions for clean air indoor & mobile use: Ledvance UVC air disinfectant

NETWORKING

27 **Haupa** / 60 Years of HAUPA: Tradition combined with innovational force quality tools and cable connection technology for the electrical trade and industry

28 **Auna** / Most optimistic & resilient AUNA Awards ever presented online

31 **Phoenix Contact** / Phoenix Contact Dialog Days 3RD edition: Forward-looking solutions for an all electric society

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

SETTLING INTO NEW EQUILIBRIUM

Suddenly, COVID-19 came into our lives in a kind of a pancontinental earthquake which will certainly leave behind innumerable economic craters, people's livelihood destroyed and businesses facing the annihilation of their economic being.

Systemic importance, digitized processes and business models served as lifebuoys for businesses along the first and the second wave of the crisis.

In the past twelve months, those who were able to rapidly re-think and re-design their offer to deliver their products and services in a contactless way can now be considered as survivors, while those who already had invested in their

digital capabilities before will certainly turn out to be the winners.

We will possibly return to the old ways of working in the post-COVID phase, but it is questionless that the imminent new normal will belong to those ones who constantly think ahead.

E. Reignier



Elena Reignier,
Managing Director, IMELCO

IMELCO'S VALUE ADD IN THE PANDEMIC

As part of Imelco, the global group of international electrical wholesalers, Gemcell plays a key role in the global wholesale market. In this issue, we decided to keep things close to home and speak with Anton Middendorp (from Gemcell Member Middy's), one of our representatives on the Imelco board, about the international and domestic outlook.

A few months ago, everything was looking up for our fellow members in Europe and the US, and as you might expect that's changed substantially - particularly for our European counterparts, the mood in our online video meetings has been rather sombre.

Over the course of the pandemic, IMELCO has done a really good job, particularly in terms of keeping strong communication with suppliers going.

From negotiations to keeping up-to-date with product development and business opportunities, they've kept those conversations happening really well.

A lot of the suppliers are talking about UV products to kill bacteria - there's obviously particular interest in those products now, and that'll undoubtedly continue. Domestically, however, things are looking positive. There's a lot of Government stimulus about. That's starting to really kick in now and consequently, a lot of

building work is happening, as well as renovations really taking off again - and it looks like we're heading into what will be a really strong six to 12 months.

One thing that could impact that, however, is issues in the supply chain which could impact the availability of products - particularly in Australia with the reliance we have on product coming from China. Apparently, there are problems with suppliers getting containers - a lot are coming here but not returning - so we are definitely concerned about the availability of product - that's going to be a major challenge.

On a business level for Middy's, we're just looking forward to getting back to something resembling normal. We've been so impressed just how resilient our frontline staff have been and their ability to keep things going on a daily basis. The head office staff have all been working at home, but we're reopening the office from the beginning of this month (February) and it'll be nice to get back in there.

We had a Christmas barbeque in the car park, and some employees were meeting each other for the first time as they'd started with us last year.

All in all, we're looking forward to the year domestically and from an IMELCO perspective, we just hope things get better very quickly for our fellow members in those countries and regions that are still suffering badly from the pandemic.

Source:
Electrical Gems Issue 161



Anton Middendorp,
Gemcell Member Middy's

ADAPT & OVERCOME

HOW ABB MAINTAINS ENGAGEMENT WITH DISTRIBUTOR PARTNERS

Before COVID, travelling for business was commonplace for global organizations, with business travel accounting for 12 percent of airline passengers¹. Enabling face-to-face discussion and the building of human connections, travelling for work was considered an essential part of growing and maintaining client or supplier relationships at a global level.

When borders closed and travel was restricted, a vast proportion of the global working population were forced to work from home. This marked a temporary end to business travel, with many organizations turning to video conferencing to maintain that all important face-to-face contact.

Here, Massimo Lattuada, ABB's Global Account Manager for IMELCO, describes how the ABB team successfully overcame the barriers to maintain engagement with the IMELCO network, no matter where they were in the world:

When staying at home became essential, many sectors turned to video conferencing to drive business forward in what were difficult circumstances. For many, software such as Zoom or Microsoft Teams was a new experience, but uptake was rapid in a quest to maintain contact with colleagues and customers.



By April, just one month after lockdown started, use of Zoom peaked at over 300 million daily meeting participants – up from 10 million in December 2019². It was clear that video conferencing was now a necessity as well as a welcome refuge from the confinement of our makeshift home offices.

We knew early on that this technology would be integral to us supporting our partners through these never-before-seen circumstances.

Innovating more meaningful engagements

With digital meetings replacing business travel, ABB began innovating ways in which video conferencing could benefit our distribution partners. The goal, first and foremost, was to ensure all channels of communication remained open.

Beyond that, we wanted to engage with our IMELCO distribution partners in ways that surpassed the regular digital meetings. We didn't just want to "touch base", we wanted to offer reassurance and tangible support through engagements of real value.

We achieved this by implementing key initiatives to ensure that we had regular meaningful contact with the IMELCO global, national and local organizations.

Adopting new ways of working for the benefit of our customers

As a result, we rearranged our timetables, tackled new digital challenges and embraced a virtual way of communicating on a scale we simply were not used to. By shifting our working style, we were also able to create a suite of digital worldwide engagement opportunities including Executive sessions, Expert Talks and ‘speed dating’ style operational kiosk meetings. To ensure we reached as wide an audience as possible, IMELCO also agreed to share relevant ABB social posts across its own digital channels.

Exchanging information and highlighting concerns in Executive Sessions

Wanting to engage with Managing Directors across IMELCO’s global network, we were probably the first manufacturer to offer this innovative Executive forum and used it as an opportunity to discuss a range of information including how key organizational changes would improve ABB’s agility and speed.

The sessions concluded with a Q&A “Fire Side Chat”, during which IMELCO detailed the challenges faced by independent distributors, giving us useful insight to shape our future communications approach.

Welcoming new IMELCO members

We also arranged operational Kiosk Meetings to focus on specific needs of different members of IMELCO, using a speed dating format to enable interaction between all parties.

This allowed members to express any immediate concerns and created powerful insight which allowed us to continually adapt and support even our newest distribution partners and build relationships in the absence of face-to-face meetings.

Expert Talks

Aware that the challenges of working from home meant that keeping abreast of news and trends was more difficult than usual, ABB held a series of digital Expert Talks. Focusing on topics which were relevant to IMELCO, such as Electric Vehicle Charging Infrastructure (EVCI), ABB Ability™, data content and ecommerce, participants were introduced to new products and offered essential training through the ABB Electrification Academy.

Laying the foundations for future ways of working

With Governments worldwide now formulating their plans to recover from the economic effects of the pandemic, ABB remains committed to supporting customers in ways which are most beneficial to them. Using feedback from the IMELCO distributor network, we plan to integrate more digital engagement opportunities into our routines, which will pave the way for more sustainable working practices moving forwards.

1. <https://www.investopedia.com/ask/answers/041315/how-much-revenue-airline-industry-comes-business-travelers-compared-leisure-travelers.asp>
2. COVID lockdown causes record drop in CO2 emissions for 2020 - UEA



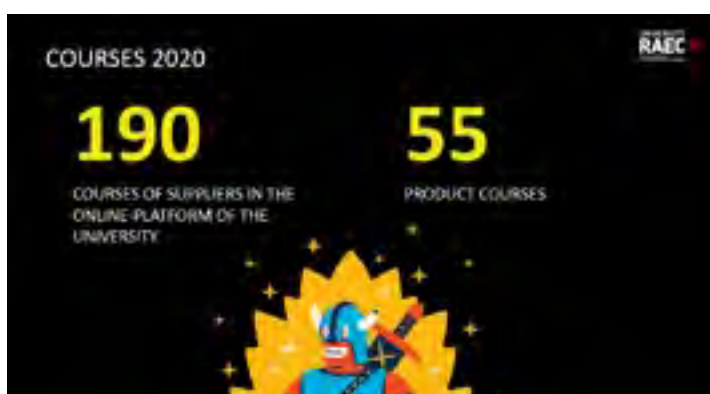
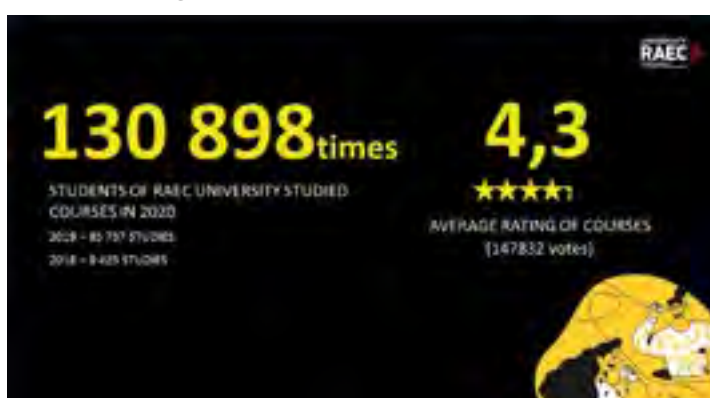
PANDEMIC AS A TIME OF THE OPPORTUNITIES

Our 2-week quarantine turned 1 year this March. This joke is very popular right now in Russia. We didn't have so much fun a year ago and we didn't expect to spend so much time in our home offices. The main thing is that our working rhythm, its intensity hasn't changed. There has been a radical change in the way we communicate with our partners. Everything became online and digital.

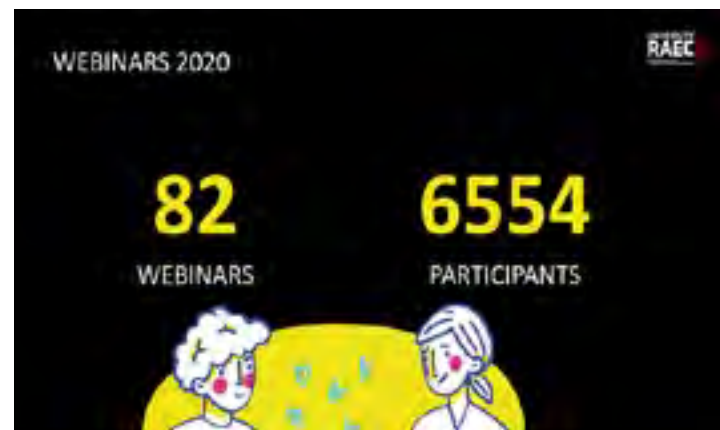
RAEC University, born to be digital, has strengthened its activities during pandemic times. University focuses on RAEC member employee (sales force and etc.) and HR managers, representatives of HR departments of RAEC suppliers.

Its activities have the following forms:

Elearning and courses



Webinars



Mastermind groups

Mastermind groups help to find new ways of solving the work situations through the discussions with the other members of the group. How does it look like? The meeting is held via skype or zoom platform. Speakers present their cases and the other participants give recommendations and advice on the ways of solving the problem.

In 2020 there has been 5 mastermind groups that were focused on the questions of the work with the employee in the times of pandemic and the remote work. RAEC University plans to hold 9 mastermind groups in 2021. The first mastermind group in 2021 had the topic "Mentorship for the HR specialists of RAEC". Speakers from OBO Bettermann and S3 presented the cases on the way the system of mentorship is organized in their companies.

University sessions

Twice a year RAEC traditionally gathers the HR representatives of RAEC members and suppliers. In 2020 these events were also held online. This fact didn't low the efficiency and the participants ranked the events 9 of 10.

RAEC Center of nomenclature and ETIM used pandemic times with the maximum efficiency. Multi-level online meetings with 27 suppliers were devoted to the transfer to ETIM 7.0.



If we change our focus from RAEC projects to RAEC itself we can proudly tell about dozens of online meetings held in the forms of committees, conferences and negotiations.

RAEC gathers specialists of its members and suppliers to discuss the issues in the product categories (like lighting committee or low voltage equipment committee) or organizes the event devoted to a concrete supplier like Legrand or ABB.

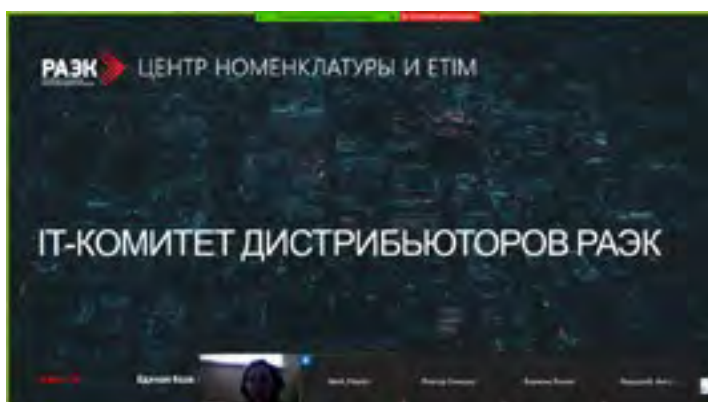
The main milestones were:

1. The Center sends personal roadmap and the manual to each supplier
2. Meeting 1. The supplier and the Center discuss the questions and confirm the roadmap timeline
3. Meeting 2. The sides accept the results of the test exchange, solve the problems (if they happen) and correct the timeline.
4. Meeting 3. Work finalization, confirmation of the consistency of the data exchange

We can say that the inner conferences during the pandemic got a new life and a new depth.

Thus, marketing conference basically focused on traditional trade marketing activities has evolutionized into the series of conferences including digital communications and the new ecom conference.

Exhibitions and industry events also searched for the new forms of digital living. Viktor Svintsov, RAEC Executive Director, moderated the session Building of the Interlight+Building Symposium (pandemic online alternative of Interlight Russia|Intelligent Building Russia exhibition organized by Messe Frankfurt Rus).



RAEC Center of nomenclature and ETIM also held the 1ST meeting of RAEC IT committee.

The meeting had the technical focus and gathered the heads of product, commercial, IT and ecom departments of the RAEC members. The participants discussed the results of the year and approved the plan for 2020-2021.



EKATERINA KHARCHENKO,
marketing and PR manager

Despite the fact of the pandemic year, despite the restrictions and difficulties RAEC strengthened its communications with colleagues and partners. Personal, life communication is very important in the business but we live in the times when technologies help us to stay in touch. It's up to us - to use these facilities and be successful and prosperous in it.

IN A PANDEMIC, ELECTRICIANS ARE ESSENTIAL FRONTLINERS

I have always been grateful for the professionalism and integrity of Schneider Electric’s electrician partners as they serve customers with expertise and courtesy. Now, with the challenges electricians face on the frontlines of the COVID-19 pandemic, my admiration for them has grown. Around the world, from sparkies in Australia and contractors in the United States to artisans electriciens in France and elektrikers in Sweden, they continue to power our lives.

The coronavirus has prompted legions of people to work from home. In the United States, 66% of employees are currently doing so for at least part of the week; globally, 88% of organizations have encouraged or required their employees to work from home and 91% of teams in Asia Pacific have implemented “work from home” arrangements since the outbreak. As a result, our electrician partners have been busy making

residential installations and, more often, emergency repairs. Thanks to them, laptops are charged, Zoom and WebEx meetings are convening, and people are finding new ways to get projects done.

At the same time, with school closings affecting more than 1.2 billion children in 186 countries, electricians are helping to make remote learning possible for students. What’s more, they are ensuring power is available for everyday household conveniences, including internet connections, televisions, dishwashers, refrigerators, washing machines and dryers, and more.

Working in the new normal

Our electrician partners are also helping to provide power to office buildings, critical care facilities, utilities, and municipal agencies. Not that it’s an easy job – far from it, especially these days.

In addition to the regular demands of their trade, electricians now have to contend with new, virus-related business requirements, including monitoring themselves and their teams for symptoms; investing in and wearing personal protective gear while they work; and wiping down all surfaces with disinfectant after jobs are completed, just to name a few.





The woman was able to return home from her daughter’s place, where she had been staying in one room, where she resumed her familiar daily routines, now with a new bathroom, a safe electrical installation, and an efficient new heating system.

Making the most of downtime

Still, the onset of COVID-19 prompted the postponement of many electrical jobs.

When that occurred, Schneider Electric teams around the world reacted swiftly to help our electrician partners make the most of their downtime by up-skilling through online learning opportunities covering a variety of topics, including:

- How to sell smart home solutions more effectively
- Designing your website to connect to more customers
- Keys to landing more projects in the renovation market
- How to ensure power continuity for your customers’ appliances with UPS devices
- Preparing your business for the restart by improving your visibility on Google
- Keeping up to date on norms and regulations

Reports from the field

Via social media, our electrician partners have shared glimpses of their “new normal” with us.

It is amazing to see how agile and adaptable they have been in addressing their customers’ safety concerns while also ensuring the safety of their employees.

Here’s a sampling:

- “I had my first job where the customer sprayed disinfectant on the bottom of my shoes.”
- “We’re providing individual towels, masks, handwash, etc. to all the guys.”
- “We’re mainly fixing stuff, so lots of little jobs every day (50 or so).”

And then there was the heartwarming report from an electrician who was midway through an installation for an elderly woman suffering from dementia when his government issued a stay-at-home order.

Believing in good conscience that he couldn’t abandon the project with the work half-done, especially given his customer’s circumstance, he kept at the job and finished by week’s end.

As shelter-at-home orders have escalated during the pandemic, participation in Schneider Electric’s various learning offerings has grown significantly.

The number of electricians using our digital tools has increased by 67%. Five times as many partners are participating in our webinars. And when we launched a podcast for electricians in the United Kingdom, it was ranked in the Top 40 New Business Apps by Apple.

For our electrician partners, the time invested in learning and acquiring new skills will no doubt pay off in the future.

Moving ahead

With the gradual re-opening of economies worldwide, all of us at Schneider Electric salute our electrician partners and thank them for their professionalism. We stand by them in good times and bad, and look forward to continuing to team with them, to our mutual benefit.

Manish PANT. Executive Vice-President, Home & Distribution, Schneider Electric

TRANSFORMATIONAL THINKING

As Wes Smith looks ahead to the second half of his term as NAED chair, transformation is top of mind. The industry is at an inflection point, tomorrow is happening now, and change is not an option.



When Wes Smith, president of Birmingham, Alabama-based Mayer, became NAED chair in May of 2020, the COVID-19 pandemic was just taking hold of the country. Most states were in a stage of shutdown, leaving many businesses scrambling to figure things out. Ten months later things haven't changed much.

As of this writing, another wave of coronavirus has slowed many areas of the country again, and we are all still waiting for a return to normalcy.

"As we head into 2021, we are seeing the convergence of so many different things coming together in a very compressed timeline," said Smith. "Today, many of the changes we've all had to make due to COVID-19 - call-ahead curbside delivery, the acceleration of distance learning, working from home, and a reshaping of the methods by which we communicate with our suppliers and customers - have become the 'new normal' and will likely become a part of the standard way of doing business going forward.

I'm proud of how our industry adapted quickly to survive such an unprecedented event - because we are about to face a whole lot more disruption."

Smith explained that the electrical industry is looking at a digital transformation that goes far beyond

e-commerce and websites.

"What we truly must examine is how to give our customers the kind of experience and solutions they want and need to compete in business," he said. Smith outlined three areas where this will happen:

1 - Platforms Plus Expertise

"We all want a very smooth purchasing experience. Our customers have grown accustomed to it," noted Smith. "I know we're all tired of talking about Amazon, but many people interact with it daily on a personal basis and it's a smooth, frictionless experience across multiple product needs. On a consumer basis, we can buy paper towels, batteries, car parts, and a faucet - all at one time.

Amazon is a vertical market platform for the consumer, and it wants to be the same for businesses. So, the question we must answer is 'How do we create a platform where our customers get the same experience in their business that they get at home to compete in this manner?'

The answer - the digital transformation our industry needs to adopt - is selling across verticals." Smith pointed to a recent example at Mayer: "Our largest MRO customer - a public company with which we've held a contract for at least 20 years - came to us, a plumbing company, and an HVACR company and suggested we all band together and provide an integrated supply option. What does the customer want with that? The business version of Amazon!

"The customer wants and needs to control costs and be more efficient, while at the same time have access to the expertise each individual company provides to it," Smith explained: "Simplicity, aggregation, and expertise is a strong value proposition.

The competitive advantage we have vs. Amazon is expertise. Every single purchase order this customer issues costs them an average of \$150. Cutting their purchase order costs by two-thirds is significant and meaningful. They will lower their costs, become more efficient, and have access to our collective expertise. That is powerful!"

The notion that distributors can band together, not only in a vertical like electrical, but also across verticals, is not a wild idea. And it's not just coming; it's here.

"And we better figure out how to deal with it," said Smith. "The products themselves - any distributor can handle the logistics. We can compete with anybody and anybody can compete with us just on pure logistics. Platforms with products that people want to buy - Amazon's success has proven that expertise is not required, that logistics speed and ease of platform is enough. But, professionally, expertise is necessary. If distributors combine expertise with aggregation and simplicity, then there may just be sustainable competitive advantage."

2 - From Products to Systems

The moat around the electrical distributor's business has always been product knowledge and expertise - the ability to integrate disparate manufacturers' product groups into a solution meeting a customer's unique needs - but those products are changing.



"The ability to sell high-value systems integration will become the most important part of the customer value proposition."

“Today, we are selling computers that happen to look like light fixtures or safety switches, just like Tesla is selling computers that happen to look like cars or reusable rockets,” explained Smith. “And those computers integrate with other computers through application programming interfaces [APIs] and JavaScript object notifications [JSONs].

“APIs/JSONs open up the opportunity for disparate systems to ‘talk’ to one another in real time, seamlessly,” Smith continued. “From this, a new world of integrated solutions is opened up - where data and information flow between systems; where that data in information can be pulled into business analytics systems for analysis; and where, from that analysis, users have the ability to form better and more informed insights. This type of information is of tremendous value and provides us the real opportunity to help our customers predict something before it happens and/or prevent something bad from happening, such as a system failure.”

And distributors’ success in providing this information to customers is critical. Said Smith, “We can’t leave the selling of high-value systems integration, business insights, and predictive analytics to others while we are left selling products in boxes at ever more competitive - i.e., lower - margins.”

Smith provided this example: “When I was our chief information officer, we installed a tier 1 ERP system to run our sales, warehouse and delivery, billing, inventory management, accounting and finance, accounts receivable,

accounts payable, etc. In other words, we put in a system to run our business. In the process, we learned that the system did not do logical print routing. You would expect a sophisticated system to know how to do that out of the box, but it didn’t, and we had to purchase a third-party piece of software and integrate it with the system to do logical print routing.

The piece of software to do this was not cheap, nor was the software interfacing work to integrate it with the system. In fact, more investment of time, effort, and money was spent integrating the two systems than the cost of the software alone.”

Superimpose that model on the products and systems distributors provide to their customers.

“As stand-alone products become interconnected solutions, the type of example above will happen again and again,” said Smith. “We need to be able to integrate and interface the products and systems to ensure our customers receive the value they are expecting from the solutions. If we can only sell the products and not the integration - and we compete again with those that can do both - we will be at a competitive disadvantage.

“Selling products on price, distribution, logistics, and providing credit will continue to be part of our value proposition,” Smith continued, “but I would advocate that providing services will become the most important part of the customer value proposition.

Our sustainable competitive advantage is knowledge. The knowledge and expertise to understand the problem the customer is trying to solve, or the opportunity the

customer is looking for to better compete in their business, and using that knowledge to determine the best combination of products that can be interconnected and interfaced into a system that provides the optimal solution will become a requirement to compete. Price, distribution, logistics, credit, and such will continue to be necessary, but they will not be sufficient.”

3 - New Internal Processes

In the discussion of how digital transformation will change the methods, systems, and platforms distributors use to interact with their customers and the products, systems, and solutions they provide to those customers, one also must consider the shift in internal processes that will enable another 100 years of success.

“It will not happen overnight,” said Smith. “You will not walk into your building one day and say, ‘The new world is here’ and bring in new people to handle it. It will happen over time, and we need to evolve - but we must pick up the pace because, we can all agree, the pace of change is increasing.”

It’s important to add that embracing change and this new, digital world doesn’t mean abandoning the old, “but it does mean embracing change and changing at an accelerating pace to maintain and grow our relevance. It is required to not become irrelevant,” he stressed.

Smith offered two examples of process changes that must be made: how distributors educate their sales forces and how they sell their value.

Learning in a new light

"If we can all agree that a sustainable competitive advantage comes from having exceptional knowledge to help our customers solve complex challenges and to take advantage of new opportunities, then we can all agree that we must be knowledgeable," Smith explained.

Certainly, most distributors see the value in a knowledgeable sales force and spend significant resources educating their people. To date, that has primarily been accomplished with in-person education (i.e., classroom) and in-store events such as supplier lunch and learns.

"In-person learning normally includes the expense of travel, lodging, meals, and, in most cases, beverages that are embedded in the social aspect of getting to know one another better," said Smith with a laugh. "But the best educators know that people retain about 10% of what they learned. Stated another way, they lose 90% of what they learned in a relatively short period of time. And those who do not exercise that 10% they do retain lose that quickly as well. What's left is the big picture, and while valuable, it's not enough to create sustainable competitive advantage."

Why is it so crucial that this changes? Because what distributors sell - the complex systems and solutions - is changing daily. "The technology is changing daily, so education on a product or group of products must be refreshed much more frequently - or what you know is less relevant today than it was yesterday," said Smith. "Think of it like your iPhone and how often

Apple pushes software updates. They do it because they are solving bugs and adding new functionality. Similarly, if we don't educate our people on the new functionality and our competitors do, we become less relevant."

How do we overcome this challenge? Enter the digitalization of learning. "What if we link our learning management system [LMS] to our primary supplier partners' LMSs, and when they update content, it automatically updates our content," Smith explained. "And then those who are assigned to that content get a notification that they have a course they must attend online or a YouTube video to watch. "My point is this: We must learn new things at a much faster rate, and to do so we must embrace new methods of learning at a lower cost and where the content is available on demand and repeatable," noted Smith.

Centers of excellence

As offerings become more and more complex and the products from multiple manufacturers can be integrated together into a system, and as these products and solutions are changing and being updated daily, is it rational to expect that teams can be knowledgeable across every single product group a distributor provides to its customers?

"Absolutely not," said Smith. "To date, the account manager has been the primary and sometimes sole interface to the customer. This must change. Why? Because as a company, we need our customers to be exposed to our entire value proposition, including the services we provide and our technical capabilities. It's simply

not possible for an individual to hold a relevant level of knowledge across myriad systems, solutions, services, and capabilities that are changing and evolving daily."

What is the answer?

"Team selling and centers of excellence in our companies," said Smith.

"At Mayer, we educate our sellers to be very knowledgeable across our portfolio of products, services, solutions, and capabilities, but we also build centers of excellence in particular product groups, systems, solutions, services, and software.

We have experts in computers that emit light - the ubiquitous, commodity attribute of a computer that looks like a light fixture - who are also experts on the software the computer operates on and the interfaces the computer uses to integrate with the communication network. We have digital building and factory experts who understand and connect plant floor systems to the computer lighting system, which, by the way, may also be the backbone of the plant floor WiFi network, perhaps using LiFi."

Without these centers of excellence, said Smith, Mayer would be a simple product supplier. "But with these capabilities, we are a trusted partner and advisor," he stressed. "When a seller recognizes an opportunity, they bring in the team and the complete team exposes our entire value proposition to the customer. While having experts is not a new or novel concept, we have been doing some version of it for years. We could probably all agree we must normalize this process and scale it across our industry."

As the intelligence built into products grows, so does the need for more advanced sales strategies.



Mayer is about to implement a collaboration system that will house content and make it available in real time to the team. "It is a sales enablement platform," he noted. "If somebody would have said 'sales enablement platform' to me three years ago, I would have said, 'Our sales enablement is our salespeople and their relationships' and stopped there. Now I know it's not just the relationships - it's also the team and their collective capabilities.

"The content on the sales enablement platform will help our team to continue to interact with those at a customer site who they have historically interacted with, but also enable them to interact with people they never had to talk with before, people new at the decision-making table," he continued. "CIOs, CFOs, and CEOs are at the table now with supply chain people, facilities managers, and estimators because they need to know how a product is going to work on their network as an example. They want details about things such as cybersecurity and how the products will fit in their network strategy.

New people at the decision-making table means we must know how to speak their language and talk about the things that are important to

them from their perspective. These things require capital, time, and effort - all while leaders continue to run their organizations."

Speaking of Leadership

At the heart of all change within a company - and an industry - is leadership. And there's no doubt that the work that's going to be required of leadership to raise this century-plus old industry to new levels is going to be very taxing.

"Our jobs are to clearly lay out our vision of the future for our people, give them the tools to execute, and make it safe to stumble along the way so everyone with the right attitude knows we will help them get back up and stay focused on the journey," explained Smith.

"Change falls on leadership to nurture, secure, and insulate the core of the business while threading the needle of transition to bring along the core and nurture it, not disrupt it, through education. Not everybody is capable or will make it, but our job as a leader is to help those who have helped us create our success over 100 years, to transform and create new relevancies for themselves and our companies.

"Change can be scary and, for some, even paralyzing," he continued. "Leaders are responsible for eliminating the fear of change and for creating the vision and excitement around a message that the journey will be fun, exciting, and rewarding.

"Smith referenced Jeff Bezos' philosophy that "Every day is day one": "The essence is that we are never more focused, alert, and excited than as we were on the day we first opened our business, received our first order, and served our first customer," said Smith. "Over time, it is easy to become complacent. We must fight complacency. The future of our industry is very bright, very exciting, and will be very rewarding - for those willing to embrace and chase the change necessary to be relevant."

He also referenced past NAED chair George Vorwick: "My good friend, George Vorwick, has a saying; it is simple, and I love it," said Smith: "It's 'Onward!' So in honor of George and our friendship: Onward!"

By Misty Byers,
editor of tED magazine,
With the authorization of Scott Costa,
publisher, tED magazine

HOW PRYSMIAN GROUP KEPT PEOPLE SAFE AND GUARANTEED BUSINESS CONTINUITY DURING THE PANDEMIC

The first time Prysmian Group North America CEO Andrea Pirondini heard about a new coronavirus was in early January 2020, when another top executive cancelled a trip to Wuhan for a meeting at unit Yangtze Optical Fibre and Cable. The BBC reported on January 4 authorities in Wuhan were investigating a “mystery virus.”

Pirondini agreed it was better not to take the risk. When Prysmian’s 1,000 employees in China were put into lockdown, Prysmian a “head start” that enabled it to cope with the spread of the pandemic. The World Health Organization declared an emergency on January 30, and on February 5

Prysmian enacted travel restrictions for China and Southeast Asia. On February 13 the company banned travel and cancelled all group events. On February 24 it ordered staff at its Italy headquarters to work remotely -- two weeks ahead of the lockdown there by government on March 8.

At that point, HR Chief Fabrizio Rutschmann and three other executives formed a working group and informed CEO Valerio Battista that the company needed “100% protection” to shield as many people as it could from contagion. They asked Battista for global measures, and he agreed.

While the shift to smart working at Milan and regional headquarters was relatively straightforward, coming up with safety protocols covering Prysmian’s 22,000 industrial workers in plants around the world required teamwork, constant communication, and flexibility.





launched a plan to contain fixed costs, including the reduction or rescheduling of non-essential investments in the short term, an increasingly careful management of working capital, and actions such as a freeze on hiring and salary adjustments -- but without trimming the workforce.

Going forward, one of the most obvious effects of the coronavirus emergency will be more network investment in the future, particularly in the “last mile” that separates the network from the end user as families and businesses seek out faster and more stable connections, said Prysmian Group Telecom EVP Philippe Vanhille.

The Energy & Infrastructure Business was resilient in supporting the Distribution Channel, giving the top priority to the Key Partners across geographies in order to guarantee business continuity. Partnership grew even closer during the pandemic as we all worked together to face a difficult time.

Prysmian Corporate Communication Team

prysmiangroup.com/en

Not every government ordered plant closures, since Prysmian was considered an “essential industry” in some countries because of its role in supporting energy utilities and telecoms operators.

Prysmian adopted measures including strict health and hygiene standards in all settings; massive use of remote-working, facilitated by the IT and digital infrastructure; and daily monitoring of the basket of strategic suppliers and further enhancement of customer support. An Operation Tracking Process was put in place to secure proper management, as well as internal communication to teams at worldwide level on status of Operations to serve the market. This allowed us to enhance resilience and secured our operations management.

IT infrastructure as well as Digital Projects continued to work during Covid-19, with an even sharper focus on the “business critical” initiatives – such as Product Information Management (PIM), Web Catalogues, Cable App implementations. In general, all Customer Centricity tools projects continued to move forward with no discontinuity. In order to protect profitability levels, the Group



DIGITAL CHANNELS ANOTHER OPPORTUNITY

When there is no possibility for physical interaction to educate, train or inform about our products and services we go digital. During the last year, product managers at Nexans Sweden have spent several hours in front of the camera to provide customers and business partners with knowledge and information.

**Aron Andersson,
product manager at Nexans
Sweden for Building cables
gives his view on the topic.**

The challenge with online trainings is that you don't have the same possibility to engage with and see the reactions of the persons attending the webinar.

Usually, you can tell by facial expressions when you might need to clarify something. So it is important to be very clear, he says.

E-learnings and webinars

Before the pandemic outbreak we used to invite installers, specifiers, students and business partners to visit us in Grimsås to receive training and to pay a visit to the factory for more in-depth knowledge. This is something we're really looking forward to do again!

Since the corona virus prevents us from meeting, we have made it easier for people to join us in digital channels and therefor increase accessibility to meet with us. We invite people to attend recorded e-learnings by Nexans via Voltimum, a web portal for the electrical industry. We also offer to join more interactive solutions through live webinars.



Aron Andersson, product manager at Nexans Sweden for Building cables in the midst of a webinar

TO MEET

Prime time with Ahlsell Sweden

E-learning is also provided by live webinars, which is something we have provided to Ahlsell in Sweden during the year.

"Thank you very much for two great webinars. As usual, you are well prepared and the presentation is engaging the audience and creates interest. Great fun." This quote comes from Pelle Larsson, Commercial Product Manager Cable at Ahlsell Sweden after attending a webinar held by Aron Andersson.

The topic of the webinar was to learn more about Nexans' offer of cables for EV-charging and renovation of buildings.

During spring 2020 the webinar together with Ahlsell was twice digital: First, it was held as an online training, Second: The topic of the webinar was the digital tool EASYCALC™.

EASYCALC™ is a calculation tool developed by Nexans for cable sizing. Thanks to feedback such as "During the day you have brilliantly trained about 100 persons from Ahlsell in cable sizing and EASYCALC™."

Jenny Nyström,
Marketing Manager Nordics B&T

"You did a great job!"

Pelle Larsson, Commercial Product Manager Cable at Ahlsell Sweden

We are happy to continue to spread knowledge about Nexans products and services to our customers and business partners.

BUSINESS COLUMN

TURNING CHALLENGES INTO CHANGE

No need to say that the last year has been extremely challenging for all of us. Business-wise, we have seen markets go from double digit growth to negative growth due to COVID-19. From a human point of view, many of us now appreciate our physical meetings more than ever. What we also see, is how inventive people are and how we manage to turn challenges into change. We find new ways to interact, like #IMELCOCONNECTED, and identify markets with growth potential.

I believe that electrification is an unstoppable development and opportunity. This trend is becoming very important in the age of digitalization, which is well underway. We have suppliers that offer a broad spectrum of products in this space. From switchgear, distribution systems, switchboards, industrial switching and control technology, all the way to smart electrification solutions with related hardware, software and support services. By pushing these products, the performance and energy efficiency of systems can be increased which will result in a more sustainable development.

Though our biggest challenge lies in the fact that this is a market that many customers tend to move away from because they believe it is complex. To grasp the potential, we need to provide them with the information and tools they need to be comfortable with it. I believe this is one of the biggest unmet needs among our customers.

It is worth noting that the best opportunities can be found from unmet customer needs. We should identify these by truly listening to our customers, share information among all of us and act on it. This is a way to differentiate ourselves in the market.

We have to accept that we will never go back to doing things the old way. And coming from a pandemic, we have an unprecedented opportunity to become a true partner to our customers by listening to them and paying more attention to what they need. Especially when it comes to the markets with huge potential for the future.

Co Braber
President IMELCO



IMARK ELECTRICAL WILL BE HOSTING A VIRTUAL PRODUCT/SERVICE EXPO FROM MAY 19TH TO MAY 23RD

This event, conducted on the IMARK Electrical website, will consist of hundreds of videos (5 minutes or less) from leading manufacturers and service companies.

The virtual trade show floor is divided into the following 'pavilions':

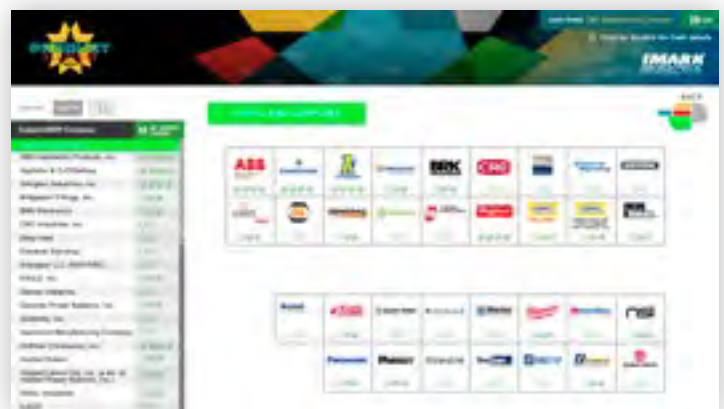
- Conduit Wire and Cable
- Lighting and Controls
- Circuit Protection and Wiring Devices
- Tools and Suppliers
- Solutions from Service Providers

Inside each pavilion is a virtual trade show floor featuring a list of all participating suppliers in that category. Each supplier has their own tradeshow booth which may include up to 4 videos on exciting products and/or services. After the IMARK member employee watches the video, they will have the ability to rate the content on the basis of relevance and sales potential.

In all, over 250 videos will be available for viewing. In addition, each exhibitor can display up to six (6) pieces of collateral (literature, website links, etc.) which can be accessed and downloaded by the booth visitor.



Attendees can attend the visit the EXPO at any time during the week that their schedule permits. IMARK member attendees also will have the opportunity to win gift cards and/or daily grand prizes which are awarded on a random basis to video raters throughout the event.



Participating manufacturers and service providers will have no staffing requirements during the event. However, they will have access to a list of all member employees that rated their video during the event.



IMARK Electrical looks forward to the days when we can all meet face-to-face. In the meantime, we are excited to share a lot of great information which will lead to increased sales for both IMARK Electrical members and suppliers. For more information please contact

Steve Ruane (sruane@imarkgroup.com) of IMARK Electrical.

OBO IS FOCUSING ON A VARIETY OF DIGITAL TOOLS

The topic of digitalisation is becoming increasingly important for the electrical industry, too. The coronavirus pandemic has intensified this development even more. As a globally operating company, OBO is using digital tools to support its customers in the best possible way, to provide real added value.

Social media as an important communication channel

Social media platforms have become one of the most important international communication channels. So it comes as no surprise that OBO can now also be found on six channels, such as Facebook, Instagram, Twitter, YouTube, LinkedIn and XING.

Social media workshops for the international OBO subsidiaries

Generally, the 40 international OBO subsidiaries have their own social media presence. All around the world, interested parties are supplied with the most up-to-date information about OBO. A global strategy ensures a uniform appearance which is conveyed to the subsidiaries in workshops.

Digital tools on the OBO website

Two digital tools that emphasise the service concept of OBO are the option to search for a retailer and the contact tabs. Both tools can already be found on the German OBO website and will shortly be rolled out internationally.

The search option for retailers provides input fields and maps with parameters such as name or location, so a retailer can be found that is close by. The added value for the customer is the option to locate a retailer in only a few steps who can supply the OBO products required. A long search is not necessary.

A similar time-saving added value is also offered by the contact tabs. Small icons in the sidebar enable



quick access to contact information as well as further relevant content. With just one click the customer can, for instance, access the download area or the registration form for receiving the newsletter.

Julia Belz, Online Editor

ONLINE SEMINARS to refresh your knowledge

A further digital initiative from OBO is the online seminars that have already started successfully in Germany and Austria. They provide participants with practical insights into different sections of the OBO product ranges. Particularly amidst the coronavirus pandemic, the online seminars have proven to be a future-oriented way of conveying knowledge. Participants who want to broaden the knowledge they have gained from the online seminars have the option to register for further seminars or the planner days. In this way, digital and analogue training opportunities go hand in hand at OBO.

obo-bettermann.com



UV-C SUPPORTING EUROPE'S RECOVERY

Signify argues that UV-C lighting should play a part in a post-pandemic world and feature in European recovery plans.

UV-C lighting has long been used as a disinfectant against deadly microorganisms, but its true potential, Signify says, is yet to be realised. Ultraviolet-C (UV-C) is a type of electromagnetic radiation that consists of wavelengths between 100-280 nanometres.

At a wavelength of 254nm it is highly effective in breaking down the DNA and RNA of viruses, effectively inactivating them and rendering them harmless.

While the antimicrobial potential of UV-C isn't new, the widespread need for the technology until recently was confined to niche markets. That was, until the COVID-19 pandemic.

But, as we move towards a post-pandemic world, there's a strong case for UV-C to become normalised in the mitigation of viruses.

What's more, says Signify, "The technology should feature prominently in national recovery plans being thrashed out across Europe. We should not overlook the disinfection power of UV-C to thwart other serious airborne infections such as seasonal flu and tuberculosis."

UV-C lighting is currently proving itself in the fight against the virus causing COVID-19," said Emile van Dijk who heads up Signify's UV-C team. "However, we should not

overlook the disinfection power of UV-C to thwart other serious airborne infections such as seasonal flu¹ and tuberculosis², which cause deaths and sickness every year."

Last year, the National Emerging Infectious Diseases Laboratories at Boston University, tested Signify UV-C light sources against SAR-CoV-2, the virus causing COVID-19.

"Our test results show that above a specific dose of UV-C radiation, viruses were completely inactivated: in a matter of seconds, we could no longer detect any virus," said Dr Anthony Griffiths, Associate Professor of Microbiology at Boston University School of Medicine³.

Tests in the laboratory setting showed that Signify light sources irradiating the surface of a material



inoculated with SARS-CoV-2, reduced the virus to below detectable levels in as few as 9 seconds for the dried virus and 4 seconds for the wet virus.

“We’re very excited about these findings and hope that this will accelerate the development of products that can help limit the spread of COVID-19,” Griffiths added.

Since then, the company has expanded its production capabilities and UV-C lighting portfolio with a new range of lamps, luminaires, trolleys and chambers which are being used for a wide variety of professional applications.

“We have introduced 12 families of UV-C lighting fixtures specifically designed to disinfect air, surfaces and objects,” said Harsh Chitale, Leader of Signify’s Digital Solutions Division, emphasising that the new range is targeted at “offices, schools, gyms, retail stores, warehouses, as well as on public transport.”

Opportunity for Europe and nations planning their post-pandemic future

UV-C is a powerful disinfectant and exposure to light sources with certain wavelengths of UV-C radiation can damage the skin and eyes of humans and animals.

As the disinfection of surfaces requires direct exposure to the light source, the disinfection cycle must only take place when people or animals are not present. Not surprisingly, Signify’s surface disinfection luminaires are built with safety in mind and are meant to be deployed with features such as

remote-control capabilities, timers and motion sensors.

There are also products that are designed to be used with people or animals present in the room, such as upper air disinfection luminaires and chambers. They are designed to shield people from the UV-C light source.

EDEKA Clausen, the German supermarket chain has installed 31 Philips UV-C disinfection upper air luminaires in a large store in Hamburg. Air in the store is disinfected while shoppers go about their business underneath the irradiated zone.

The retailer also uses a disinfection chamber. It resembles a microwave oven and is used to quickly disinfect objects such as self-scanners.

Life beyond the pandemic

Signify realises that the rollout of various vaccines will gradually help to control the spread of the pandemic but argues that UV-C has a wider role in helping to prevent the spread of airborne diseases.

In September 2020, World Health Organisation Director General, Dr Tedros Adhanom Ghebreyesus, warned that COVID-19 “will not be the last pandemic”.

This underlines a need to invest in technology for future mitigation.

As EU countries plan for a stimulus spending spree, there is ample scope to include UV-C technology in building renovation projects.

“Given the cost of sick days and that staff are the most valuable asset of a company, it makes sense that they take practical measures to protect their employees,” says Harry Verhaar, Signify’s Global Head of Public & Government Affairs. “It would be timely to incorporate UV-C technology into building codes and for it to be baked into many of the 35 million building renovation projects earmarked across EU member states.”

As member states work on their national recovery and resilience plans, Signify describes UV-C lighting as a technology whose time has come.

1. Aerosol Susceptibility of Influenza Virus to UV-C Light, 2012, James J. McDevitt et al.
2. Institutional Tuberculosis Transmission. Controlled Trial of Upper Room Ultraviolet Air Disinfection: A Basis for New Dosing Guidelines, August 15, 2020. Matsie Mphahlele, et al
3. Signify and Boston University validate effectiveness of Signify’s UV-C light sources on inactivating the virus that causes COVID-19. Press release, June 16, 2020.



Neil Pattie
Head of Corporate Content, Signify

A HISTORY OF INNOVATION

Nexans is part of the living history of electricity. Ever since Edison first discovered electricity, we have been electrifying the world around us. Now, we are entering an era of sustainable electrification for everyone. We are outlining the steps that we are taking in three key areas, Environment, Social and Governance, to continue making our vision a reality.

LIFEMARK™ 20 years of responsibility

In Sweden, we have worked to facilitate the recycling of cables and have considered it a natural part of our product development for over 20 years. This was long before sustainability became a buzz word. Transparency is a key concept in all industries today. Companies need to take greater responsibility for what they actually do to reduce their climate footprint.

No one knows exactly what environment we will have in 40 years from now, but we can and should already do what we can to ensure that the conditions are the best. That is one of the reasons why we speak a lot about product life cycles, recycling and circular economy. Everything from raw material production to scrapping must be taken into account when looking at the environmental impact. What we produce today should not leave any trace behind when worn out. This is especially important for all the cables that are buried in the ground and built in everywhere in our environment.

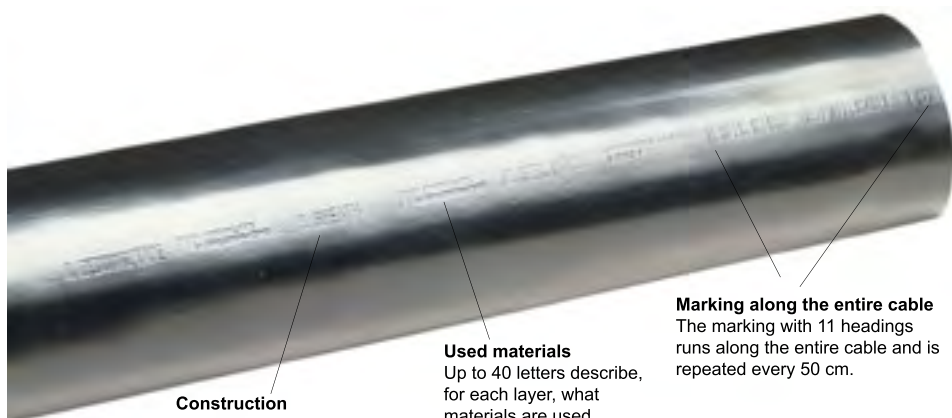
On our cables we provide Lifemark™ - recycling information for the cables.

It's a unique marking method that clearly states what materials can be found in the cable.

The content is embossed on the outer sheath which makes it a long-term sustainable solution and can be read by the person who handles the cable.

Products with Lifemark™ makes it easy to recycle. 40 years from now, when dismantling the installation, Lifemark will facilitate proper recycling and disposal thanks to the instant information on the nature of the materials of the cable. All to minimize the environmental impact throughout the lifetime.

Jenny Nyström,
Marketing Manager Nordics B&T



Construction
Fixed headings - 11 in total - describes the structure of the cable layer by layer.

Used materials
Up to 40 letters describe, for each layer, what materials are used.

Marking along the entire cable
The marking with 11 headings runs along the entire cable and is repeated every 50 cm.

SMART LIGHTING FROM LEDVANCE THE CLEVER WAY TO BOOST YOUR SALES

An ever-increasing number of people are becoming excited about the fascinating opportunities offered by intelligent networked lighting. We have completely revised and massively expanded our SMART+ portfolio to allow you to exploit this fast-growing potential in the best way possible. You can look forward to a multitude of new impulses for your lighting business!

The new smart+ portfolio of LEDVANCE lamps and luminaires: huge range for indoors and outdoors with > 200 products!

Whether you're interested in highly efficient LED lamps or stylish LED luminaires, products for indoor or outdoor use, or control via app, voice or smart remote – the LEDVANCE SMART+ product portfolio is broader and more extensive than ever before.

Clever & convenient

Why stand up every time you want to switch the lighting on or off? LEDVANCE SMART+ customers can control their lighting via app or voice from the comfort of their sofa.

Clever & mobile

LEDVANCE SMART+ gives many users an enhanced sense of security.

They can control their lighting at home from practically any location – to simulate their physical presence, for example.

Clever & appealing

Lighting is now much more than simply a matter of "on" or "off".

More and more customers are becoming excited by the possibility of creating atmospheric lighting scenarios or automating their desired lighting sequences (e.g. wake-up light or biological light) throughout the course of the day.

Clever & outdoors

Greater convenience, increased security, heightened atmosphere: Outdoors too, LEDVANCE has a large number of smart lighting products that open up a wide range of fascinating possibilities.

Three product lines. Three control methods.

SMART+ WiFi is the simplest route to smart lighting. Your customers only need the following: a SMART+ WiFi lamp or luminaire, a router (that most homes have already), the free LEDVANCE SMART+ WiFi app – and they're ready to go!

SMART+ Bluetooth is our recommendation for anyone who wants to conveniently control their lighting by voice. This is because the products harmonize perfectly with the smart speakers from Google.

The SMART+ products using Zigbee technology were developed specifically for control via a gateway.

This makes them the ideal solution for anyone who wants to fully exploit the possibilities of smart lighting and wishes to integrate smart light into a comprehensive smart home system.



[ledvance.com/
consumer/smart](https://ledvance.com/consumer/smart)

SOLUTIONS FOR CLEAN AIR INDOOR & MOBILE USE LEDVANCE UVC AIR DISINFECTOR

LEDVANCE UVC air disinfectant contributes to better and healthier air quality in offices, commercial premises and medical practices, not just during COVID.



The high-tech device cleans room air particularly effectively and entirely without chemicals – non-stop, even in the presence of people. It draws air in, disinfects it inside with the help of UV-C rays and releases it back into the room. Inactivating the microorganisms reduces the virus and bacteria load in the air to a minimum.

- **Proven technology:** air disinfection based on UV-C light
- **Effective:** inactivates up to 99.9 % of viruses and bacteria in one run
- **Convenient:** no filter, so it won't need replacing
- **Quiet :** extremely low-noise operation (ultra-silent)
- **Safe:** no leakage of UV-C rays, making it safe for humans and animals
- **Gentle:** chemical- and ozone-free operation

How It Works

The ambient air is drawn into the closed housing with the help of a fans and exposed to the radiation from a UV-C tube. The sterilized air then flows out at the end of the device without any UV-C radiation escaping.

The Air flow rate is approx. 70 m³/h with two low-noise fans, the recommended room size per device: 20 m³ at a ceiling height of 2.8 m. LEDVANCE T8 UVC 55W lamp has a lifetime of 10,000 h, the integrated fan 50,000 h. Optional accessories: wall mount and horizontal stand.

Applications

In addition to single and open-plan offices, it is ideal for all small rooms that people stay in for a long time in close proximity, e.g: Schools, educational institutions, Restaurants, hotels, lobbies, foyers, Medical practices, care facilities, Single and open-plan offices and Boutiques, small shops.

Mobile UVC air purifier VIOLED

Creates a healthy indoor climate in 3 steps, with the built-in HEPA filter H13 prevents the passage of aerosol particles. Disinfection of the HEPA filter by VIOLEDS LEDs. This device creates dust-free air by removing pollen and microdust and a pleasant environment by eliminating odours and cigarette smoke.

LEDVANCE mobile UVC HEPA air purifier 99,9% effective against sars-cov-2 (covid19)

Advantages

- **Quiet:** Quiet operation (38 dB)
- **Safe:** No UVC radiation emitted from the product
- **Mobile:** Small and lightweight design, USB plug operation
- **Adjustable:** 3 speeds for air purification
- **Flexible:** Ideal for use in small rooms and cars (Capacity: 8 m³/hr)



60 YEARS OF HAUPA

TRADITION COMBINED WITH INNOVATIONAL FORCE QUALITY TOOLS AND CABLE CONNECTION TECHNOLOGY FOR THE ELECTRICAL TRADE AND INDUSTRY

Did you know that we are celebrating our companies 60TH anniversary this year?

Hans-Udo Paas founded HAUPA in 1961 in Remscheid, the center of the German tool industry. The company name was derived from the founder's name, Hans-Udo Paas became HAUPA.

In the 60 years of company history, our medium-sized, value-oriented family business has developed into a company with global activities. The recipe for success for our stable growth is the combination of tradition, experience, professional competence and innovative strength. What drives us? Our constant endeavor to develop products of the highest precision, which offer added value to the electrical professional.

Our product portfolio includes high-quality system tools and certified cable connection technology for the electrical trade and industry. In addition to the segments "Around the Cable" and "Working under Tension", we produce and market a wide range of basic tools for professional use in electrical engineering. We distribute exclusively via the 3-stage electrical wholesale process.

With our products we always pay attention to the HAUPAplus, the special advantage for our customers. HAUPA screwdrivers, for example, are characterized by perfected fitting accuracy, which eases the daily work of electrical professionals. Our high leveraged pliers offer up to 50 % savings in force needed to operate and thus relieve tendons and joints. To ensure safe work under voltage, we subject our tools to extensive routine testing. Only after successfully passing the VDE/ GS testing do our safety tools reach the market.

We operate "glocal". The more than 6,000 HAUPA products are available in more than 50 countries worldwide. We always keep local market and customer requirements in mind. Our local employees



are competent partners and our marketing material is available in 13 languages.

Our acquisition of the 160-year-old traditional plumbing & HVAC-Tool manufacturer BRINKO last year has opened up completely new perspectives for plumbing and electrical wholesalers. The product range has been expanded for both wholesale segments by an extensive range of products in each case. HAUPA has expanded its portfolio by 1,300 items in the sanitary tools sector. Both companies, HAUPA and BRINKO, have a traditional and family-run background. BRINKO has been firmly rooted in Remscheid since 1860. HAUPA and BRINKO - 7,400 articles from the electrical and plumbing sectors – all from one single source. For you this means one contact person, lower administration costs and time saving.

HAUPA is a proud IMELCO-partner. We successfully cooperate with many members. We would like to intensify and further expand our partnerships. Continue writing our success story together and be part of the HAUPA brand.

**Dany Keisekamp,
Head of Marketing**

Did we spark your curiosity?

Find more information about HAUPA and BRINKO at haupa.com and brinko.de

MOST OPTIMISTIC & RESILIENT AUNA AWARDS EVER PRESENTED ONLINE

AUNA Distribución, the leader in Spain in professional distribution in the Electrical and PHAC (Plumbing, Heating & Air Conditioning) industries, delivered a message brimming with encouragement, drive and optimism at the AUNA 2020 Awards gala held on 5 November. This time round the event was online due to the pandemic and brought together over 500 participants, mostly senior executives from the foremost manufacturers in the company's target industries, sitting in front of their screens.

A lively and bright presentation led by Mariana Barrado and Nerea Orduña, heads of AUNA's marketing and communications departments for the Electricity and PHAC divisions respectively, began promptly at 5.30 pm, during which the participants learned about the winners of the eagerly awaited AUNA 2020 Awards along with the accounts of the Electrical and PHAC industries and AUNA Distribución.

As is now customary at AUNA events, media magician and illusionist Jorge Luengo emceed the AUNA 2020 Awards ceremony with Barrado and Orduña's help, adding a touch of freshness and pizzazz to each prize-giving ceremony. In the Innovation category, the awards went to Prysmian Group firm General Cable's ExZHellent® Compact compound ceramic compaction technology cable and Orkli's PKOM4 combined ventilation and heat pump solution for passive house buildings. In Design, the

prizes were picked up by Uponor Hispania's Smatrix Pulse control system specifically for underfloor heating installations with cloud connectivity and voice control and by Normagrup Technology's Nassel Avant SaLuz® LED panel. Likewise, the awards for the most sustainable products went to Signify Iberia's new line of 3D printed Philips luminaires and Vaillant's aroTherm plus air-to-water heat pump solution using natural refrigerant. Finally, the winners of the main award for Best Products of the Year were

ABB's SACE Tmax XT circuit breakers and Daikin's Mini VRV 5 compact air conditioners with R32 refrigerant.

All the prizes were picked up online by senior executives from the award-winning companies, who were unanimous in their heartfelt remembrance of the victims of the pandemic and also in sending out a warm message of optimism to their customers and the users of their products.

The best electrical product of the year was discussed by Paco Álvarez, head of ABB's Distribution Channel from ABB's Advanced Services Centre in Madrid, while Fernando González from Daikin's sales department pointed out that only by ongoing investment in new products and solutions can we move forward and address all the problems we are facing.

Optimism and resilience to prevail. The AUNA 2020 Awards Gala began with a round of talks by the company's corporate staff who explored the business's progress,



Josep Domingo, AUNA General Manager

- **The prizes were picked up online by senior executives from the award-winning firms**
- **Group Chairman Andrés Mateo underscored AUNA Distribución’s promising prospects for the future notwithstanding the pandemic**
- **All the participants were unanimous in their appreciation of the AUNA 2020 Awards, which were a breath of fresh air and positivity in today’s pandemic, and hoped that next year they could be held in person as in previous years**

the impact of the pandemic and the short and medium-term outlook, sending out a powerful message of optimism and resolve. The first speaker was Andrés Mateo, AUNA Distribución’s chairman, who underscored the group’s promising prospects for the future notwithstanding the pandemic. He also unpacked the key projects the company is undertaking in digitalisation and product databases, point-of-sale marketing, renewable energies, training and customer phone support. He then announced the opening in January 2021 of the new AUNA Academy website hosting a large volume of training content available to the group’s entire distribution network and also to installer customers.

Mateo further noted the “benevolence” of the company’s accounts for the end of the year compared to the much more pessimistic forecasts made in March 2020.

Jacint Ragués, deputy chairman of AUNA Distribución, provided an overview of the performance of the

Electrical and PHAC (Plumbing, Heating and Air Conditioning) industries. In the former, he noted 5% growth in 2019 to reach an estimated market value of €4.38 billion, while PHAC increased its value by 4% to close to €4 billion.

The two sectors together provided a combined worth of €8.48 billion, with AUNA’s market share standing at just over 17%. This resulted in aggregate turnover for AUNA’s members coming to €1.45 billion in 2019.

Ragués then went on to examine the industry’s accounts up to

September 2020, which showed steep falls in turnover during the worst months of lockdown between March and May. However, he pointed to the good performance during the summer when growth was much higher than in the same period in 2019. Óscar Cantaré, chairman of the CLC (the Group’s logistics centre) since April, next presented the new organisational structure of its board of directors, made up of members from Calefon, Gabyl, Gómez Maqueda, Grupo Rias, Hidro Cantabria, MagServeis, Prodelec and Sanehogar. Cantaré went on to describe the centre’s activity as “a unique project in independent distribution”, noting the service provided to more than 400 delivery points with a stock of over a hundred brands and 27,000 product SKUs, which entailed a total of more than 56,000 transactions in 2019.

Fernando Sueiro, who has been the CLC’s general manager since July, wound up the talks by corporate staff. He stressed the complexity and value of the work done at the centre and its commitment to excellence in services “with first-class products and unbeatable prices”.



Statuettes



Nerea Orduña, Jorge Luengo & Mariana Barrado

After the finalists had been presented and the awards handed over, the gala ended with interventions by Vicente Vilar, director of Suppliers and ICT, and Josep Domingo, general manager of AUNA Distribución.

Both congratulated the participants and the award winners together with the company's employees who have made the AUNA 2020 Awards possible, and they hoped that next year the event could be held in person as in previous years.

In his talk, Domingo called for high levels of tenacity and resilience in all the players involved in the value chain of the electricity and PHAC industries. He ended by highlighting the meaning of this last word, which reflects AUNA's spirit of work and excellence: "Resilience – the ability to face life's adversities by turning pain into a driving force to excel and emerge stronger from them."

In addition to sending out a message to the market brimming with optimism and courage, this event was also a chance to build on AUNA's close relationship with its members and maintain the characteristic accessibility which is essential for successful progress in the Group's relations.

As part of this accessibility and support for its partners, online training sessions have been held since the onset of the pandemic for its members' in-house staff and end installer customers alike.

Training is one of the AUNA Group's main priorities and it is fully committed to helping

publicise new developments and knowledge which make it possible to deliver world-class services.

In 2020 AUNA hosted 52 training webinars with the leading manufacturers in its industries.

In 2021, and with a view to maintaining this close relationship with its customers, will continue to deliver vibrant online training services addressing various topics of interest and always featuring fully updated and useful information for its staff and customers.

Mariana Barrado
Electrical Division, Marketing & Communication Manager

Together we are better.
Together we are stronger.

PHOENIX CONTACT **DIALOG DAYS 3RD EDITION** **FORWARD-LOOKING SOLUTIONS** **FOR AN ALL ELECTRIC SOCIETY**

Getting into conversation with customers and exchanging ideas has always been one of the most important aspects of Phoenix Contact's trade fair appearances.

After the cancellation of the Hannover Messe, it was therefore clear that a new format had to be created. And it was a complete success, so that now the Phoenix Contact Dialog Days are taking place for the third time. The week from 12TH – 16TH April 2021 will be innovative and informative. Find out about trends in the industry, product innovations, new technologies and electrification.

Our 2021 highlights, new technologies, new products for electrical engineering, connection and automation technology as well as industry insights: You won't miss a thing at the Phoenix Contact virtual trade fair.

Be there live. We look forward to seeing you!
#stayincontact

Phoenix Contact invites you to:

- **LIVE Conferences:** inspiring expert panels, specialist presentations and interviews on current topics and solutions for a smart world.
- **Open Live Discussions:** Gain new insights in an intensive exchange with like-minded people and our experts.
- **Chat Room:** Take the opportunity to meet our experts one-on-one, share your ideas and let us find your individual solution together.
- **Virtual exhibition:** Our experts present new products and solutions - almost like at the trade fair.
- **Guided tours:** Book one of the appointments and have the most important innovations presented live in your national language.
- **Digital Factory:** Experience on the basis of proven practical examples how digitalization helps production to achieve greater efficiency and optimum availability;

phoe.co/imelcoDialogDays



#winnersoftomorrow

ahlsell

www.ahlsell.com

ANEW

ASSOCIATED NATIONAL
ELECTRICAL WHOLESALERS

www.anew.co.uk



AUNA
distribución

www.aunadistribucion.com

CHORUS
ELECTRIC x ECHIPAMENTE SI SOLUTII

www.chorus.ro



www.elxitalia.it



www.gemcell.com.au

GIBED

www.gibed.be



www.grudilec.com



www.imagrogroep.nl

**IMARK
CANADA**

www.imarkcanada.com

**IMARK
GROUP**
Member Owned, Member Governed

www.imarkgroup.com

**INTER
ELEKTRO**

www.iesa.pl

MENTAVILL

www.mentavill.hu



www.mitegro.de



www.raec.su

KONINKLIJKE
OOSTERBERG

www.oosterberg.nl



www.socoda.fr



Stay up-to-date on
imelco.com and **LinkedIn**

