

voice

NEWSLETTER
02.2012



Editorial

I would like to repeat the first sentence of my editorial of a year ago: "In business it's the bottom line that always counts at the end of the year."

I'm repeating this sentence to disagree with it! Because

the bottom line belongs to the past – and now I would just like to talk about the future.

Why? Because you, the members of FEGIME, have made growth and many opportunities possible with your decisions. You decided in favour of the membership of Greece. With the exceptional company KAFKAS from Athens our group is now growing to encompass the birthplace of Europe.

And there is more good news: our Irish colleagues have opened a new branch and thus become the biggest group in their country – and our Finnish organisation has been able to gain five new members. FEGIME is on expansion course.

The biggest opportunity arises from your decision to implement the European Database Project and collate master data at European level for FEGIME. Every member will in the future be able to have access to up-to-date product information.

This will be a benchmark for independent electrical wholesalers throughout Europe. The advantages for e-commerce and other services are too numerous to mention here. The impulse for this project by the way came from FEGIME Future – so from the sons and daughters of our members.

And with FEGIME Future we are back to the topic of the future. As you see, there is a lot to do. I'm looking forward to next year, and especially to our Congress in Budapest.

I wish you a Merry Christmas and a Happy, Successful New Year 2013!



David Garratt

FEGIME

In the Birthplace of Europe

From January 2013 FEGIME will also be represented in Greece. We would like to present a country that has more to offer than just the crisis.

Independent electrical wholesaling in fast forward: from 1st January 2013 FEGIME will have sixteen members and be present in a total of 24 European countries.

It all happened very quickly: In July V. KAFKAS S.A. from Athens applied to Head Office in Nuremberg for membership of FEGIME. In August Managing Director David Garratt and President Bjørn Amundsen travelled to Greece. And just one month later, in September, the members voted unanimously in favour of the company joining the group. Now FEGIME Hellas will be founded. >>

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>> "The speed of this development was amazing," said David Garratt. "But the people, the figures, even the facilities – every single detail was just right."

The views of an outlet (left) and the HQ (right) show that even the company colours fit in with FEGIME Corporate Identity. Centre: Managing Director Nikos Kafkas.

make the most of the opportunities presented by the difficult economic situation," explained Kafkas.

Is that possible? Headlines about Greece are usually negative. All the same there are a lot of positive facts, too. The country has radically decreased its new debt, industrial production and exports are increasing – if only slightly. And what else does Greece have to offer: incredible red wines, wonderful olive oil, fantastic islands – and at least one exceptional electrical wholesaler.



"We have always invested conservatively and can now make the most of the opportunities presented by the difficult economic situation."

Currently the new member of FEGIME is one of the few companies in Greece that is recruiting staff. That is not only a result of the opportunities just mentioned but also arises from the company's very clear perception of the role of their employees. "We invest in people," said HR Director Antonis Zontos. "We look for the best talents, give them the correct position and provide the best possible environment for them to develop."

There's no doubt about it: V. KAFKAS S.A. is an exemplary company even from a European point of view. The electrical wholesale business was founded in 1975 in Athens, where its HQ is still to be found today. After many years of solid growth KAFKAS began at the beginning of the millennium to invest systematically in infrastructure and marketing. "Since 2004 we have been the market leader in Greece," said Managing Director Nikos Kafkas. In 2011 they had a share of the market of 19%. KAFKAS has 32 outlets situated mainly on the mainland but also on the islands.

Nikos Kafkas, Managing Director

If you visit KAFKAS you find throughout the company a pleasant, tidy environment. And the "KAFKAS Institute of Training & Development". KAFKAS focuses on new technologies and training – as do their contractor clients. To this end KAFKAS cooperates with top European suppliers and institutions.

Their market share should increase in 2012 to over 23%. KAFKAS has a very strong position. "We have always invested conservatively and can now

With these new colleagues FEGIME is now present in the birthplace of Europe. David Garratt: "This is a very nice symbol but also makes absolute economic sense as our partner is regarded on the Greek market as a pioneer and innovator. It's a perfect match."

www.kafkas.gr

Congress 2013



Don't Forget to Register!

The host of the next Congress from 2nd – 4th May 2013 is FEGIME Hungary. The location is Budapest.

Now it's time to plan the trip. Registration forms will be sent out by the national organisations in January. The deadline for registration is 22nd February 2013!

It is best to register punctually as for sure the Congress will be fully booked.

A view of St. Matthew's Church, the Fisherman's Bastion and the Hilton Hotel (top right).



FEGIME Future

A Good Connection



In October FEGIME Future visited the European Preferred Supplier Weidmüller. Super weather, interesting topics – Weidmüller’s slogan “Let’s connect” was put into practice.

Hello FEGIME Future! Before the meeting with Weidmüller did you know where Detmold was?

For sure: Detmold will never be as famous as Berlin or Munich. But Detmold and towns like it are part of the explanation for the strength of the German economy. This strength is based on industry and in particular on the champions among the small and medium-sized businesses. These companies are not always based in big cities but prefer the proximity of the great German forests. Hager, Menekes, Obo, Phoenix Contact, Theben...

And Weidmüller showed what the forest can be used for. At the end of the first day the group went into the Teutoburg Forest for a moonlight climbing event high up in the treetops. Secured with harnesses and ropes like mountaineers the group discovered why you need courage and a team to solve special tasks – and this all took place 10 – 15 m above the ground. It was good fun, too – just like the BBQ together afterwards and the lovely autumn weather.

For Thomas Müller from the German wholesaler Bublitz & Profe this was the first meeting with the group. He was very enthusiastic: “It is great to meet colleagues from different countries and to work with them. Also I’m very impressed how important FEGIME Future has become for our partner suppliers.”

Thomas Müller is right: even Volpert Briel, Member of the Executive Board and Chief Marketing and Sales Officer, took time to welcome the group and present the company. Weidmüller is a family business that was founded in 1850, is now present in over 80 countries and has 4,400 employees worldwide. In 2011 Weidmüller achieved the

highest turnover in the company’s history with well over € 600 million.

Oliver Schreckling, Director Global Distribution Management, gave FEGIME Future an insight into his vision of the distribution market and the future cooperation between FEGIME and Weidmüller. A visit to the production facilities and the brand new logistic centre enhanced the group’s understanding of this partner supplier.

The Weidmüller Academy was of particular interest. Since its foundation in 2003 – since 2011 also in Shanghai – the Academy has been responsible for the training and development of the Weidmüller employees. Moreover the company’s system of apprenticeships for young people helps to develop the network between business, further education and society. In 2011 for example there were 500 product and technology trainings for more than 5,000 participants in 30 countries. In this way Weidmüller ensures the next generation of talents for the company and at the same time a very low staff fluctuation rate – important factors

considering today’s technical and demographic changes.

Dr. Eberhard Niggemann, Director of the Academy, was asked a lot of questions about his experience of the setting up and running of this institution. There was a good reason for this curiosity: FEGIME Future is working on a similar project. The “FEGIME Academy” is intended to be the logical development of FEGIME Future – international and progressively also for employees of member companies as well as their clients. More will not be revealed at the moment because FEGIME Future wants to present the topic at the Congress in Budapest.

“Let’s connect”: with a pleasant and stimulating meeting Weidmüller showed what is behind the company’s slogan. Cooperation will certainly become even better. And the same goes for the cooperation with Phoenix Contact who FEGIME Future visited in December. Phoenix Contact are based in Blomberg. Where’s Blomberg? 20 km east of Detmold.



Volpert Briel, Member of the Executive Board and Chief Marketing and Sales Officer of Weidmüller, welcomed FEGIME Future.



FEGIME GmbH
 Gutenstetter Str. 8e
 (D) 90449 Nürnberg
 Germany
 Tel 0049 (0) 911 641 899 0
 Fax 0049 (0) 911 641 899 30
 E-Mail info@fegime.com
 www.fegime.com

Products

Powerful Technology Integrated



With new CPUs for the S7-1200 micro-PLC, Siemens makes these compact controllers even more powerful.



Using the new Simatic S7-1215C CPU, which is now available, Siemens is supplementing its Simatic S7-1200 series of controllers. With four types of CPU now available, the field of application for the compact CPU series has been significantly widened and now includes the complete performance spectrum of the Simatic S7-200 predecessor series.

Like the existing CPU types of the 1200 series, the 1215C CPU can also be expanded with signal modules (digital/analog inputs/outputs) on the right and with communication modules on the left. This guarantees flexible adaptation to a variety of automation tasks.

A second PROFINET port on the CPU now ensures considerably more communication options. For example, it enables communication with a Simatic HMI Panel to be established at the same time as a CPU-to-CPU link. Two analog outputs and four pulse train outputs (PTOs) are also integrated for controlling stepper motors.

The new CPUs have been treated to a completely new processor which offers a processing speed up to 25 percent faster than the previous S7-1200 CPUs. In addition, there is a larger memory for programs and retentive data. The real-time clock power reserve has also been doubled to 20 days. This is particularly important for applications that are not supplied with voltage for longer periods but have to retain the time of day continuously, as in the case of refrigerated containers. The communication performance has also been doubled with up to 16 connectable Profinet

devices and 32 Profibus slaves. This enables the CPU 1215C to be integrated as a master even in more complex, distributed machine concepts.

Tried and tested software

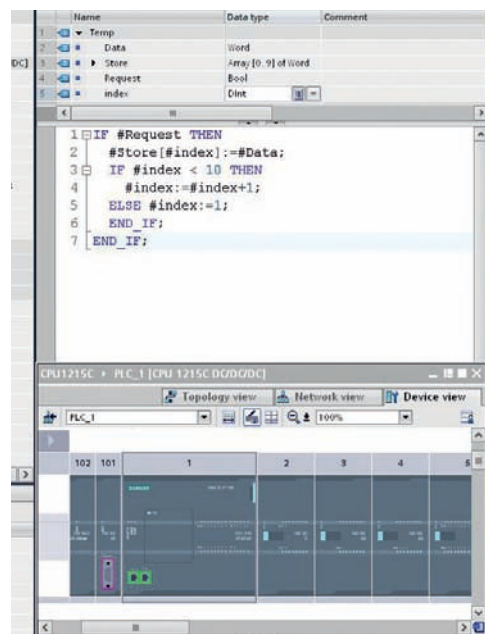
The Simatic S7-1200 is programmed with the Step7 Basic engineering system. The expansion of the programming languages to include SCL has made it possible for the first time to exchange the programming code between S7-1200 and S7-

300/400; a great advantage, particularly in the case of distributed structures. Further simplifications result from the Download in RUN function. This enables program blocks to be downloaded during operation or tag names and I/O addresses to be modified quickly and easily.

The Simatic S7-1200 replaces relays and contactors and is suitable for conveyor systems, pump control, energy management, and distributed tasks in a complex automation system. For example, the controllers ensure that snowmaking systems put sufficient snow on the ski slopes in winter or ensure the precise metering of blue dye to manufacture jeans of the right color.

Simple start with the entry-level box

The Simatic S7-1200 entry-level box contains the necessary hardware such as CPU, documentation CD and simulator, as well as the Step7 Basic engineering software to ensure a simple entry into the world of this compact CPU family – or for using it in place of existing Simatic S7-200 applications for the first time.



Apart from the existing FBD and LAD programming languages, it is now also possible to use structured control language (SCL).

The Automatic Warehouse



Our colleagues from Berggård Amundsen in Norway have opened an automatic warehouse for small parts that works according to a completely new concept.

Berggård Amundsen, our Norwegian member, has been growing for years. That is great news but presented the management with a problem: the logistic centre to the south of Oslo, which had been enlarged the last time in 2008, was bursting at the seams. How could this problem be solved? There were two possibilities. Either a new building at a new location – or a new way of warehousing.

Bjørn Amundsen and his team chose the solution from the Norwegian company Hatteland. Hatteland is a supplier of logistic software and solutions. One of the products in its range is "AutoStore", a radically new concept for storing small parts. AutoStore has now been in use for several months and has allowed expansion of the storage capacity without having to move location.

With AutoStore there are no gangways between rows of shelves and that saves lot of space. The system stores the goods in special plastic bins stacked on top of and next to each other in a stable aluminium cubic "grid". The aluminium struts of the grid also function as rails and the plastic bins slide up and down the vertical rails. On the top of the grid remote-controlled, battery-driven robots move back and forth along the horizontal sections. With their built-in cranes they pick the plastic bins out of the grid or return them to it.

Of course very special software is required for this system. It automatically ensures that slow moving products sink towards the bottom of the

The principle behind this is "goods to man": employees no longer have to go and find the goods - they are brought to them.



When delivered to the warehouse the goods are put into the system's plastic bins and brought to the "grid". The photos above show a "picking station", the grid with its robots and the opening ceremony at the start of the new system – from left to right: Jan-Egil Bogwald (Branch Manager), Bjørn Amundsen (CEO) und Terje Østrem Karlsen (Head of Logistics).

grid, whereas fast movers progress to the top. The charging of the robots is also fully automatic.

At Berggård Amundsen the grid is 16 bins high and comprises over 10,000 pieces in total. The complete cube has an area of just 250 m² and replaces 1,250 m² of pallet racking.

The 10 robots are capable of 25 "picks" an hour thus feeding the conveyor belts that bring the goods to the "picking stations". At the "picking stations" the orders are then packed by the employees before delivery to the customers. Each order can of course contain items from several bins. The principle behind this is called "goods to man", as the employees no longer have to walk through the warehouse to find the products but the goods are brought to them. Now 60% of all "picks" are carried out by AutoStore and internal transportation of the goods has been reduced by 50%.

"This innovative technology improves the efficiency and quality of the service," says Terje Østrem Karlsen, Head of Logistics at Berggård Amundsen. "The investment also allows us to remain at the old location. Furthermore AutoStore is a flexible system that can easily be expanded if this becomes necessary – by adding robots or picking stations or even extending the grid."

FEGIME Ireland

Scaling New Heights

2012 was a busy year for FEGIME Ireland with plenty of reasons to be optimistic.

FEGIME Ireland is all set to achieve a good result in 2012 despite the difficult market. That is good news that fits in well with the general mood in the group as October saw FEGIME Ireland celebrate ten years since the original seven wholesalers formed the company in 2002.

The extended "FEGIME family" travelled to County Sligo with their partners to celebrate the anniversary with a wonderful night out hosted by John and Pat Clifford from Clifford Electrical Wholesalers. Peadar Conlon, President and Managing Director of FEGIME Ireland, spoke of ten great years being part of a wonderful group and how membership of FEGIME has helped all of the members especially in recent years. He also expressed his desire for the group to continue to be successful and grow even stronger in the next



The FEGIME logo (left) on Mount Kilimanjaro and (right) on a delivery vehicle.

ten years. And his optimism was well-founded. For October also saw the opening of a new sales outlet for Mullingar Electrical Wholesale in Dundalk, County Louth. This has increased the number of sales outlets operated by FEGIME members in Ireland to 25 making FEGIME Ireland the largest electrical wholesale group in the Irish market.

The year also marked a number of other anniversaries. Wesco Electrical, Euro Sales and Clifford Electrical all celebrated 40 years in business while Enniscorthy Electrical Wholesale and Mullingar Electrical Wholesale marked their 25th anniversaries.

Pat Clifford, Director of Clifford Electrical Wholesalers, celebrated the company's anniversary by climbing Mount Kilimanjaro to raise money for a

children's hospital. Pat successfully completed the climb, flew the FEGIME flag on Africa's highest mountain and collected over €9,000 for Our Lady's Children's Hospital, Crumlin.

The FEGIME Ireland member Euro Sales from Dublin have recently become the first company in Europe to apply not only the new FEGIME logo but also the full corporate branding to their fleet of delivery vehicles. Working closely with FEGIME Head Office, FEGIME Future and the Ogilvy agency, who created the design, the result is very striking and will help increase brand awareness for both Euro Sales and FEGIME on the streets of the capital city.

www.fegime.ie

FEGIME United Kingdom

Wholesaler of the Year

Our colleagues from FEGIME UK are usually among the winners at the Wholesaler of the Year Awards.

Elie – short for "Electrical Industry Award" – is the name of the most prestigious award in our industry in UK and is organised by the magazine "Electrical Times". Our colleagues from FEGIME United Kingdom are usually among the winners.

This year five FEGIME UK members were nominated (logos below). And once again there was a winner among them: at the event



BEW Electrical Distributors Ltd: group photo of the happy "Wholesalers of the Year".

in London at the end of October BEW Electrical Distributors Ltd. was voted "Wholesaler of the Year" in the category "Turnover in Excess of 20 Million Pounds".

The judges praised BEW's investment in its staff and excellent service for its clients. And it is indeed a great achievement for the company to win as the previous year had been a very busy one: BEW had opened two new branches, relocated a third and grown the business by 30%. "In our 30th year of business it really was the icing on the cake," said BEW Chairman Phil Webb.

www.fegime.co.uk





FEGIME España

Around the clock Service: FEGIME España will soon be launching their new online shop.

New Address

FEGIME España has moved. And now on the glass walls of the modern location there is room for the FEGIME logo – as shown in the photo below. The telephone numbers have not changed:

FEGIME España
c / Agustín de Betancourt, 21. 8th Floor
28003 Madrid



Coming Soon: Online Shop

A lovely Christmas Present: FEGIME España will soon be launching their new online shop.

“Then Spanish contractors can also order via the internet from the strongest group of independent electrical wholesalers in the country,” says Jorge Ruiz-Olivares, Managing Director of FEGIME España.

“With the online shop we can offer a better service to those customers who need small quantities of goods quickly but do not require an individual offer,” says Olivares. A 128-bit encoding system enables safe and easy payment by credit card or

bank transfer. There is no minimum quantity per order required. At the start standard delivery time will be two days. A customer information service has been set up to answer queries.

The online shop offers the whole range of goods from cables and wires, via circuit breakers and telecommunication to industrial products. The Spanish colleagues have secured support from strategically important suppliers for their project.

www.fegime.es

FEGIME Finland & Baltics

New Members

At the last meeting of FEGIME Finland & Baltics founder and Managing Director Seppo Vähimaa presented a success story: five more electrical wholesalers will join the group. These are EL-Parts from Vantaa, Finnparttia from Perniö, PKST from Kouvola as well as Tampereen Sähköpalvelu and KAUPPAHUONE HARJU from Tampere.

Vähimaa, fourth from the left in the photo, welcomed the new members. “This is a big step forward for FEGIME Finland & Baltics.” At the meeting the new members joined in discussions of

how cooperation with FEGIME European Preferred Suppliers can be intensified in the future.

David Garratt, Managing Director of FEGIME, informed the new members about FEGIME and its current projects. Several of them are particularly interested in FEGIME Future. “I will certainly come to the next meeting to get to know colleagues from the other FEGIME countries,” said Markus Eronen, CEO of EL-Parts.

www.klinkmann.com



FEGIME in Bavaria

During their meeting at Munich airport the members of FEGIME took the opportunity to visit the new logistic centre of the German FEGIME wholesaler Hartl in the nearby town of Freising. The logistic centre was opened in the spring. It is one of the most modern in Europe. Over 40,000 articles are stored in a base area of approximately 10,000 m² with a racking area of 55,000 m².

“It was our aim to have the goods ready for collection by the customers 3 to 5 minutes after receipt of the order,” said Managing Director Martin Hartl. “This works every time and we are very proud of the fact.” The system collects the goods automatically from the shelves and brings them to the employees who pack the order.

The members were all very impressed. Nikos Kafkas from Greece: “What we see here is state of the art technology. It is certainly very impressive.”



Marketing

optimize
and save



New LED Campaign

Philips and FEGIME launch the second "optimize and save" international marketing campaign.

The central message of "optimize and save" is that conversion to LED results in a better quality of light and lower energy costs. By transferring knowledge through training, online courses, installer events, product demos, comprehensive localized brochures and dedicated campaign websites, the campaign aims to empower installers in participating countries to install or upgrade to new-to-market and energy-efficient lighting.

A dedicated 'pre-launch' website – www.optimizeandsave.com – goes live on December 1, 2012 featuring the "LED Passport", an online LED course which explains what makes Philips market leader in LED technology. This will be followed by the campaign website, which will go live on January 3, 2013, with details of e-learning courses, the LED Passport, product information, installation videos, downloads, and much more besides. The campaign will run till the end of March 2013.

CoreLine – the LED range of choice for installers

Whether for a new building or renovation project, customers need good-quality lighting that offers substantial savings on energy and maintenance. The CoreLine range (photos below) makes it easy

to switch from conventional to LED luminaires by offering a simple choice of direct replacements (with equivalent light output).

Using LED technology across the range means not only longer lifetimes and therefore less maintenance and fewer replacement parts, but also significant energy savings – according to Philips up to 40% compared with conventional lighting fixtures – and therefore more sustainable lighting solutions.

CoreLine Recessed, Surface-mounted and Downlight versions are already available to replace for example functional luminaires in typical office applications. Additional solutions will be added soon, thus creating a full and affordable range suitable for most indoor lighting applications (waterproof, batten, spot, high-bay, trunking).

www.optimizeandsave.com



A Service for Electrical Contractors

In 2010 FEGIME Deutschland launched its programme "effizienzprofis" ("Efficiency Professionals"). Its aim is to support clients who are particularly active in the field of energy efficiency. The service includes many marketing tools.

Now clients are being offered a new service: access to particularly cheap services and other important competitive advantages. For example: electrical contractors can have their logo created very cheaply, they get special discounts when buying vehicles or they can receive legal advice.

To be able to provide some of these services FEGIME Deutschland has begun cooperating with a specialist group, for others they use their own service providers. The picture below shows the cover of the catalogue containing all the services on offer.



MEETINGS

- 19.02. – 21.02.13
Board of Directors and FEGIME Future, Milan
- 20.02. – 22.02.13
FEGIME Future, Milan
- 06.03. – 08.03.13
Members' Meeting, Munich
- 10.04. – 12.04.13
FEGIME Future, Lisbon
- 15.04. – 16.04.13
Board of Directors, Poznan
- 01.05. – 02.05.13
Members' Meeting, Budapest
- 02.05. – 04.05.13
13th FEGIME-Congress, Budapest
- 06.06. – 08.06.13
EU EW, Sopot