

# voice

NEWSLETTER  
02.2014



## Editorial

In the Spring we will all be meeting in Athens to celebrate FEGIME's 25<sup>th</sup> Anniversary. Truly we will have cause for celebration at our Congress because - in the year leading up to it - we have shown what independent entrepreneurs

are capable of when they all pull together in the pursuit of common aims.

2014 was a successful year for FEGIME even though economic and political developments made it more difficult than had been expected. My grandparents used to talk about "counting your blessings" but I would put it a different way: we can all be very proud of our achievements together this year. These for me are the three most important: First of all the progress of the European Database Project has exceeded our expectations. I think our colleagues in Nuremberg also deserve a round of applause for that. Well done!

Secondly the FEGIME Academy has got off to an excellent start and is well on course. The key to our future success lies without doubt in the training of competent partners, employees and next generation managers.

The third point I would like to mention means a great deal to me. From 1<sup>st</sup> January 2015 FEGIME is back in France. One of the founding nations of FEGIME has returned to the fold and that is why I would like to give our new French colleagues an especially warm welcome to the group!

But of course it is not only our friends from France that I would like to invite to join us in Athens in May. I would like to wish us all an inspiring Congress with a big Anniversary celebration - and above all a happy and successful 2015!

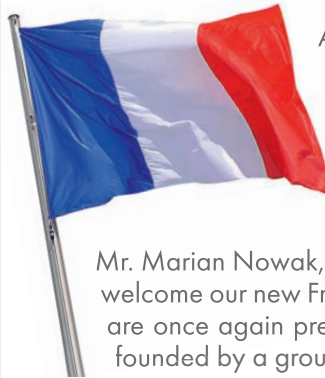


Christian Fischer

## FEGIME

# Liberté, Fraternité, Electricité

FEGIME is back in France. From 1<sup>st</sup> January 2015 the French group of independent electrical wholesalers Algorel Electricité will be joining FEGIME.



At their General Assembly in Lisbon in September the members of FEGIME unanimously voted to accept the application for membership of the French group of independent electrical wholesalers "Algorel Electricité". From 1<sup>st</sup> January 2015 Algorel Electricité will become a member of FEGIME.

Mr. Marian Nowak, President of FEGIME, commented: "I am very pleased to welcome our new French colleagues to the FEGIME family and proud that we are once again present on the French market." 24 years ago FEGIME was founded by a group of Spanish and a group of... >>

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**New Products and Reports from ABB, Busch-Jaeger, Cimco, Eaton, Havells-Sylvania, Honeywell, Legrand, Mennekes, OBO, Osram, Philips, Phoenix Contact, Prysmian, Schneider Electric, Siemens, Theben und Weidmüller**

8 – 17

**Meetings 2015**

17

>> ... French wholesalers. In 1993 the acronym FEGIME was adopted and is of French origin: Fédération Européenne des Grossistes Indépendants en Matériel Electrique. "Developments on the French market during the last 15 years made it impossible for us as a group of small and medium-sized independents to be present in France", explained David Garratt, Managing Director of FEGIME. "That has all changed now."



Marian Nowak, President of FEGIME (left), welcomes the Chairman of Algorel Electricité, Marc Fuchs.

"We are convinced that joining FEGIME will help us to further improve our position as independent family businesses", said Marc Fuchs, Chairman of Algorel Electricité. A more balanced wholesale market in France would certainly be an advantage for FEGIME and its partner suppliers – currently a good 80% is in the hands of the multinationals. "We are looking forward to sharing best practices and participating in FEGIME's European projects." At the top of the agenda is the expansion of FEGIME's European Master Database – the biggest in our sector – to include more local products and product data in French.

**More service in Europe**

"With the addition of our French colleagues we are now in a position to provide an even better service", said David Garratt. "FEGIME is the only independent group capable of providing practical support for its international customers across borders."

Algorel Electricité was founded at the beginning of 2014 as the electrical division of the independent, Paris-based Algorel Sanitary and Plumbing Group – market leader in its sector with an annual turnover of almost €2 billion. Algorel Electricité already has 108 outlets spread throughout France thus providing comprehensive service on the French

market to clients and suppliers alike. "We have already negotiated agreements with new members who will be joining our organisation in both 2015 and 2016", said Marc Fuchs.

**Double turnover as quickly as possible**

The news of FEGIME's expansion has spread quickly amongst partner suppliers. 40 of FEGIME's international contacts and/or their French colleagues took up the invitation and visited Algorel Head Office in November to find out more at first hand. The announcement by Purchasing Manager Gérard Coron-Dall'o that turnover should be doubled in the short term was met with much interest. One way of achieving this will be to take advantage of synergy effects with the colleagues from the sanitary sector as many customers are already active in both this and the electrical sector.

In the year of FEGIME's 25<sup>th</sup> Anniversary the group's return to the French market is not only of economic but also symbolic importance. Those who prefer to regard it with less emotion can simply enjoy the figures: the addition of FEGIME France increases the number of member countries to 18. Over 200 electrical wholesalers are active on 27 national markets and provide independent service out of 1100 outlets.



**Facts & Figures**

Year of Foundation	2014
Headquarters	Paris
Members	22
Outlets	108
Annual turnover	150 million Euro

[www.fegime.com](http://www.fegime.com)

Congress 2015

# The Meeting of the Year

From 21<sup>st</sup> to 23<sup>rd</sup> May 2015 FEGIME will be getting together with its partner suppliers in Athens at the 14<sup>th</sup> FEGIME Congress. And it promises to be a big event as FEGIME is celebrating its 25<sup>th</sup> Anniversary.

Interesting topics at the Conference, a hotel on the beach, the Acropolis, Spring in the Aegean, Mediterranean cuisine – there are thousands of reasons to come and enjoy the hospitality of FEGIME Hellas.

Save the date! At the beginning of 2015 Head Office in Nuremberg will be sending out all the necessary information and registration forms. Welcome to Athens!





FEGIME Deutschland

Now available for Europe: the app with many important formulae for electrical engineers in several languages.



# The Formula App for Europe

Work out square roots in your head? It's possible but you need either talent or a lot of practice. Now there is a much more modern method: "Elektro Tools" the new app from FEGIME Deutschland for its members and their customers.

Since 3rd December it has been available in the Apple App Store and was downloaded over 5,000 times in the first 48 hours. First customer reviews show that the app is a practical aid for day-to-day electrical work.

This tool contains formulae for automatic calculation, understandable diagrams and clear, informative tables. For example cable dimensioning and voltage drop can be calculated automatically also the "Sat Finder" to correctly align satellite dishes is very practical.

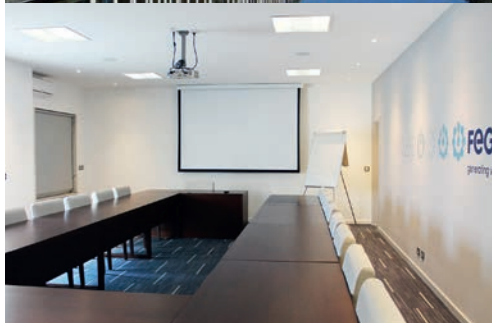


The app can be used on iPhones, iPads and iPod touch and is compatible with iOS 5.0 or higher. An android version is planned for 2015.

Although Elektro Tools already contains an extensive range of information and aids for the installer, FEGIME Deutschland will continuously develop and add to these.

The app is available already in German, English and Italian with Spanish and other languages soon to follow. It can be used on iPhones, iPads and iPod touch and is compatible with iOS 5.0 or higher. An android version is planned for 2015. Just download it and give it a try – it is free!

Available free of charge from the App Store



FEGIME Portugal

## New Address

FEGIME Portugal now has a new office in the "Parque das Nações" district of Lisbon built for the Expo in 1998. Last summer saw the completion of the work. Managing Director, Nuno Requetim, is happy with the results: "Our guests have all felt at home in the new office. It is conveniently situated and provides an excellent working atmosphere."

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www.fegime.pt



Proud of their new office: Nuno Requetim (left) and Antonio Trancho de Oliveira.



FEGIME Hellas

FEGIME Hellas is changing the "look & feel" of its branches and positioning itself as Greece's leading company for high-tech, integrated solutions and excellent service.



# Customer Orientation, Market Domination

FEGIME Hellas (Kafkas) is eager to reinforce its position as market leader in Greece. To achieve this, intensive cooperation with partner suppliers is necessary. In the summer senior executives of FEGIME Hellas met with strategic suppliers to inform these partners about future strategy (more about this at the end of the article). The global aim is to find new ways of developing the market together for example by exploiting future opportunities deriving from technological innovations and differentiated customer needs.

One chance has recently been taken. In August 2014 FEGIME Hellas signed a contract with Havells Sylvania to secure the exclusive distribution rights to the "smart" LIFX LED lamp on the Greek market. And what an LED lamp it is! In cooperation with the internet company LIFX Havells Sylvania has created a completely new light technology: LIFX is a Wi-Fi enabled, energy efficient multi-colour LED lamp that can be controlled via an iOS or android smartphone or tablet.

No matter whether you want to highlight a room with an attractive dash of colour or just need white light, LIFX has 16 million colours to offer and can thus provide the perfect lighting for every ambience and location. With a free app for iOS or android smartphones and tablets you have control over colour and brightness at your fingertips. The app also enables you to get your lighting to react to the music you are playing. There are many more interesting functions and new ones are continuously being developed.

FEGIME Hellas believed in this product from the first and immediately began to market it. One reason behind this is to use the product to position the company even more as a high-tech

specialist on the market. The first marketing action was a national press conference attended by 37 specialist journalists (see photos above). An amazing success as our Greek colleagues had not even revealed in advance what the press conference was about.

The success of the event was reflected immediately in the increased sales of the product. A review of the publicity afterwards showed that our friends from FEGIME Hellas had achieved their goal of enhancing their reputation as a high-tech company in both the print and digital media. Both a TV and a digital campaign will now follow to secure this position of the Greek market.

## KAFKAS Concept 2020

The first branch designed in accordance with the "KAFKAS Concept 2020" was recently opened in Volos and offers a new shopping experience to both professional customers and end users alike. The design is based on global standards and reflects innovative technological developments.

In future all branches should comprise three areas: a very impressive showroom split into 2 parts – one dedicated to installers and the other to end users – and a warehouse. Furthermore, visitors can navigate through the extensive product range and promotions via digital devices such as tablets and digital screens located inside the branch. The new concept of the company's branches reflects Kafkas' competence in integrated solutions and stands for friendly, convenient and personal service.



Bright, friendly and full of modern technology: the new design of FEGIME Hellas' branches provides a delightful, welcoming ambience for all customers.





FEGIME España

FEGIME España has cause for celebration: the Promosa group will be joining them from 1st January 2015.



# FEGIME España becomes Market Leader

In September the MATEL GROUP Valladolid in cooperation with their preferred supplier SIMON held their first padel tennis tournament for installers. Padel tennis is a type of tennis that is very popular in Spain and Latin America. The two winners of the tournament received professional racquets but no one went away empty-handed as there were gifts for all participants and the event ended with a big barbecue.

This is just one example that illustrates the fact that our Spanish colleagues once again have cause for celebration. And that is good news. In fact the Spanish economy has been growing now for a year, supported particularly by tourism and consumer spending.

And that is not all. In mid December Jorge Ruiz-Olivares, Managing Director of FEGIME España, sent out a Press Release signed by the Presidents of FEGIME España, Javier Valle, and PROMOSA, Javier Gómez, confirming that from 1st January 2015 their organisations will join together under the name of FEGIME España. This follows up on the success of 2013 when the ORPISSA group also joined FEGIME España.

Currently FEGIME España has a total of 20 members with 90 sales points who in 2013 achieved a turnover of 270 million Euros. PROMOSA's associates are 20 in number with 68 outlets. In the same period their turnover

amounted to 152 million Euros. The fusion of these companies will make FEGIME España a clear market leader in Spain with an estimated market share of 18 - 20%. The increased number of outlets will enable our Spanish friends to offer an unparalleled geographical coverage of the country.

The fusion will make FEGIME España a clear market leader in Spain with an estimated market share of 18 - 20%.

FEGIME España has worked hard for this success in recent years. With numerous common initiatives, marketing and training programmes and its participation in the European Database Project the group has achieved an excellent position on the market.

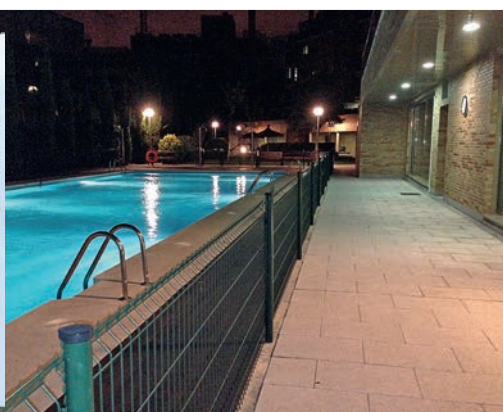
In this positive environment a programme to minimize energy consumption and promote Energy Efficiency is being launched. The target sectors are the residential, industrial and office

markets. To this end FEGIME España is working very closely with partner suppliers and banks to provide customers with credit at a reasonable cost to implement the measures.

One point of focus of this programme is modern lighting – starting from applications for the home but also including major commercial and industrial applications. The lighting specialists from FEGIME España's member companies have a comprehensive pack of marketing tools at their disposal to promote this initiative and selected suppliers are supporting it with special conditions.

[www.fegime.es](http://www.fegime.es)

Ejemplo renting a 48 meses	
ImpORTE Operación	€ 2624
Cuota Renting	204 € Mensual
ImpORTE Instalación	111 € Unica
Beneficio Cliente	64 € Mensual



FEGIME España has created a comprehensive pack of marketing tools to promote the Energy Efficiency Programme.

FEGIME Polska

Grodno S.A. with its 43 outlets will be joining FEGIME Polska from 1<sup>st</sup> January 2015.

# Growth in Poland

At their General Assembly on the 10<sup>th</sup> December in Lodz FEGIME Polska voted to accept the application for membership of Grodno S.A. from 1<sup>st</sup> January 2015. This is a very positive development for FEGIME Polska. Through the addition of Grodno's 43 outlets the total number will increase from 107 to 150 thus ensuring a very comprehensive service throughout Poland. FEGIME Polska's total group turnover will increase from 200 million Euros in 2013 to over 250 million Euros. The market share of our Polish colleagues will rise to about 15%.

"I am very pleased to welcome a new shareholder to our FEGIME family", said Marta Kulza, President



A warm welcome for the new member. From left to right: Jakub Ciskowski, Jaroslaw Jurczak, Marian Nowak, Marta Kulza & Andrzej Jurczak.

of FEGIME Polska. "I am sure that joining FEGIME will give our partner and FEGIME Polska new possibilities for development."

Andrzej Jurczak, President of Grodno S.A., sees a lot of advantages for his company: "Membership of FEGIME means better access to international know-how. With the support of our new colleagues we will get to know new suppliers and enrich our product range."

[www.fegime.pl](http://www.fegime.pl)

## A New Member at FEGIME Ukraine

The four members of FEGIME Ukraine also have something to celebrate: Head Office in Kiev has announced that the specialist lighting wholesaler "Association Svetotechnika" is to become the fifth member of the group.

"Association Svetotechnika" is a family business that has been active on the Ukrainian market for 20 years. Its Head Office is located – just as is the case with all the other members – in the capital Kiev. The four outlets are in Dnepropetrovsk, Lvov, Kharkov and Donetsk – i.e. the biggest cities in the country.

Several FEGIME European partners can be found in their supplier base: e.g. ABB, Eaton, Legrand, Osram, Philips, Schneider Electric and Siemens. So they are an ideal addition to the group – and word has it that it might not be the last in 2015!

[www.sofit.com.ua](http://www.sofit.com.ua)

FEGIME United Kingdom

# Undisputed Electrical Wholesaler of the Year

As in the boxing world, in the UK electrical wholesaling business there's more than one title up for grabs. In fact there are two, promoted and judged by separate, well respected bodies. Now FEGIME UK member, BEW Electrical, have also picked up the title of "Best Electrical Wholesaler (10 to 25 Branches)" at the inaugural "Electrical Wholesaler Awards".

This is true vindication for their win at the Electrical Industry Awards in 2013 and gives them just cause to claim that they are we now the UK's



"Undisputed Electrical Wholesaler of the Year"! In the category of "Branch Manager of The Year" BEW's Wandsworth Manager, Paul Clancey, was "Highly Commended".

After the ceremony BEW Chairman, Phil Webb, commented: "Some of the industry's biggest companies participated and were in attendance, so it was most gratifying for us to collect our well-deserved award. A word of thanks must also go to all of our staff, customers and suppliers for getting us to the top and keeping us there."

But other members of FEGIME UK were also able to prove that the group's services are much appreciated. Gil-lec Ltd. also won two awards: at the Electrical Industry Awards (2014) "Wholesaler Group of the Year (Five branches or more)" and "Best Electrical Wholesaler Website" at the Electrical Wholesaler Awards.

[www.fegime.co.uk](http://www.fegime.co.uk)



FEGIME Academy

The FEGIME Academy has made a good start with its FAMP Module 1. In Lisbon a first class business school was the setting for a hard but very successful working session – which wasn't too short on high spirits, either!



# New Ideas on Board

Over 40 hours of lectures and group work till midnight – that was the tough schedule set down by FEGIME's partner and coordinating business school Católica Lisbon for the first module of the FEGIME Advanced Management Programme (FAMP) in October. 28 participants from 9 FEGIME countries made the trip to the Portuguese capital to take part. The theme for the week was: "Strategic Decisions – Understanding Environment and Customers".

As the FAMP is a tailor-made course the content is designed and developed to meet the needs of FEGIME's next generation managers and deal with topics that are of importance to them back home in their own companies.

As FEGIME's member companies are family businesses, the week began with an examination of the characteristics of this type of company. The lecturer in Lisbon was Prof. Jon Martinez from ESE Business School, Santiago, Chile. Family business is his specialist subject and he is also senior associate partner at the international advisory firm "Cambridge Advisors to Family Enterprise" based in Boston, USA. So he was a perfect choice. His first message to the participants: family businesses are some of the most successful in the world – Wal-Mart Stores with an amazing 2.2 million employees worldwide – is still under family control. In many countries 50% – 70% of both GDP and employment is provided by family companies. But of course it is not always a success story: only 5%–7% make it into the 4<sup>th</sup> generation.

Prof. Martinez did not hesitate to point out the dangers: "Families tend to grow faster than businesses. So a clear definition of the important issues such as ownership, succession and roles within the company is essential." Using case studies and many examples from his wide experience he discussed the stages of development of family firms with the participants, explained the critical issues arising from these and suggested ways of

dealing with them that have proven successful in the past. To it sum up in a nutshell: be prepared!

The core topics for the week - "strategy" and "marketing" – were taught by the Católica professors Nuno Cardeal, Céline Abecassis-Moedas, Rita Coelho do Vale and Pedro Celeste – each a specialist in these fields.

An important aim of each FAMP module is to provide participants with something concrete

to take back to their businesses or National Organisations: something that they can immediately put into effect when they get home. They should develop it – under supervision – in group work and present it on the final afternoon to the group, the faculty and FEGIME management. The topic of the assignment in Lisbon was "How to use the FEGIME Brand to Leverage your Business" and it was introduced by marketing expert Prof. Coelho do Vale.

It was then given impetus by Prof. Paulo Lopes who as part of his soft-skill "creativity" slot led a truly inspiring brainstorming session on the topic that will for sure prove to be a fruitful source of ideas for future FEGIME initiatives. The second soft-skill slot - "communication" – was filled by Católica's Academic Director of the MSc in Management, Prof. David Patient, who under the title "Communicate to Motivate" gave tips on avoiding the problems connected with communication, decision taking and lack of fairness at work.

The success of the event was proven by the evaluations carried out by Católica amongst both participants and faculty. With possible scores ranging from a very meagre 1 to a perfect 7 FEGIME Future awarded all aspects of the course over 6 and they in turn were assessed by the faculty at a similarly high level with even a 7 in "punctuality & professionalism".

Next year the FAMP will still be coordinated by Católica thus assuring that the standard achieved in 2014 will be kept in future. The location however will change to either SDA Bocconi School of Management in Milan or Ashridge Business School near London This event will also be open to new participants that were not able to attend in Lisbon. Please contact FEGIME Head Office or your FEGIME National Organisation for details.



FEGIME

FEGIME's European Database is making rapid progress. For 2015 the target is to make more "local" data available.



Martin Hartl (front right) shows the FEGIME IT Committee around his fully automated warehouse to round off their meeting at his outlet in Freising, near Munich.

# Rapid Progress

Exactly two years after the vote in favour of launching the European Database Project FEGIME's IT Committee met to discuss the next steps. The location near Munich was very fitting: FEGIME Deutschland member "Elektro Hartl" is one of the most modern electrical wholesalers in Germany.

The progress is impressive: FEGIME colleagues from Greece, Hungary, the Netherlands, Poland, Portugal, Russia and Spain are already using product data from the Nuremberg database. At the beginning of 2015 Norway and Finland & Baltics will be joining them with others to follow. The importance of e-commerce cannot be denied. "We already have one member company that does 65% of its business online," said David Garratt, Managing Director of FEGIME. "But even this company can benefit from the quantity and

quality of product data supplied by the European database."

The database in Nuremberg contains data for over 2.3 million articles, some provided directly by FEGIME Deutschland suppliers, some reworked by the Master Data Department. Experience of data matching has shown that other countries can now be provided with up to 60% of their range – instantly! Translation is not a problem because the database uses the international ETIM standard of product classification.

But this certainly does not mean that the work has already been done. Project Manager Klaus Schnaible, FEGIME Deutschland, commented: "The Committee's verdict was very clear: we need more local data. This will be our major target for the coming year. We already have an online

tool for the participating National Organisations to rework existing data. We call upon all our partner suppliers to provide us with accurate and comprehensive ETIM data for all our markets as soon as possible. It is in our mutual interest."

In addition the IT Committee also agreed on the implementation of European web2print services in the first half of 2015. This will enable participating countries to create customised flyers, brochures and catalogues from the product data available in the database with just a few mouse clicks. FEGIME Deutschland already uses such a system. FEGIME España and FEGIME Hellas will begin the international test phase at the beginning of 2015.

[www.fegime.com](http://www.fegime.com)

Products

# New LEDs

Philips' new LED lamps enable you to change to new lighting technology very easily and are kind to both the environment and the pocket. The "Philips MASTER LEDspot Value" lamps (left) are designed with a 36° beam angle for general lighting applications. These high-quality, dimmable lamps with a 25,000 hour lifetime are available in a 35 W or 50 W version, with a choice of three colour temperatures – and all this at an affordable price.

Attractive, nostalgic ambience is created by the MASTER LEDbulb Clear 6-40W which has

been designed to mimic the classic shape of the incandescent bulb. A stylish and decorative lamp that looks too good to hide. The unique lens design produces a clear, sparkling light that evokes the shimmering effect of filament bulbs. Warm white tones of 2700K enhance the lighting experience even further. With smooth dimming you can dial the light levels up or down to perfect the ambience.

The MASTER LEDtube Value InstantFit (right) is a very practical and simple retrofit solution that not

only saves energy but also costly re-wiring and the hassle of changing drivers. It works with High Frequency electronic ballast and slots into existing fittings. InstantFit offers instant energy savings of up to 50% compared to linear fluorescent tube lighting. A long lifetime of 40,000 hours also reduces maintenance costs. The results are a fast return on investment of 1-3 years and a low total cost of ownership.

[www.philips.com](http://www.philips.com)





Products

The new suspended AMAXX receptacle combinations by Mennekes offer even more alternatives for workstation installation in industry, trade and commerce.



The module plates can be equipped with sockets, switches, push-buttons or other operating and control elements. This allows the integration of control units, energy and data distribution as well as safety components in one enclosure.

The devices comply with protection class IP 44 or IP 67 and are available with CEE sockets of 16A, 3-pole up to 63A, 5-pole sockets according to various national standards.

The standard range of enclosures is made of AMAPLAST thus ensuring excellent mechanical, thermal and electrical properties. The upper housing parts are available in electric grey, silver or yellow. The housing base is always black. In addition combinations made of AMELAN are available. These are particularly suited for use in corrosive atmospheres, such as those prevailing in the food industry or in agriculture. These variants are recognisable by the dark grey enclosure cover.

# Suspended Models now Available

Receptacle combinations in six different enclosure sizes that can be fully equipped for almost all applications – this is AMAXX by Mennekes. They combine energy and industrial Ethernet in one product family and have been successful for many years. The new suspended AMAXX receptacle combinations by Mennekes round off a comprehensive range and offer even more alternatives for workstation installation in all sectors.

combinations can be used. The robust enclosures are equipped with sockets and protective devices on both sides and are secured to the ceiling with a chain set. The suspension eyes are integrated into the enclosure and the shape of the recesses allows water to run off through the bore of the suspension. A convenient handle at the bottom ensures easy insertion and removal of the plug.

All the receptacle combinations by Mennekes listed in the current catalogue already meet the requirements of the new DIN EN 61439.

Wherever a wall or column installation is not possible or desired, the suspended receptacle

The suspended devices are available in various designs and can also be equipped with a compressed air connection. The many variations are particularly well suited for customised solutions.

[www.mennekes.de](http://www.mennekes.de)

Products

theServa: a product from Theben that makes KNX systems even easier to use.

# KNX Control by App

More and more users of KNX systems want to be able to adjust lighting, blinds and temperature settings via their smartphone or tablet. Theben's "theServa S110" is the high-performance all-round solution comprising of server hardware, set-up software and an easy-to-use app.

screen practically in real time. New settings also work without any noticeable delay.

conveniently mixed using the mode dial and then saved. Integrated logic, scene and sequence modules make it possible to combine individual programmes. With the time switch function individual time programs can be set for each zone. Current weather data and forecasts can also be linked seamlessly via weather stations such as the Theben Meteodata KNX. theServa also allows for the integration of IP cameras and offers alarm management with automatic reports (only on iPad).

The principle is simple: after set-up using Windows software (free from theben.de) via the KNX system integrator, simply download the free iOS app from the iTunes Store or the Android app from Google Play. After registering the user on the server, all settings are transferred to the smartphone or tablet and can be used immediately. theServa boasts extremely short reaction times since only KNX group addresses, logic connections and time switches are saved on the server and no graphics are transferred from it - so data appears on the

Energy consumption can be shown in graph form on the intuitive user interface. Load management ensures automatic shutdown when thresholds are exceeded. The colours of the RGB LEDs can be



[www.theben.de](http://www.theben.de)

Products

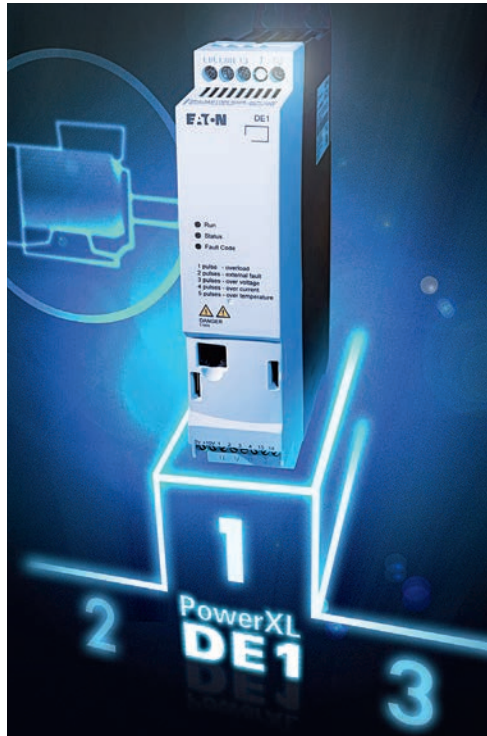
Eaton's new speed starter creates a bridge between the motor starter and variable frequency drive.

# The Alternative

Electric motors should also become more energy efficient. From 1<sup>st</sup> January 2015 a new EU directive states that motors with a rated output between 0.75 kW and 375 kW shall not be less efficient than the IE3 efficiency level – IE2 motors can still be used but have to be equipped with a variable speed drive.

"For many applications such as pumps or fans, the variable frequency drive is often over-dimensioned in terms of complexity and functionality, whilst the classical motor starter does not offer any possibility for speed control," explains Guido Kerzmann, product line manager, Eaton Electrical Sector EMEA.

Eaton has developed a solution and with the PowerXL DE1 is offering a new device class: the VSS (Variable Speed Starter). This device creates



a bridge between the motor starter and variable frequency drive and combines the benefits of these two methods for controlling electric motors: the DE1 can be handled as easily as a motor starter but offers the possibility of variable speed control at the same time. It thus provides machine and system builders with a cost-effective and at the same time highly reliable alternative for worldwide use in order to make applications with a previously constant speed more energy efficient

and in compliance with the increasing international legal requirements.

Eaton is initially offering the PowerXL DE1 on the market in two sizes. The slim-line FS1 version with a width of only 45 mm is ideal for controlling motors up to 1.5 kW, while the FS2 (90 mm wide) is designed for ratings from 2.2 to 7.5 kW. The devices have a braking and automatic restart function as well as a function to prevent the critical device temperature from being exceeded.

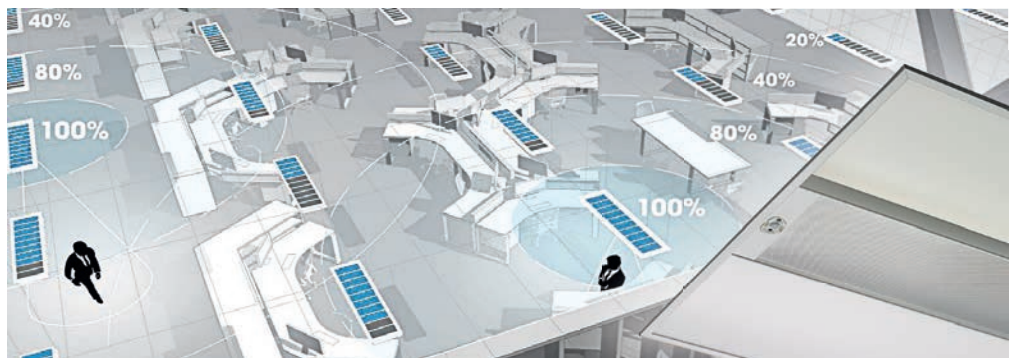
A special knowledge of drive engineering is not required for the installation, commissioning and operation. The compact speed starters can be handled as easily as a contactor. The installer just has to take the device out of the box, wire it up like a motor starter, and it is already operational. This keeps the probability of installation errors to a minimum and therefore also the time required up to commissioning. Eaton provides a lot of practical tools to further assist in this process.

The speed starters are designed for demanding industrial environmental conditions and temperatures from -10°C to 60°C. They comply with the international CE, UL, cUL and cTick requirements and are therefore suitable for worldwide use.

[www.eaton.com](http://www.eaton.com)

Products

Energy-efficient, wire-less and flexible: the new lighting control system from Havells Sylvania.



# Intelligent Lighting Control

The combination of LED and a lighting control system delivers the ultimate in cost savings. That is why Havells Sylvania is incorporating the sensor technology of the Australian company Organic Response into its Concord "Officelyte" LED modular fittings. And at the UK's Lighting Design Awards 2014 this solution promptly won the "Best Lighting Controls" category.

As well as turning lights off in unoccupied areas, or dimming down in low activity zones, the

Organic Response Sensor Node in each luminaire wirelessly communicates with its neighbours to ensure automatic group-wide adjustment to occupancy and ambient light. The built-in control system makes installation very simple.

"Officelyte" is one of the most efficient LED modular fittings on the market and is available in 3000K, 4000K and minimum CRI 80. The Officelyte LED's satin acrylic diffuser provides perfect, homogeneous illumination. There are two sizes

and two output options equivalent to 2 x 24W T5 and 1 x 55W T5 TC-LE fluorescent modules.

[www.havells-sylvania.com](http://www.havells-sylvania.com)



Products

Starting from 1<sup>st</sup> January 2015 there will be more stringent EU legislation concerning electric motors. Siemens can provide both the motors and the controls to reduce power consumption.

# All Ready for IE3

Comprehensive legislation has been passed in the European Union in order to reduce power consumption and carbon emissions. This affects – amongst other things – electric motors. Standard IEC 60034-30 defines the energy efficiency classes for asynchronous motors. Regulations (EC) 640/2009 and 04/2014 establish the conditions for the conversion to the new energy-efficient technology. IE2 has been in place as the minimum efficiency level since 2011. The second stage will now take effect as of January 1, 2015. Only motors in the power range from 7.5 to 375 kW complying with Energy Efficiency Class IE3 will be permitted for line operation in the European Economic Area from that date. IE2 motors can still be used but have to be equipped with a variable speed drive.

A change-over to energy-efficient motors pays off because they reduce energy consumption substantially and thus cut operating costs. Whatever requirement you need to meet, Siemens has the right energy-efficient motor for you in their portfolio.

### IE3 motors behave differently

The energy savings of IE3 motors are mainly based on lower nominal currents. However, starting currents are higher for technical reasons and especially the so-called inrush current of IE3 motors is noticeably higher in direct comparison with IE2 models. But each motor behaves differently and the data sheets of the motors do not provide any information on inrush currents. That's why Siemens has performed comprehensive analyses and looked into the behaviour of a vast number of motors from various manufacturers. The result is: a number of factors need to be considered before switching to IE3.



### IE3 motors from Siemens: much more than just thrifty

For the developers at Siemens, however, it was not enough just to fulfil the legislation. Alongside the Siemens energy efficiency you take for granted, they provided the motors with some additional virtues in the process.

Opting for IE3-compliant asynchronous motors means you can expect total reliability, long life and maximum robustness. And that means your investment is safe. In many cases, too, switching to IE3 will not require any change to the mechanical construction of your machine, because motors from IE1 to IE3 retain the same shaft height. That saves engineering and retrofit costs. Premium Efficiency motors from Siemens are available in countless standard versions from 0.37 kW to 1,000 kW.

### SIRIUS Industrial Controls for IE3 motors: optimized for higher starting currents

The energy savings of IE3 motors are due essentially to lower rated currents. At the same time, however, because of their design the starting currents are higher. In particular, the inrush current is significantly higher for IE3 motors compared with IE2 models. This requires adapting the current monitoring in Industrial Controls to avoid spurious tripping. In addition, the switching capacity and the current carrying capacity of the Industrial Controls have to be increased. That's why the latest generation of SIRIUS Industrial Controls has been optimized accordingly on the basis of extensive analyses of the starting characteristics of IE3 motors.

Building control cabinets must be fast, simple, flexible and space-saving. How is all that to be achieved? For example with the unique SIRIUS modular system that offers everything you need for switching, protecting, and starting motors and systems. In other words, it provides a modular range of standard components up to 250 kW/400 V in only seven sizes, which are perfectly matched to one another, can be combined really easily, and to a large extent use the same accessories.

With SIRIUS Industrial Controls, you can continue to depend on the usual reliability of your motor load feeders when you change over to IE3 motors.

## The IE (international efficiency) efficiency classes:

- IE 1 = Standard Efficiency
- IE 2 = High Efficiency
- IE 3 = Premium Efficiency



Are you IE3 ready?



[www.siemens.de/IE3ready](http://www.siemens.de/IE3ready)

Products

Weidmüller's second-generation voltage testers make a lot of jobs easier.



# With Extra Functions

Weidmüller has equipped its second-generation two-pole voltage testers with extra functions and made even more improvements to its product range. Weidmüller is offering users a wide range of voltage testers, each of which guarantees standard-compliant testing and makes a lot of jobs easier with useful features.

The Combi-Check, Combi-Check Pro, Digi-Check and Digi-Check Pro two-pole voltage testers have both a visual display and a new acoustic function (buzzer) for continuity and voltage testing; the Multi-Check and Master-Check variants are each equipped with a visual display.

The voltage testers (protection class IP65) boast extensive functions, such as checking that no voltage is present, taking standard-compliant voltage measurements over a wide range, testing rotating fields and connecting loads. Weidmüller

also attaches a great deal of importance to simple operation and good readability. A light sensor activates the backlit LC display, helping to lengthen the service life of the battery. The battery compartment has been improved too. The

non-detachable battery compartment opener is incorporated in the test probe cover.

The two-pole voltage testers are certified in accordance with current standards (DIN VDE 0682-401:2011, DIN EN 61243-3:2010) and provide all-purpose usage thanks to their wide measurement range from 0.3 V to 690 V. DC and AC voltages are detected automatically.



[www.weidmueller.com](http://www.weidmueller.com)

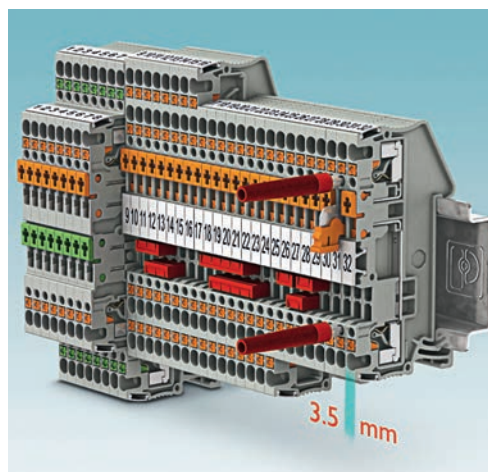
Products

# A Simple Way to Save Space

High signal density can be achieved for disconnect terminal blocks by using Phoenix Contact's new knife disconnect terminal blocks with push-in connection technology with 3.5 mm pitch for conductors up to 1.5 mm<sup>2</sup>. In this way you can save up to 30% of the space in the control cabinet. The PT 1,5/S-MT modular terminal block range includes two, three, and four-conductor terminal blocks as well as double-level versions. Feed-through terminal blocks of the same shape complete the range.

A 2.3 mm test connection at every contact point allows measuring devices to be conveniently looped into the circuit. The double function shaft enables individual and time-saving potential distribution with the aid of jumpers. Disconnect knives and actuation levers of the same colour ensure clear assignment of the connection levels when dealing with double-level terminal blocks.

Large-surface marking options also provide a clear view for wiring and maintenance work.



The knife disconnect terminal blocks use the system accessories for the Clipline complete modular terminal block system. Using push-in connection technology, conductors are wired directly and without using any tools. With up to 50% lower insertion force, insertion and contacting is easier. High contact forces that exceed those required by the relevant standards ensure reliable and high-quality conductor contacting. The conductors are released using a new type of button, which can be actuated using various tools.

[www.phoenixcontact.com](http://www.phoenixcontact.com)



Products

Legrand's new modular UPS models offer certified efficiency and a high unit power factor.



# Modular UPS Lines

To ensure an uninterrupted power supply Legrand presents its new models Archimod HE and Trimod HE. Both are modular systems, thus very flexible, and with an efficiency of 96% (certified according to SIQ) achieve one of the highest values currently available on the market. The modularity concept and high energy efficiency result in reducing not only energy bills but also the total cost of ownership (TCO).

ARCHIMOD HE with its modular and expandable architecture is designed for 19 inch rack cabinets and provides differing power rates from 20 to 120kVA. It is now available in new large-power versions in metal modular structural work which can be side mounted with centre power boards.

TRIMOD HE is a range of modular three-phase UPS systems with double VFI conversion from 10 to 60 kVA housed in a cabinet with a footprint of only 0.26 m<sup>2</sup>.

Thanks to the unit power factor both of the new UPS series guarantee maximum real power: 11% more than a UPS with power factor 0.9 and a good 25% more than a UPS with power factor 0.8.

The modular systems are made up of a set of standard and pre-assembled components which simplify and speed up the infrastructure design process and set-up.

The innovative three-phase modularity concept made up of individual single-phase modules which characterises the two ranges, optimises the availability of power and increases the system's flexibility.

In addition to these two modular systems "Keor T" – a conventional three-phase UPS from 10 to 60 kVA – is now also available. The front accessibility of all the connections of this new UPS simplifies and speeds up all the installation and maintenance

phases. The efficiency level of the Keor T is just as high (up to 96% thanks to the 3-level technology) even though it is particularly compact because it has internal batteries. This eliminates the battery cabinet and thus saves space and costs.

As up to 8 UPS can be connected in parallel, various degrees of redundancy can be obtained to offer high standards of continuity of service and supply an impressive level of power. Keor T has a touch-screen display which presents a wide range of information very simply and allows access to all the system operating parameters.

[www.legrand.com](http://www.legrand.com)

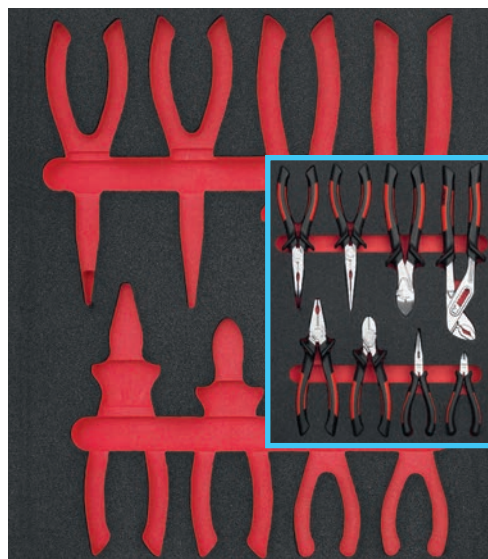
Products

# Guarantees an Orderly Toolbox

To stop tools rattling or just to keep them in order in the toolbox it is now possible to generate your own individualised rigid foam inserts by using Cimco's "Individual Tool Storage System" (ITSS). This is an online graphics editor that Cimco has developed for its customers to create and order exactly the inserts that they need.

For tools that are included in the Cimco catalogue it is very easy. The inserts for the approximately 1,000 tools in the Cimco database are generated very quickly. If the tool is not included in the database then you can send it to Cimco for a customised insert. Alternatively you can take a digital photograph on the specially developed ITSS scan pad and then upload it.

Once the insert has been designed an offer will automatically follow. The ITSS is very practical



and free of charge. Try it out online or even use it immediately!

[www.cimco.de](http://www.cimco.de)



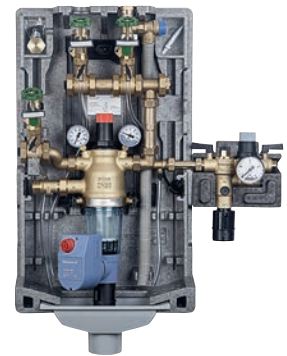
Products

A new version of Honeywell's PrimusCenter is now available without an outdoor water connection.



reddot design award winner 2013

From left to right: PrimusCenter Basic, PrimusCenter Standard and PrimusCenter Upgrade.



# By Customer Request

Honeywell has extended its "PrimusCenter" family of domestic water centres with a new version without an outdoor water connection. This connection for garage or garden is often not required by customers and this is Honeywell's reaction to the feedback. The new basic version of the PrimusCenter contains a non-return valve, backwash filter, pressure reducing valve, drinking water manifold for storage tank and domestic water installation, and boiler safety valve.

In addition an upgrade version is also available which includes an automatic backwash system and a connection set for heating refill using the NK300 refilling combination. A connection for a water softening unit is available as an extra option

for all variants while extensions to include several cold water lines are also possible.

Many homes are fitted with boilers that are really too big. As a standard 1/2" safety valve for 6 bar can only be used for boilers with a capacity of up to 200l, all the versions now have a 3/4" safety valve for 10 bar. This enables PrimusCenters to be used for boilers with a capacity of up to 1000l – another sensible solution from the Honeywell PrimusCenter range.

In 2013 the design concept of the domestic water centres won the "red dot award", a renowned design prize. Ease of installation played a big role in the jury's verdict: the installer no longer

needs to take consideration of and sort multiple individual components during assembly as merely three screws are required for fitting the attractive, time- and space-saving solution whose individual components are perfectly co-ordinated.

[www.honeywell-haustechnik.de](http://www.honeywell-haustechnik.de)

Norms

Information from Prysmian on the EU Construction Products Regulation (CPR).

# New Cable Norms

On 1<sup>st</sup> July 2013 the Construction Products Regulation (CPR) became law in all EU Member States, harmonising conditions for the sale of all construction products. As Prysmian points out, the CPR of course also covers any cable product intended to be incorporated in construction works. Based on EN 50575 "Power, control and communication cables – Cables for general applications in construction works subject to reaction to fire requirements" a product norm is currently in preparation. It is very clear that with cables and wires safety is the key issue.

In accordance with the CPR Prysmian will of course also have a legal obligation to draw up for each product covered by the "harmonised product standards" a Declaration of Performance (DoP) before placing it on the market. In this DoP cable manufacturers declare the performance of the product subject to reaction to fire requirements. The CE mark is then used on the product, the packaging and the documents for which the DoP was drawn up.

Notified product certification bodies and notified testing laboratories must be used to carry out the tests necessary to determine the reaction to fire and to make out the DoP. These bodies can however only be notified when the harmonised product standards have been published by the EU. Simultaneously a "Period of Coexistence" (and



its length) will be announced. Until the end of the Period of Coexistence the CPR permits the sale of both products with and without DoP and CE mark.

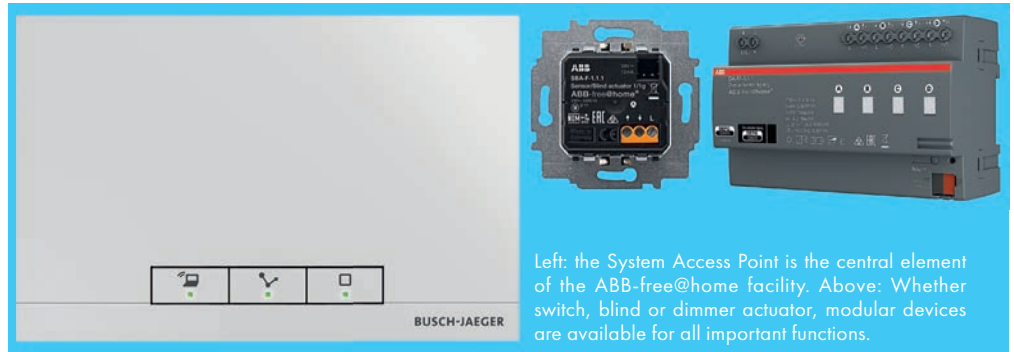
However there have been some delays and experts now do not expect publication of the norms before the end of 2015. Prysmian will keep FEGIME constantly updated with any progress in this matter. And when things are clear, dedicated communication literature and promotional materials will be made available.

[www.prysmiangroup.com](http://www.prysmiangroup.com)



Products

Easy to install, easy to use:  
ABB-free@home makes  
intelligent living so simple.



Left: the System Access Point is the central element of the ABB-free@home facility. Above: Whether switch, blind or dimmer actuator, modular devices are available for all important functions.

# House Control – Simpler Than Ever

Home automation is becoming more and more popular. But KNX is often too complicated. That is why ABB has just introduced the system “ABB-free@home”. It makes intelligent living so simple: the new system can be installed quickly and it is easy to learn how to use it. Lights, heating, blinds, or door communication can be controlled via a smartphone, tablet or computer.

What makes the solution especially attractive is the fact that only minimal additional costs are involved compared with conventional electrical installations. And for the electrician installing the system is extremely simple and straightforward –there is, for instance, no need to invest in any new software.

The central element of the system, the System Access Point, provides PC or tablet access to the design, start-up and visualisation. This enables

system functions to be defined and programmed extremely easily, whether via an existing network or using an ad-hoc W-LAN connection (if there is no network infrastructure in the house, for example).

Once it has been installed, the user can call up the user interface on the computer, tablet or smartphone and alter the settings himself. This works particularly well when using the free ABB-free@home app, which optimises all the images for mobile device displays. Even the programming of light scenes or time programmes for controlling the heating or blinds function intuitively. The system therefore provides optimum convenience, safety and energy efficiency within your own four walls.

Preconfigured sensor/actuator units for the flush-mounted box already offer basic functions without any programming, e.g. for operating the blinds

or switching the lights on/off, such that local operation is already possible before start-up. This means that thanks to ABB-free@home it has never been easier to transform a house or apartment into an intelligent home.

With ABB-free@home, ABB is bringing down the barriers for access into the world of intelligent living, with optimum convenience, security and energy efficiency. The result: the new dimension for house control – simply smart.

[www.abb.com](http://www.abb.com)

Products

# Solutions for Every Eventuality

Large or small, classic or modern, standard or special purpose – OBO’s range of junction boxes has grown to include something for everyone.

**1 – A Series:** halogen-free thermoplastic | tight-fitting clamshell and pre-marked cable entries | protection rating of IP55 | practical external fastenings

**2 – T Series:** sizes from T25 to T350 | all kinds of versions and a wide range of accessories | UV-resistant, impact-resistant and halogen-free material | for both indoor and outdoor use

**T Series with Wieland and Module 45:** minimal mounting work | wide range of variants

**3 – DAB Series, B Series:** high resistance and form stability through the use of aminoplast | particularly suitable for environments with extreme temperature ranges

**4 – Mx Series – the real hard cases:** the (empty) aluminium housings were designed for use under the toughest conditions | their metal housing can resist both extremely high and low temperatures as well as major differences in

temperature | no danger from high impact loads, vandalism or rock falls

**5 – FireBox-Series:** tested and approved as a connection socket for electrical function maintenance according to DIN 4102 Part 12 with the classes E30 to E90 | high-temperature resistant terminals for the connection of the individual wires of the cables are pre-mounted into a connection unit.

[www.obo.com](http://www.obo.com)





Art & Technology

# LEDs for the Sistine Chapel

The performance of LEDs can now be seen in one of the most beautiful rooms in the world: Osram has equipped the Sistine Chapel in Rome with a new lighting solution. Michelangelo's famous ceiling and altar wall were restored from 1982 to 1994 and "suddenly" the sensation was complete: the bright colours the painter had worked in were there for all to see. Now 20 years later the restorers' job is being crowned with new lighting. The frescoes below the windows by old masters such as Botticelli, Perugino, Ghirlandaio and the like can also be admired in their new splendour.

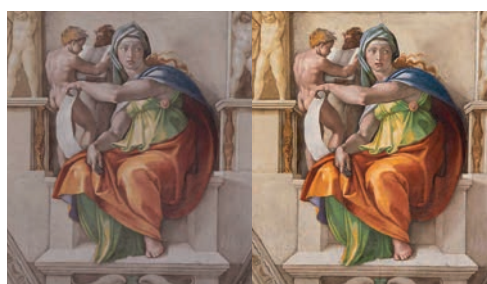
The lighting was complete on 30<sup>th</sup> October 2014, the 450<sup>th</sup> anniversary of the death of Michelangelo. Osram experts, lighting planners, conservationists and energy and light measurement technicians worked together to develop the lighting concept that has been subsidised by the EU. The illuminance has been increased by five to ten times, elevating the colours from the semi-darkness of twilight and illuminating the complete colour spectrum of the frescoes in highly homogeneous and optimally controlled light.

To achieve this, the control options inherent with LED technology were exploited to the full but also a lot of research was necessary. The first stage was the non-contact analysis of fresco pigmentation at 280 points on the paintings by Hungarian experts. This was done by illuminating the analysis points with a calibrated light source and measuring the reflected spectrum. This actual colour response (and not the classic colour rendering index) then served as a benchmark for the fine spectral adjustment of the LED luminaires. Today experts assume that



Main photo: Michelangelo's ceiling fresco with "The Creation of Adam". Above: the Sistine Chapel. Below: the Delphic Sybil on the left before and on the right after installation of the new lighting system.

Copyright to all photos: Governatorato dell Stato della Città del Vaticano, Direzione dei Musei



Michelangelo mixed his colours by daylight and thus chose a cooler colour temperature.

The chapel however is illuminated with LED light at 3,000 Kelvin, so a sophisticated correction algorithm was developed that integrates the differing colour perception of the human eye with various colour temperatures into the spectral distribution of the LED light. Such "fine-tuning" is currently only possible with light emitting diodes.

Despite significantly higher illuminance values and maximum light quality, the LED installation achieves top values in terms of energy efficiency. Electrical power consumption of the chapel including gala and visitor lighting has been reduced from over 66 kilowatts down to 7.5 kilowatts. In short: for all those interested in art and modern technology it is well worth taking a trip to Rome!



Products

Schneider Electric's new compact controller Modicon M221 is top of its class.



Modicon M221: left, the standard and right the book format.

# Top of its Class

The Modicon M221, the entry-level model of Schneider Electric's Modicon family of controllers, offers a surprising combination of performance, interfaces, and modularity that sets it apart from other controllers in its class.

The Modicon M221 controller is designed for machines automated with hardwired controller architectures. In addition to the standard format, it is also available in an extremely compact book format. The Modicon M221 is one of the fastest controllers on the market in its class, making it suitable for applications with up to mid-level performance requirements. The controller's integrated Ethernet interface allows it to fully accommodate the trend toward incorporating even simple applications into modern communication solutions. The basic configuration also includes a USB interface for programming, as well as a serial interface.

The standard format has 24 I/O terminals, while the book format has 16. The Modicon TM3 I/O system, which was specially developed for the new controller series, allows flexible and customizable expansion of both formats. Up to 14 terminals can be added to the controllers, with no tool requirements. When plugged in, the contacts of the terminals are connected to both the 24V DC

power supply and the extremely fast integrated expansion bus. This high-speed bus is 10 times faster than traditional solutions!

The new safety system modules can also be added to the controllers via the I/O expansion bus. Individual controller configurations, including safety functionalities, can be created using standard I/O modules and safety relays in different configurations on the same expansion bus, without the need for additional, separately installed safety relays.

The controller also features easy data handling: programme data are saved on SD cards, making them easy to transport or switch out. Another feature is the ability to use a PC to install programme and/or firmware data on the controllers even when they are powered off, for example when they are still in the packaging. This feature, for which patent approval is pending, means that replacement units can be stored in a warehouse for quick deployment, and small numbers of units can be supplied with uniform data.

Engineering with the Modicon M221 is made even easier thanks to a special configuration of the SoMachine programming tool. This deactivates all irrelevant functionalities while supplementing

the functionalities needed for programming the HMI application in the tool. Intuitive user guidance means that training is no longer required before using the software. This guidance covers all of the steps needed to create and commission a project based on the Modicon M221. Another very practical feature is shared storage of controller and HMI visualization data, which allows immediate programme execution.

"SoMachine Basic" is freeware and can be downloaded from the Schneider Electric website. Programmes created with SoMachine Basic are naturally IEC 61131-3-compliant and can be upgraded to the full version of SoMachine.

[www.schneider-electric.com](http://www.schneider-electric.com)



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## MEETINGS

- 11.02. – 13.02.15 FEGIME Future, Milan
- 24.02. – 25.02.15 Board of Directors, Poznan
- 18.03. – 20.03.15 Shareholder Meeting, Munich
- 09.04. – 10.04.15 Board of Directors, Frankfurt
- 15.04. – 17.04.15 FEGIME Future, Obernai (with Hager)
- 21.05. – 23.05.15 Congress, Athens