

# voice

NEWSLETTER  
01.2017



## Editorial

The process of becoming President of FEGIME is a very simple one. You serve on the Board of Directors for three years and during your third and final year you are President. After that it is someone else's turn. Constant change ensures fresh ideas.

Nevertheless I am very pleased and honoured to be President for a year – as if I had won an election. The reasons for my feelings of elation could be seen at the superb Congress in Warsaw (a huge "Thank you" to FEGIME Polska for a wonderful event). To be more exact, I mean the new guests. Not only were our Argentinian friends present for the first time but also other new participants from countries interested in joining us. I do not want to give anything away yet, but we will continue to grow. Now - as President of FEGIME – together with my BOD colleagues Ricardo Gomez and Willem Schuurman I will be able to help our group in this process. That is a privilege.

David Garratt very rightly pointed out one of the reasons for our success: we are not a buying group, but work together operatively across borders. We can say with justification that the international electrical industry takes note of our projects. Anyone who follows political developments or those in our sector will know that this is no small achievement. FEGIME is valuable and unique.

Finally I would like to express my deepest thanks to John Powell. With all his knowledge and his personality, he will be a very hard "act" to follow. It is my heartfelt wish that he continues to support us with his wisdom and his British humour. And now let's get down to business. There is a lot to do and I wish you all every success!

Nikos Kafkas

## FEGIME

The FEGIME Congress in Warsaw in May provided a perfect example of international cooperation amongst independents – and illustrated the power of sharing.

# Sharing Success Across Nations



"Nations don't have friends, just interests," claimed Charles de Gaulle. The strong have the most power when they are on their own, is another saying. "Sharing Success Across Nations" is FEGIME's recipe for success and the slogan of the Congress in Warsaw.

This was the group's second Congress in Eastern Europe. And as usual FEGIME was able to enjoy increased interest in the group's work. Managing Director, David Garratt, welcomed a total of over 300 guests from electrical wholesaling, industry and trade from 27 countries. Clearest proof of the attraction of FEGIME was provided by the new partners from REDELEC Argentina. The delegation had travelled... >>

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FEGIME Managing Director, David Garratt, hosted a Congress in Warsaw with over 300 guests from the electrical sector and from 27 countries.



The delegation from Argentina attended a Congress for the first time and enjoyed the exchange with their new European friends.



The Congress programme is diverse. The topics range from the transition from one generation to the next in family business to EU energy policies.

>> ... more than twelve thousand kilometres to attend their first Congress. Even the Atlantic is not an obstacle – an intensive exchange of views and experience has already begun. “Keeping knowledge erodes power,” said David Garratt. “Sharing is the fuel to your growth engine.”

And in this way FEGIME’s member companies are growing. But isn’t Europe in the middle of a crisis? The Congress painted a different picture. External factors such as economic and technical developments are being exploited; internally cooperation is increasing the group’s success. Brexit? For our colleagues from FEGIME United Kingdom it is not an issue. If you want a more trenchant comment, you are welcome to ask them for one.

One external factor is economic development: Europe is growing. This was one of the messages from FEGIME Polska at the beginning of the Congress. “With a growth rate of approximately 4% Poland will once again have one of the most dynamic economies in the EU in 2017,” said Marta Kulza, Managing Director and President of the Board of FEGIME Polska.

All the other countries are also sending out similarly positive signals. FEGIME España is a special example: they came out of the crisis as market leader. Jorge Ruiz-Olivares and Ricardo Gomez showed how Head Office in Madrid is adjusting to this important role and becoming a service centre for its members. And Greece? FEGIME Hellas is also market leader and growing according to plan. The presentations from our Greek colleagues always go to show where in Europe meticulous thinking and words like “strategy” have their origin.

Technical development is also fuel to the growth engine. Energy efficiency, generating “green” electricity and digitalisation are the buzzwords. Hege Amundsen Elvestad from Norway presented an ideal scenario: the country has a surplus of hydroelectric power, very solid public finances and the will to switch 80% of all transport to electric vehicles within eight years. Our Norwegian colleagues are the market leader

in eMobility. Hege Amundsen Elvestad left us in no doubt that they would continue to be.

Digitalisation was a major topic. Digitalisation and so-called disruption tend to go hand in hand. Guest speaker Stefan Hyttfors gave a humorous presentation of the speed with which the world of technology changes today. But what will change and how quickly will it do so?



Wonderful weather, interesting topics and perfect organisation. The Polish hosts are responsible: Marian Nowak, President of the Supervisory Board of FEGIME Polska, and Marta Kulza, President of the Board of FEGIME Polska.

The business models in electrical wholesaling will not change “disruptively” – that was the plausible message from Arnold Rauf, Managing Director of FEGIME Deutschland. FEGIME continues to extend the biggest product database in European electrical wholesaling. It is already the basis for online shops in many FEGIME countries, automatic web2print catalogue production and much more. The number of orders received “digitally” certainly continues to grow rapidly every year – “however today most customers still order not via the web shop, but by phone, email and even by fax,” said Arnold Rauf.

Another reason why things won’t change too quickly is the relationship between electrical wholesalers and their customers. It’s not just about

selling but also about “sharing” – problems as well as successes. This was illustrated by a video in which four FEGIME customers – all from different countries – each explained exactly what they personally gained from the relationship with their FEGIME wholesaler.

The personal service offered by a modern family business however does not necessarily secure its continued existence. The transition from one generation to the next remains a challenge. This was FEGIME Future’s cue. At the last FEGIME Advanced Management Programme (FAMP) FEGIME Future had met Dr. Hari Mann. With an amusing role-play four of our next generation wholesalers performed a family conflict situation. Hari Mann then presented a solution: the Family Protocol, a set of rules and guidelines that a family should agree on together and set down as soon as possible. More information is available from FEGIME Future or FEGIME Head Office.

Yes, FEGIME shares success and also know-how – with one exception: David Garratt was not prepared to share the names of the new countries that are currently taking part in membership negotiations with FEGIME. But we will find out soon enough. And for sure the new colleagues will be joining us for the next Congress in France in 2019.





The Congress in Warsaw proved once again just how dynamic and future-proof this family group really is. All future topics were covered and examined critically. It is a pleasure to do business with FEGIME – and an even greater pleasure to exchange ideas with the members.

**Andreas Bettermann, CEO OBO Bettermann**

An exciting vision of the main challenges for our industry - presented in a professional way with the "FEGIME touch" of humour and shared concern.

**Jean-François Fredon, Legrand Business Support**

The Congress once again gave us an excellent opportunity to discuss industry trends and challenges with FEGIME members and, more importantly, to listen to their needs. Presentations around the key theme "Sharing Success Across Nations" demonstrated great developments across the electrical wholesale sector. Speakers successfully highlighted FEGIME's key strengths: the ability to get members to work collaboratively for the benefit of local markets, the commitment to digital advancement and the continued support for the next generation of entrepreneurs through platforms such as the FEGIME Future group's FEGIME Academy."

**Vincent Hurel, Global Head of ABB's EP Distribution Channel**

Congratulations once again on a very successful event. At LEDVANCE FEGIME Congresses are held in very high esteem and offer a perfect mix for international networking with the flair of current topics and a clear focus on family business. As a FEGIME lighting partner we look forward to creating a successful future together.

**Bernd Kobusch, Global Account Manager LEDVANCE**

It's great to see FEGIME continue to share, develop and look to the future in an ever more digital world. We are proud to be part of this family and excited to grow together providing valued service and support to our customers.

**Jeff Krakowiak, Eaton SVP Sales, Services & Emerging Markets, Europe, Middle East & Africa**



The Congress Slogan "Sharing Success Across Nations" is an impressive testimonial to how through central services and the use of best practice significant added value can be generated for FEGIME members, customers and suppliers alike. Digitalisation was also an important topic and was discussed intensively. "Do you Want to Know the Future? Create it!" as guest speaker Stefan Hyttfors humorously put it. A very successful event.

**Adalbert Neumann, Chairman of the Board of Directors of Busch-Jaeger**

The FEGIME Congress is the perfect moment to meet up with friends and shape the future together. I always feel very honoured and excited to be part of the FEGIME family. This year was fantastic, as we could all see a growing family with the new friends from Argentina. Let's stay connected and invest further in this kind of valuable networking platform. Thanks, FEGIME!

**Frank Suntinger, Senior Global Key Account Manager, Philips Lighting**

The FEGIME Congress in Warsaw was for me – just as it was in Athens – a rewarding experience in two respects: on the one hand in the presentations and in many discussions I was able to gain a truly excellent impression of the operational performance of FEGIME and its members, and on the other I was filled with enthusiasm for FEGIME Future and the spirit especially concerning the topic of digitalisation. Beside the business aspects both the location and the social programme were once again excellent. An all-round success!

**Jörn F. Sens, Senior VP Siemens Distributors Account Management**





The FEGIME Think Tank sharing ideas with good partners: left with OBO, right with HellermannTyton.

## FEGIME Future

At the beginning of the year FEGIME Future met with our new partners at HellermannTyton and with some old friends at OBO.

# New Ideas for the Future

Four years ago the OBO Bettermann team arrived at the Congress in Budapest in cars with Hungarian number plates. The reason was that in Bugyi near Budapest OBO has a facility where today they produce more products than they do in Germany.

That is where this Spring FEGIME Future met up with Andreas Bettermann as well as FEGIME European KAM, Global Account Manager and family member Frank Dahl. The relationship with OBO is so close that it is possible to talk about personal matters. In Bugyi the topic was Family Business. And that is something OBO know a lot about – Andreas Bettermann is the fourth-generation CEO of this internationally successful company.

With FEGIME Future Andreas Bettermann and Frank Dahl were willing to discuss in depth a topic that the group had started to look into at the last FAMP: the Family Protocol. This is a type of "family constitution" that it is advisable for every family business to have in order - for example - to facilitate the transition from one generation to the next.

But what should it contain? Hopes, strategy, the division of tasks? FEGIME Future examined with OBO all the possible problems that can arise in families and for which solutions have to be found. The extensive experience of Andreas Bettermann and Frank Dahl ensured a very high level of discussion. And as a useful by-product FEGIME Future were able to put the insights they had gained to good use in their Congress slot on the Family Protocol in Warsaw.

## A Visit to New Partners

HellermannTyton have been a European Preferred Supplier since the beginning of 2016. They operate in 37 countries and offer their customers more than 75,000 different products. To acquaint themselves with at least a part of this extensive range was one of the reasons FEGIME Future visited the new partner in Tornesch near Hamburg.

A full team of Product Managers was therefore on hand to help FEGIME Future explore the impressive range and answer any questions. But it was not just theory. After short presentations, the meeting moved on to a very practical, "hands-on"

session. FEGIME's next generation managers were able to get to grips with HellermannTyton products and test – for example - their skill at fixing cable ties out of sight with just one hand. As Tornesch is also a production facility it was also possible to take a very informative tour through the factory halls. If you were not able to attend and have any questions, just contact HellermannTyton – it is easy as the supplier is represented by sales offices and distribution centres in most FEGIME countries.

In the internal part of the meeting in Tornesch FEGIME Future continued to work on their current projects – above all their slot at the FEGIME Congress and the FEGIME Advanced Management Programme (FAMP). A team from a potential host Business School in Berlin presented their proposal for the FAMP week in October. It has already been decided that the focus in 2017 will be on digital topics such as strategy, marketing and communication.

And it was with a very fitting eBusiness workshop to examine opportunities in this ever-expanding sector that HellermannTyton finished off the meeting. Master data and digital marketing are the supplier's specialities and the workshop provided many excellent ideas and above all simple, practical tips for participants to take back and try out at home.





## FEGIME United Kingdom

FEGIME United Kingdom's efforts to get more members involved in training – especially for lighting – are now paying off.



Bob Sayer, Wilson Electrical Distributors



Ruth Thornell, Templegate Electrical Supplies

# Training Successes

"It's not possible to have an intelligent conversation with a website," says Alan Reynolds, CEO of FEGIME United Kingdom. Alan encourages his members to add value to their customer service through training. His advice: "Train your staff to have meaningful conversations with customers. Positive, professional relationships can make all the difference to your business."

That is why Alan has got involved in the Electrical Distributors' Association (EDA) and become Education and Training Ambassador. With his extensive background in lighting, he was the obvious choice to chair the Association's recently

formed Lighting Committee to develop training for the future.

His efforts to get more FEGIME members involved are now paying off. Proof could be seen in March at the EDA Annual Awards Dinner in London where there were two FEGIME winners. Ruth Thornell, from FEGIME UK member Templegate, received a Manager's Award. Ruth was identified for her superb efforts in encouraging staff to participate in Learning and Development. Bob Sayer (Wilson's) - who passed two modules with distinction - was presented with an EDA Learner's Award. Bob has recently moved to electrical

wholesaling and has used the EDA Specialist Product Knowledge Modules to help him in his new sector.

All those interested in getting more information about the training activities in UK should contact Alan at Head Office in Lutterworth.

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

## FEGIME Hellas

# Nikos Kafkas wins an Award

On 30<sup>th</sup> November last year Nikos Kafkas, the President of V. Kafkas S.A. and this year also of FEGIME, was presented with the »KOUROS 2016 for Development and Innovation« by the Club of Entrepreneurship in Greece.

The Club, founded in 1995, supports the values of innovation, openness and accountability and honours entrepreneurs who lead their organizations based on rigorous financial principles and outstanding growth prospects. The event in Athens was attended by representatives of major institutions and hundreds of prominent business executives.

KAFKAS is the Greek market leader in electrical wholesaling. With a workforce of 800, 55 stores and an excellent B2B sales team, the company is considered to be the benchmark for the entire business community in Greece. Not only was the challenge of the country's construction crisis successfully mastered, but also the opportunities strategically exploited. The secret of the company's success lies in the philosophy it has adopted and implemented throughout the years: continuous improvement and commitment to people – staff and customers alike.



Winner of the KOUROS 2016: Nikos Kafkas during his acceptance speech.

"We are all honoured to receive this award," said Nikos Kafkas in his acceptance speech. "Such distinctions clearly demonstrate our commitment to invest in our people and innovation. We are devoted to supporting our values, offering top quality products and services to our customers,

who have always been in the centre of our business model."

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



Left: Michelangelo's famous fresco in a new light. Right: the statues of the saints on the colonnade of St. Peter's. Copyright left: Governatorato dello Stato della Città del Vaticano, Direzione dei Musei – right: A. Peters

## FEGIME Deutschland

LEDVANCE invited FEGIME Deutschland members and their customers on a very special trip to Rome.

# Michelangelo and LED

There is constant competition amongst suppliers to fit out representative buildings with new lighting systems. Football stadia are popular because there are regular tournaments that can prove competence in this field again.

But that is not the only way. In recent years – it can be claimed without exaggeration - our partner Osram has become official supplier of lighting to the Vatican. And in March – thanks to the new company LEDVANCE – 17 members of FEGIME Deutschland together with their customers were able to experience the advantages of modern lighting technology in one of the most amazing rooms in the world: the Sistine Chapel. That almost has the mass appeal of football because every year around six million people visit the chapel.

"We don't want to take credit for others' achievements," said Bernd Kobusch sotto voce. What our Key Account Manager at LEDVANCE meant is that the LED solution in the Sistine Chapel is not from his "new" company but from Osram. He is of course right and his modesty does him credit but in this case it doesn't really matter: thanks to the generous invitation around 230 people were able to enjoy the effect of Michelangelo's famous frescos in a new light. Since October 2014 LEDs have been illuminating Michelangelo's works on the ceiling and wall behind the altar as well as those of other masters on the side walls of the chapel.

Experts noted two things: first of all that LED provides safe illumination for delicate works of art because its spectrum only contains very low levels



Participants really had to earn their dinner at the impressive Palazzo Brancaccio: a tour of the innumerable sights of the Eternal City was part of the programme.



of ultraviolet and infrared light. Secondly that it is possible to have a very convincing solution that you cannot see – because the light sources themselves remain invisible in the Sistine chapel.

A visit to St. Peter's Basilica and Square was not included in the schedule. In Autumn 2016 St. Peter's Square was also fitted out with LEDs by Osram. A total of 132 LED floodlights controlled via DALI were installed over the colonnades just below the statues of the saints.

The colour of the housing was chosen to make this solution as inconspicuous as possible, too.

Informative guided tours of Rome's sights and a well chosen social programme further ensured the trip's success as a customer loyalty event. In addition to that the customers of the German members were able to gain an insight into the extent and the level of cooperation between FEGIME and partner suppliers.



## Digitalisation

In April Siemens met with FEGIME colleagues from several countries to discuss digitalisation and the progress of common projects.



The Siemens hosts with the FEGIME delegation at the informative workshop in Kassel.

# Many Opportunities, Much still to Do

Cooperation with Siemens on the topic of digitalisation is very close. In April 2016 FEGIME Future discussed the digital future with Siemens – and in April 2017 a delegation of FEGIME members from Finland & Baltics, Poland and Greece also met up with our partner supplier. A visit to the Hannover Fair was combined with a workshop in Kassel.

Digitalisation has many facets. Reduced time to market, combined with higher flexibility, quality and increasing efficiency sounds like heaven on earth. But how can we achieve this? What does this mean for the supply chain? Will digitalization in sales replace traditional electrical wholesale businesses? These were the topics of the workshop.

One aspect of digitalization is the increased transparency about products, prices and service levels across borders. Multi-regional end customers expect similar services and comparable prices at all their locations. That is not just a technical problem but also gives management a lot of headaches. Hajo Rapp, the head of Siemens Key Account Management organisation, explained how Siemens is dealing with the challenge, to align a multi-national company with plenty of internal silos to become a homogenous, customer focused organisation. In his presentation, Hajo Rapp gave a brief overview of the Siemens Key Account Management process from combining competence levels to leading multi-cultural teams, in order to achieve the highest customer satisfaction.

Looking closer at the challenges of digitalization, participants found common ground in splitting the view into four different segments: digital products, digital processes, services arising based on digital products and processes and the aspects of digital communication.

## Digital Products

Digital products are to be identified either by their ability to communicate with other products and systems, or by providing data to the cloud. In the near future there will be more and more products with integrated software and communication capabilities requiring special know-how. Interactive or even self-learning products as well as plug 'n' play features will flood the markets. Suppliers and wholesalers need to address this trend by constantly updating the knowledge of their employees and customers. The demand for more data creates a huge opportunity to sell more

Digital processes will be developed providing less touch points with customers enjoying fast and easy purchasing experiences in the web.

sensors and intelligent products. New software features and constant innovations by suppliers will reduce the life time of the products offering additional volume for distributors. But this will make prices more volatile, depending on the actual phase in the life span of the products.

## Digital Processes

Digital processes will be developed providing less touch points with customers who will enjoy fast and easy purchasing experiences in the web. Traditional borders will vanish and differentiation

between B2B and B2C will be more or less impossible. Data security should be the biggest concern of all parties involved. Solutions that ensure the confidentiality of sensitive data and at the same time provide the correct data on hand are keys for success. Besides knowledge of the technical features of products and systems, there is of course a growing need for general IT knowledge for all parties involved in the supply chain.

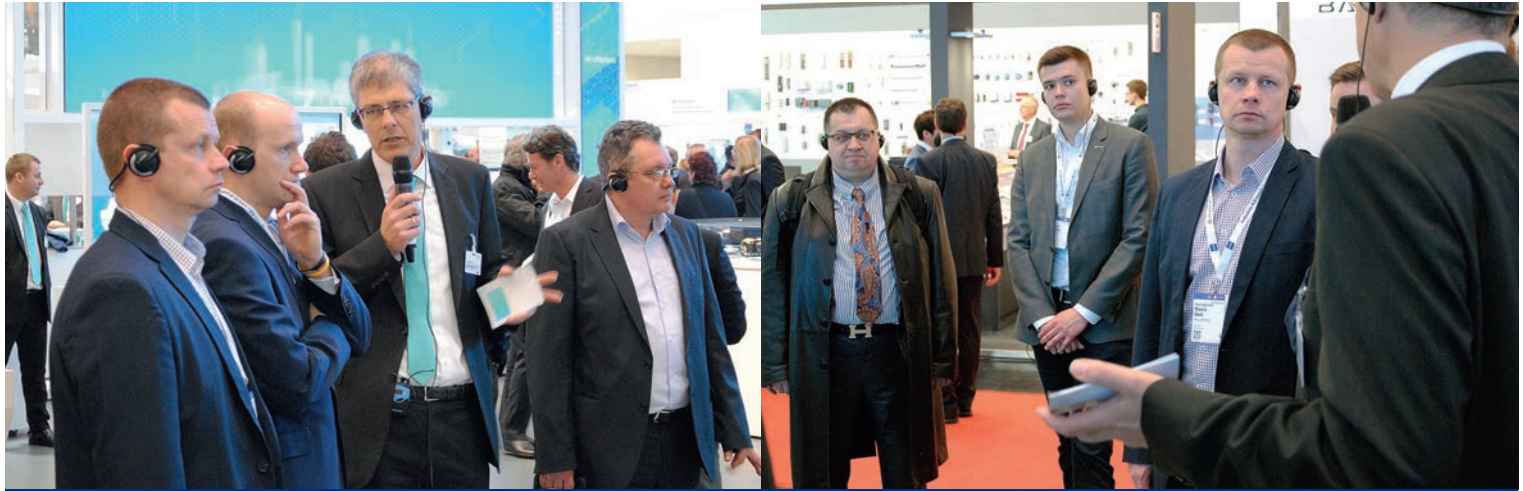
## Digital Services

The digital world offers the opportunity to create new services. Digital services could range from guiding customers while selecting products to selling data, performance contracting or even intelligent maintenance. Smart ideas creating additional value for the customer will compete in the service business sector.

The important message is that the traditional decision making process for end customers might be changed due to the new business models offered by service providers and this can have a disruptive impact on the existing supply chain. There are two options for electrical wholesalers: to create their own service offers for customers or to line up with external service providers to offer a complete package. The only thing that should not happen is that the service field is left unattended.

## Digital Communication

Communication will become digital as well – and that doesn't just mean tools like smartphones, tablets or wearables. The whole communication principle is changing to bi-directional, real-time communication, 24 hours a day if necessary. This new style requires the adaption of communication



At the Hannover Fair Siemens presented their portfolio of hardware and software designed to enable businesses of all sizes to profit from digitalisation.

rules, guidelines and also ethics throughout society. A clear differentiation between business and private life will become a challenge. How to select the right sources, filter the content and master the information flood, must be part of the education goals for employees and management. To help the user to select the right information in the fast increasing data pools, industry will have to establish common #-tags.

### Tasks for the Electrical Wholesaler

The good news is that digitalisation creates demand for (digital) infrastructure. All devices still need electric power and the distribution of this will not be wireless in the near future. Digitally supported processes will help cut costs, keeping existing business models competitive. New service models will also help to create new jobs. Managing the transformation of an electrical wholesale company from today's situation to

Besides providing training for all things digital it will be important in electrical wholesaling to focus on the empowerment and encouragement of the employees involved in the digitalisation of the markets.

the new digital environment is a challenging task. But FEGIME members are well prepared for this through the strong FEGIME network, both locally and internationally, strong IT and a long-term personal relationship with their customers.

Besides providing training for all things digital it will be important in electrical wholesaling to focus on the empowerment and encouragement of the employees involved in the digitalisation of

the markets. Long-term business plans might not be appropriate for fast changing environments. Shorter timeframes in the decision process will lead to a higher risk of failure. Therefore it will be crucial to watch developments on the markets closely and react immediately to changes. If failure is unavoidable, fail fast and cheap.

Real time communication requires frequent monitoring of all channels and it also requires employees, who take inquiries from customers, perhaps not directly related to their actual job. If we want our employees to post online in the name of their company, we need a company culture that provides safe harbours for those who accidentally go viral with their posts.

### Support from Siemens

At the workshop Daniel Liebl showed a tool to track who is visiting distributors' websites and how to create leads to potential new customers derived from the information available. Surveys claim that around 60% of the decision making process is done on the internet before the customer starts personal interaction with the supplier or its partners. Traditional monitoring systems start with high transparency in the purchasing stage - now the sales force is better equipped to anticipate customer demand and communicate possible solutions just in time.

With the project 'Digital Marketing' Siemens is striving to develop the right tools and content to serve customers best in the digital world. Tina-Maren Weith, the project lead, introduced the first outputs of this project. Today Siemens can provide ETIM 5.0 data for more than 50.000 products. But there is still a long way to go before customers can experience the seamless journey from marketing brochures via product selectors or configurators finally to the shopping cart of the distributors' web shop. So this data is only one part of the deliverables of the project. FEGIME is one of the partners in this project and thanks to the valuable input received the tools will be better customised to meet requirements.

Will digitalisation change everything? Perhaps yes, in the long run - but it will not change everything at the same time. Some employees might not be capable of competing in all fields with digital natives, but there will also be customers who prefer the traditional way of doing business. It is important that we understand that it is wrong to replace the personal relationship with digital processes, rather it must be supported wisely by digital tools.

It is important that we understand that it is wrong to replace the personal relationship with digital processes, rather it must be supported wisely with digital tools.

The workshop showed clearly the huge opportunity created by digitalisation for customers, wholesalers and suppliers alike. But all the players in the supply chain need to adapt their business to the digital age. FEGIME and Siemens have found a solid foundation for growth together. Creating smart data from big data in the sales process will be one of the most important tasks in future. Bundling forces within the group, enriched with complementing products and services, will secure the future of FEGIME wholesalers in the supply chain.





Left: Gerald Lobermeier, Head of Product Information Management at Weidmüller.

Right: A real product – Matthias Redecker decides which data are required for an accurate description.



## Standards

The software standard eCl@ss translates complicated products into understandable data.

# Efficient Customisation

The future of industry is networked and digitized. Components and tools, machines and products are smart devices able to communicate with each other. The manufacturing process in the smart factory of Industry 4.0 is extremely automated. That's the theory, anyway. This begs the question: How, for example, should the screwdriver in company 'A' know exactly where to connect to a terminal block supplied by company 'B'?

A practical answer to this question is given by Weidmüller. The company relies on eCl@ss – which is a cross-industry data standard "Made in Germany" and already used by 3,500 companies worldwide.

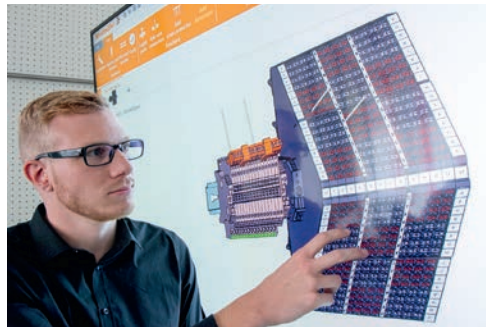
Approximately 1,800 of the company's 4,500 workers are employed at their global headquarters in Detmold, Germany. The company mainly produces connection technology, such as in switch cabinets. The product range consists of 50,000 different products; each of them can be described with more than 100 characteristics, resulting in huge amounts of data.

"In order to be able to deliver standardized information to the customer and to master this diversity internally, we use eCl@ss", said Gerald Lobermeier, responsible for product information and process management. "Just as English is the language in business, eCl@ss is the language in engineering – from our point of view it is the most comprehensive and suitable system worldwide."

To give a very simplified explanation, eCl@ss translates all important details of a product into standardized data. This can be read and understood by any other user, from development to distribution, even in another industry or on another continent.

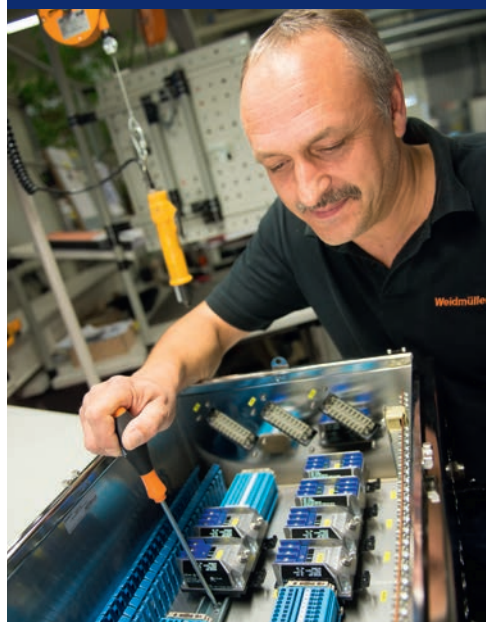
Weidmüller uses the system - amongst other things - to provide its distributors with electronic catalogues of its own products. "Five years ago,

an Excel sheet was often enough," said computer scientist Matthias Redecker, "but requests from customers for eCl@ss data are increasing both domestically and internationally."



Virtual 3-D model: from standardised virtual material drawers Thorsten Naust assembles the parts with a few clicks.

Customer-specific construction: Sergej Gubar on the production line at Weidmüller.



It is Redecker's job to provide this data. He fills - so to speak - virtual material drawers through which electrical planners worldwide can access a whole range of data and software tools.

To give an example: using the "Weidmüller Configurator" computer scientist Thorsten Naust can rapidly assemble some components from the signal technology range into a so-called marshalling distribution. But only virtually. With a few mouse clicks, he converts the parts recorded in eCl@ss. After barely two minutes, Naust can rotate the 3-D model back and forth on the screen. As he says: "In the same way, our customer can design his own personal terminal strip to order and send the prototype to our production department."

So: more service for the customers through easy-to-use information and closer connectivity - so far, so good. But could this transparency backfire? Theoretically you could find out via eCl@ss immediately who delivers the same component – and perhaps even who does so at a lower price? In Lobermeier's opinion this is not a problem: "Customers appreciate the fact that they can simply import this data into their own system and so reward the service that Weidmüller offers – it is a win-win situation."



## Products

Some examples from the wide product range of our new European Preferred Supplier HellermannTyton.

# Reliably Connected

As already mentioned in this issue, FEGIME Future have already been introduced to HellermannTyton's wide range of products. It would of course be impossible to present over 75,000 articles here, so we have chosen two examples.

## RELICON i-Line SF Cast Resin Joints

The success of a cast resin joint depends on the quality of the installation and the materials used. Incomplete mixing or incorrect application of cast resin to joints is the biggest single factor behind the failure of cable connections. To ensure full quality control of the mixing and pouring of the cast resin into the joint moulding shells HellermannTyton's RELICON i-Line cast resin joint sets (photos above) include a safe filling (SF) system.

This includes a transparent two-chamber pouch and a unique colour change from blue to green. Installers can consequently see exactly how thoroughly the resin and hardener have been mixed. A ring in the pouch and the special adapter nozzle make it simple to pour the mixture safely without the installer coming into contact with the cast resin at any time.

The dewatering characteristics of RELICON polyurethane 33 (PUR 33) cast resin are so good, that cable joints can be reliably cast and cured under wet conditions. The mixture is also environmentally safe and any remaining cast resin can be disposed of as regular household waste.

RELICON i-Line SF joints are universally applicable on low-voltage polymeric cables made from PVC, XLPE, PE, EPR and utility cables at operating temperatures from -25 °C to +120 °C.

The PUR 33 resin has an above average shelf life of 48 months.

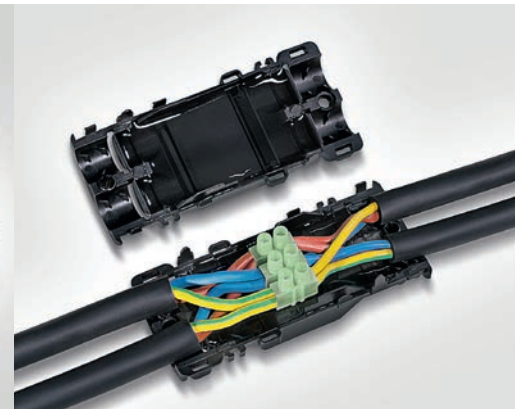
## RELICON Relilight Gel Joints

Relilight gel joints (photos below) are ideal for the reliable watertight connection of the small cable cross sections. RELICON Relilight gel joint and branch sets with IP68 (1.3 m) protect cable connections perfectly against water and dust ingress. Relilight joint sets are available in eight sizes and are ready to use out of the box. The joint shells are pre-filled with a highly insulating and label-free gel which has an unlimited storage life.

The moulding shells are made of non-flammable polyamide 6.6 that is resistant to aging and weathering. These compact Relilight gel joints can be used at temperatures ranging from -30 °C to +130 °C. Relilight is suitable for use with plastic insulated cables and leads made of PVC, PE, EPR and VPE and conductor sizes ranging from 0.35 mm<sup>2</sup> to 6 mm<sup>2</sup> and voltage classes up to 450V, 25A.

Relilight gel joints deliver mechanical protection, insulation and strain relief in a single work step. Installation is easy and quick without the need for any special tools. After the connector block has been prepared it is simply pushed into the gel and the shell closed and screwed tight. These joints can be opened at any time to make changes to the cable connection or take measurements. The puncture holes in the gel seal themselves completely afterwards.

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





Products

The next step in the evolution of protection: Eaton introduces the AFDD+, a fault detection device with integrated MCB/RCD.



# Multiple Protection in a Single Device

Did you know that approximately a third of all residential fires are electrically ignited? So-called arc faults are among the most frequent causes of fires. There are two types of arc faults: serial and parallel. Serial arc faults occur due to factors including damaged wiring, overheated or stressed electrical cables, worn-out electrical insulation, loose connections or contacts and defective electrical appliances.

Long-established protection devices such as RCDs and MCBs most often are not able to detect arcs. Consequently the installation of arc fault detection devices (AFDDs) is recommended under the international standard IEC 60364 (Part 4-42). Some countries have implemented national codes that require their use in certain specified circumstances, making them partly mandatory. In Germany this matter has been regulated by the DIN norm VDE 0100-420:2016-02 now for over a year. AFDDs are particularly recommended for buildings where people reside temporarily or permanently, buildings with irreplaceable

goods (e.g. museums) or goods of a high value, as well as central infrastructure which includes, amongst others, train stations, airports.

Eaton's AFDD+ is more than just an AFDD. It is an innovative 3in1 protection system with arc fault detection device plus integrated MCB/RCD. In this way it protects people, property and assets against fire hazard caused by arcs.

This new component detects high frequency patterns in end circuits that indicate the existence of an arc - and will automatically switch off the end circuit.

Safety and comfort are combined through its smart technology. An AFDD+ can evaluate current signals to provide sensitive detection of fault currents and ensure that other high frequent signals on the grid – such as the opening and closing of contacts or in the electric motors of devices - do not interfere with its detection capability and thus avoid nuisance tripping.

Utilising digital technology, the AFDD+ is more accurate than product standards require. Moreover it offers easy fault-finding by indicating the type of fault that caused the tripping of the device. This 3in1 combination makes Eaton's AFDD+ not only cost-effective, but also robust, reliable and easy-to-install.

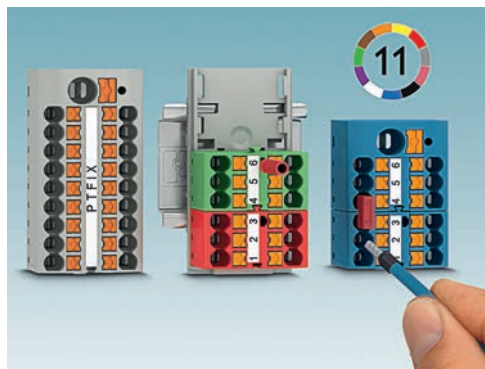
[www.eaton.com](http://www.eaton.com)

Products

# So Easy to Connect

The new PTFIX distribution blocks from Phoenix Contact can be used straight away without manual bridging, thus enabling time savings of up to 80 percent. The 1.5 mm<sup>2</sup> and 2.5 mm<sup>2</sup> distribution blocks are available with various numbers of positions and can be arranged in series without loss of pitch. Flexibly extend your potential with two-position standard jumpers.

The distribution blocks are also available with DIN-rail, direct or adhesive mounting, allowing you to flexibly build any application. Pre-treated or rigid conductors are connected quickly with the tool-free push-in direct connection technology. Transverse installation on the DIN rail and the compact design achieves space savings of up to 50 percent.



PTFIX distribution blocks with push-in connection technology can be used straight away and allow you the flexibility to build any application. Thus PTFIX distribution blocks ensure flexible and cost-effective load and control current distribution.

Distribution and power blocks with 6, 12, and 18 terminal points are available in eleven colours for clear, intuitive, and safe installation. The marking of all terminal points ensures a very clear wiring layout. The PTFIX distribution blocks therefore ensure flexible and cost-effective load and control current distribution.

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

## Products

Highlights from Aurora's new ENLITE catalogue.



From left: Downlight ENLITE E8CX, ENLITE ICE PRO lamp and ENLITE Aria2.

# LED Solutions for all Applications

Nowadays LEDs can be used in almost every application. Their technical features, markedly reduced pricing and energy saving characteristics make them a must in almost every project.

Our colleagues from Gibbs & Dandy, FEGIME UK, recently tried this out for themselves and installed Enlite products from our new European Preferred Supplier Aurora. All the targets were achieved: improved working conditions in the warehouse, an enhanced customer experience in retail areas and increased energy savings. Gibbs and Dandy estimate they will achieve energy savings of 16,000 kWh per month and thus save a total of €24,000 per year.

The new ENLITE Lighting Essentials catalogue from Aurora contains the latest product highlights. These include the extremely versatile "E8CX" colour switchable LED downlight which is not only fire rated IP65 with the appropriate bezel (sold separately) but also offers three whites from

one light at the flick of a switch located on the back of the fitting.

If a direct replacement for existing CFL fittings is required, the new range of dimmable, high-performance "Lumi-Fit" commercial downlights fits the bill. Available in a number of different sizes and specs, these downlights fulfil the requirements of many professional applications. They deliver up to an impressive 100lm/W and 4,380 lumens.

The new IP44 "CurveE" LED low glare downlight range features a sleek baffled design with a recessed light source. This reduces glare in hospitality and residential applications where fire rated is not required but the range can still provide up to 800lm.

The dimmable "ICE Pro" with a lumen package up to 1000lm is a further new addition to Enlite's successful range of long form GU10 lamps. With their 24° and 38° beam angles they are

perfect for high ceilings and so ideal for retail and hospitality applications.

The new and improved "Aria2" LED highbay has been redesigned using the latest LED technology to offer a range of 124lm/W LED highbays that are not only super-efficient but compact in size.

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

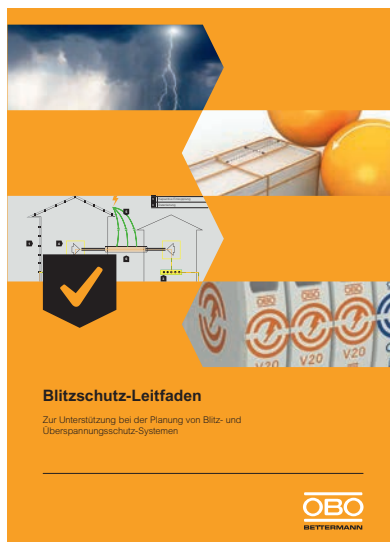
## Products

OBO's planning and selection aids for installers and electrical planners.

# Lightning Protection Guide

OBO Bettermann can look back on more than 90 years of experience in the field of lightning and surge protection. This experience and, of course, the latest standards and technical innovations have flowed into the company's new lightning protection guide. The brochure allows you to plan installations in the field of lightning and surge protection faster and more easily. It contains a balanced mixture of basic knowledge and expert knowledge, as well as planning and selection aids for the protection of buildings and systems for the use of both installers and electrical planners.

The guide contains examples of the correct implementation of the most important standard for lightning protection DIN 62305, of the installation norm for surge protection devices DIN 60364 and of DIN 18014 for earthing systems with foundation earth electrodes. It also



provides examples and selection aids for wind load calculation conform with Eurocode 1+3.

In short it deals with all the important topics connected with the planning of lightning and surge protection for buildings and systems. The new Lightning Protection Guide can be ordered online or downloaded from

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



Products

Philips Lighting raises the bar for ambient lighting with its new LED spot lamps ExpertColor GU10.



# Excellent Colour Rendering

Philips' new LED spot lamps ExpertColor GU10 produce a colour spectrum that is almost identical with that of halogen lamps. That raises the bar for ambient lighting. With their impressive quality of light the lamps offer an ideal solution for premium commercial and residential spaces where ambience, colour realization and design are crucial to the setting.

The innovative Philips ExpertColor technology currently offers the best possible colour realization for LED spots. The results are a Colour Rendering Index of 97, enhanced rendering of reds (R9>85) and saturated colours, as well as a dimming range below five percent of the luminous flux. In this way the true colours and textures in interior decors and furnishings can be brought out just as they were originally intended by the designer. The minimalist look of the trimless V-groove lens design for edge-to-edge lighting ensures that the lamp fits in seamlessly with any decor.

Today, many high-end hospitality and residential spaces continue to use halogen spot lamps due to the high quality of light. So far there has been

a lack of alternatives with sufficiently warm coloured light, high colour realization and deep dimming. Thanks to these new spots that problem belongs to the past.



The new Philips Master LED ExpertColor spots provide – with a colour temperature of 2,700K - a warm and comfortable ambience. 3,000K and 4,000K versions round off the range. Deep dimming enables users to adjust the lights to almost any level of brightness they require. The spots retain their excellent colour rendering with long lasting high lumen output over a lifetime of 40,000 hours. This makes them especially suited for the hospitality sector where operations can continue 24 hours a day. The GU10 is also a retrofit spot lamp ensuring a quick and hassle free transition to LEDs.

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

Products

# Lightweight, Handy and Compact

The new HUPcompact from Haupa is a very handy and compact crimp tool. An HUPcompact is just 198 mm long and 50 mm wide. Four variations are available: for end sleeves, for insulated cable lugs and connectors, for non insulated cable lugs and connectors and for open brass tab connectors.

All the parts of the crimp tool are made of high-quality materials. The tool frame is from hardened steel with a matt silver-coloured coating. The tool consequently has a long life span and is therefore suitable for use in series production: up to 50,000 crimp cycles are possible.

A lot of attention was paid to the ergonomics of the tool. With its small gripping distance it is also suitable for smaller hands. Due to its optimized leverage system it can achieve a handle force of 5 kN. Through the eccentric axle it is possible to regulate the crimping force.



HUPcompact HC01

HUPcompact HC02

HUPcompact HC03

HUPcompact HC04

High precision crimping can be achieved by means of the 100% parallel crimp.

The ratchet system has an unblocking option. And of course it is possible to achieve full crimping range and depth.

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

Products

LEDVANCE's drive for innovation is well received by the market – and it is not over yet as our selection of new products shows.



Left: the LED "Floodlight Asymmetrical". Right: the LED highbay. The office environment shows that LEDVANCE also have interesting new panels for this application.

# A Host of New Products

Already today LEDVANCE provides lighting solutions for a wide diversity of requirements with its current OSRAM-branded LED lamp spectrum. As for example with its fluorescent tube replacement. The flagship product is the "SubstiTUBE Connected". It not only replaces conventional T8 tubes but also makes light management simpler and more efficient. The system also contains the small daylight and motion sensor "SubstiTUBE Connected Sensor" which can be used to connect wirelessly up to 50 LED tubes. To activate this light management – i.e. to connect the individual tubes wirelessly with the sensor – only a screwdriver is required. This control of light according to needs also achieves energy savings of up to 90 % compared to conventional fluorescent tubes.

and also scores with a high efficiency of 120 lm/W. Another new product is the "Floodlight Asymmetrical" - an LED floodlight with asymmetric light distribution that makes it ideal for direct mounting to the facades of buildings.



The "SubstiTUBE Connected" can be used to replace conventional T8 tubes. Together with the sensor (small photo) it is very easy to create an efficient light management system.

In the Panel segment LEDVANCE is expanding its selection of different formats with new models for system ceilings with 1200 module dimensions. In addition they offer practical surface-mount frames for square 600, 625 and 1,200 grids, enabling these luminaires also to be used outside the grid.

Selected luminaires from the Spot, Downlight and Panel product ranges are now also available as dimmable versions with pre-programmed DALI control gear. LEDVANCE also plans further new highlights in the autumn.

LEDVANCE have a particular focus on LED luminaires. One of the new products is an LED highbay luminaire with 250 W. It can be used in especially high halls thanks to 30,000 lumens

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

Products

# One Stop Shop

About 10 years ago Schneider Electric launched the first "Harmony" products. Today the programme has grown to become what is in all probability the biggest range of control and signalling devices available on the market. It also includes wireless industrial remote controls for cranes and hoists. Harmony thus provides a comprehensive selection of solutions for machine and panel building as well as other applications. The wide range of accessories also includes cabinets in metal and plastic.

There is also "Harmony" in the design: the programme provides electrical panels and machines with a modern, uniform design and even a touch of style. Here for example the assembly kit is a useful aid to install the pushbuttons and pilot lights of the Harmony range accurately. New additions are USB and RJ45 ports on the appropriate components as well as new potentiometers and timers.



The range also comprises robust performance components that can withstand even the most severe industrial environments. You can check

the full range online at this address:

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





FEGIME Polska

# Victory for Poland!

The Volleyball World League is one of the most important international competitions for men's teams. In June Poland was the venue for six qualifiers for promotion to the Final Six 2017. Four of these games were held in Lodz – the location of the FEGIME Polska Head Quarters. The whole of Poland was cheering for the national team - and of course so were our colleagues from FEGIME Polska.

Kubiak, won the "man of the match" award. Marta Kulza, CEO of FEGIME Polska, was asked by the sponsor Polkomtel to present him with the award as our Polish colleagues are a major customer of the company. 8,000 Polish supporters in the national colours cheered and FEGIME Polska was very proud to share the moment.

On the 17<sup>th</sup> June Poland beat Iran 3:0. And what's more: the captain of the Polish team, Michal

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


## **FEGIME** Day

On 30<sup>th</sup> June FEGIME Day was celebrated for the second time throughout Europe. FEGIME Head Office has already received so much material that there was not enough room for it all in this edition of our newsletter. So we are happy to announce that we will have some spectacular photos and reports from participating countries in our next edition!

## The FAMP in Berlin is fully booked!

The FEGIME Advanced Management Programme (FAMP) is a great success, as the last event in 2016 with Ashridge Business School showed. This year our next generation entrepreneurs are meeting from 15<sup>th</sup> – 21<sup>st</sup> October in Berlin. The tuition will be provided by ESCP Europe, the world's first and oldest business school, founded in Paris in 1819.

The event is fully booked already. But there might be free places later due to cancellations. If you are interested, just get in touch with FEGIME Head Office in Nuremberg

Please contact Alexandra Fröhlich:  
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+ 49 911 64 18 99 13

### MEETINGS

- 13.09. – 15.09.17 General Assembly, Taormina/Sicily
- 15.10. – 21.10.17 FAMP Module 4, Berlin
- 06.11.17 Board of Directors Meeting, Munich
- 22.11.17 European IT Expert Committee, Madrid
- 22.11. – 24.11.17 Members' Meeting, Madrid



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