

# voice

NEWSLETTER  
02.2016



## Editorial

Digitalisation is this year's buzzword. Everything is going to turn digital – immediately. If we believe what consultants and reports are telling us, we wholesalers know absolutely nothing about it and should have disappeared from the

market years ago. But no, we are all growing and with us the FEGIME family is, too. With the help of our Spanish and Portuguese friends we have even found a partner in Argentina: a very warm welcome to our colleagues from Redelec!

How is our success possible? We are growing because each and every member of FEGIME – in their own special way – is taking a great deal of care of their customers. In all matters digital we belong to the avant-garde of our sector. I won't point out yet again the advantages of our product database. Anyone who wants to get more information should just call our IT department in Nuremberg.

Our combination of proximity to the client, strong IT and international cooperation can't be copied even by online giants. Our German colleagues showed this very clearly at a meeting in November. This puts us in the happy position of being able to ignore other modern buzzwords such as "paradigm shifts" and "disruption" and to carry on with business as usual.

I hope everyone had a very relaxing Festive Season – after all the hard and rewarding work of 2016 we certainly deserved it. This year we will continue in the same vein: intense and innovative as ever and with that special FEGIME-mix of individuality and group power. In particular I am looking forward to seeing you all again at our Congress in Warsaw. Till then I wish you all Health, Wealth and Happiness for 2017!

Willem Schuurman

## FEGIME

# Redelec

FEGIME has signed a Cooperation Agreement with the leading Argentinian group of independent electrical wholesalers "Grupo Redelec Argentina S.A." with effect from 1<sup>st</sup> October 2016.

## Across Three Continents

Argentina is a country that ignites the imagination. Rich in both legendary football players and cultural inventions like the tango, it extends far to the South – as you may know from Antarctic cruises – to the southernmost city in the world: Ushuaia. So it may not come as much of a surprise that it is of course also home to committed, independent electrical wholesalers who observe the international markets and know where things are happening in our sector.

Welcome to FEGIME! In September the members of FEGIME voted to sign a Cooperation Agreement with the Argentinian group of independent electrical wholesalers "Grupo Redelec Argentina S.A.". Europe, Asia and South America: since 1<sup>st</sup> October 2016 FEGIME has been present on three... >>

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>> ... continents. "For the time being Redelec is not a member of FEGIME as the other countries are," explained David Garratt, Managing Director of FEGIME. "We call it a cooperation because we feel that the distances involved will make it too difficult to work together as closely as we do with our European and Israeli colleagues. Nevertheless it has always been the principle task of FEGIME to guarantee the independence of electrical wholesalers, so we are very happy to be able to continue this work internationally."

Redelec was founded in 2001 and has long since established itself as the biggest group in Argentina with a market share of over 30%. It has 14 member wholesalers with a total of 32 outlets and 900 employees.

The contact between the groups began over 15 years ago when founding members of Redelec visited FEGIME members in Spain for an exchange of ideas and best practices amongst independents. The result was a very similar group with a similar

vision, philosophy and mission. "I am delighted that we have signed the agreement," said Vice President of Redelec, Pablo Balán. "We are quite

a young group but the only one in Argentina. We are convinced that cooperation with FEGIME will help us to further improve our position as independents. We are a group of like-minded, family businesses and we are looking forward to an inspiring exchange of ideas and best practices with FEGIME."

The areas of cooperation have already been defined. Perhaps the most important is Product Information Management. The new colleagues could learn a lot from the process of creating Europe's biggest product database in our sector. "But projects like that need time – the personal contact between the groups is moving much more quickly," said David Garratt. In October Martina Cruzzolin became the first Argentinian participant at a FAMP (see next page) and FEGIME is delighted to welcome a delegation from South America to the Congress in Warsaw.

[www.redelec.com.ar](http://www.redelec.com.ar)

## Redelec

### Facts

Year of foundation	2001
Head Office	Buenos Aires
Members	14
Outlets	32
Annual turnover	130 million Euro
Market share	31 %



Congress 2017



## WELCOME TO WARSAW!

After the 2013 Congress in Budapest we will be visiting Eastern Europe for the second time: from 18<sup>th</sup> to 20<sup>th</sup> May 2017 FEGIME will be meeting its partners in Warsaw.

Look forward to a city with a fascinating mixture of the traditional and the modern – and the hospitality of FEGIME Polska!

Save the date! At the beginning of 2017 Head Office in Nuremberg will be sending out all the details and the necessary registration documents. Welcome to Warsaw!

## FEGIME Future

Even more participants from even more countries: the 2016 Module of the FEGIME Academy Management Programme (FAMP) was a huge success.



# Training the Next Generation

29, 38 and now 51 – this is how the number of participants at the FAMP has developed in the three years of its existence. This October in UK it was attended by 51 next generation entrepreneurs, 13 of them were at a FEGIME Future meeting for the first time. The participants came from 15 countries (three more countries than in the previous year) including - for the first time ever - Argentina.

The hosts in 2016 – Ashridge Business School in Berkhamsted – provided not only a first-class programme for FEGIME's young entrepreneurs but also a wonderful setting for the course. Ashridge House is a stately home in the beautiful English countryside near London. In the past both a monastery and home to Henry VIII, today it is an accredited and impressive conference venue with the latest teaching, learning and sports facilities.

For the FAMP – as is now traditional – the first Core Subject on the first day of the course was Family Business. At the helm this year was Dr. Hari Mann. His career began at Goldman Sachs before he returned to the London School of Economics to take on a variety of consulting roles for FTSE 100 companies. In recent years however his contacts to the Indian subcontinent have brought him more in touch with - and kindled his interest in - family businesses. His topic for FEGIME Future was a crucial one: governance. Case studies were used to illustrate its extreme importance for family

businesses. Hari led discussions and gave tips on creating the best legal basis possible: the family protocol. He also provided participants with a family business toolkit and a draft family protocol document for further discussion.

Course tutor Jean Vanhoegaerden, Professor of Practice at Ashridge, then took over. He specialises in international management and organisational change and so was ideally suited to teach not only the other two core subjects - Managing People and Leadership – but also the first of the Soft Skills – Managing Change – and lead the group work on this year's "Tool to Take Home": an Employee Evaluation Tool. Jean mastered his key role in the FAMP with style. With the help of relevant case studies and simulations he made the most of the group dynamics – culminating in an incredibly thought-provoking "Crucial Conversations" session. For this the participants were split up into small groups each working with a professional actor whose job it was to take on the role of conversational partner in the "crucial conversation" chosen (and briefed) by the participant.

The remaining soft skills were presented by Jean's colleagues Sharon Olivier (Emotional Intelligence) and Amy Armstrong (Managing Yourself). During their stay at Ashridge FEGIME Future had been given an online "Emotional Resilience" questionnaire to complete and it

was Amy that prepared the background to the results that this provided. In pairs participants were encouraged to leave the classroom and go outside into the Ashridge grounds to discuss how they had scored.

On Friday afternoon the groups were then called upon to present their team assignment. They had all been given the task of discussing and developing a useful tool for evaluating the effectiveness of teams back home at their family businesses – and the resulting presentations were very impressive. The final event of the FAMP week was the Graduation Ceremony where participants received their hard-earned certificates from Jean and FEGIME President, John Powell.

The FAMP 2017 will take place 15<sup>th</sup> – 21<sup>st</sup> October. Its focus will be on all things digital that affect our working lives. The details will be announced at the beginning of the year and invitations will go out in the summer. All FEGIME Future members – present and prospective – are very welcome. It will certainly be very popular – so make sure you register on time!



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





A great success: Nikolas Mugnier (right), President of Algorel, welcomed a total of 2000 participants to the "Salon Algorel".

## FEGIME France

# 2000 Participants

FEGIME is represented in France by Algorel Electricité, the electrical division of the independent, Paris-based Algorel Sanitary and Plumbing Group – market leader in its sector. At the "Salon Algorel" – their annual meeting – in September Nicolas Mugnier, President of Algorel, and Dimitri Both, Managing Director, were proud to announce the numbers: 1100 owners, managers and employees of member companies and 900 representatives of partner suppliers had made the trip to the Disneyland site near Paris.

Finding sufficient hotel accommodation for a group of this size is just one of the logistic challenges that our French colleagues mastered superbly. The European Disneyland site with its

many hotels and experience of large groups on a daily basis, coupled with its excellent accessibility, make it a perfect choice. Many FEGIME European Preferred Suppliers were present: ABB, Eaton, Feilo Sylvania, GE, Hager, Honeywell, Ledvance, Legrand, OBO Bettermann, Prysmian and Schneider Electric all had booths presenting their products to the members of FEGIME France.

Norbert Géminard, President of FEGIME France, was very satisfied: "The Salon is an excellent opportunity to exchange information and strengthen the cooperation with our partners in the sector. Next year we will once again have the Reverse Salon in Lyon. There the system is that members have booths and the suppliers visit them for discussions and presentations. In two years'

time we will be back here in Paris. In this way we meet up every year but with a varying set-up."

This year at the Salon for the first time Algorel colleagues had the chance to vote for their favourites in 5 categories. At the end of the day the "Algorel Star" Trophies were awarded to the winners who in addition also won 9 square metres of exhibition area free of charge at the next Salon in Paris.

[www.algorel.fr](http://www.algorel.fr)

## FEGIME Deutschland

# On the Right Track

In November FEGIME Deutschland invited its suppliers to the town of Fulda in the very centre of Germany to present the group's digital strategy. The 190 guests were quick to realise that far from being afraid of digitalisation FEGIME Deutschland belongs to the digital avant-garde.

As Kerstin Steffens, Chairman of the Board of Directors, commented: "Technology will not change our business model – which is to provide

an optimal service for other companies." The group is "on the right track" and will continue to learn, invest and respect the customer's wishes.

Managing Director, Arnold Rauf, and Head of IT, Klaus Schnaible, explained the details. A lot of people are afraid that huge concerns like Amazon will make independent wholesalers superfluous. Rauf showed why that is unlikely. One example is the relationship with customers. No customer is loyal to a concern – loyalty between wholesaler and customer however is part of daily business in electrical wholesaling.

Head of IT, Klaus Schnaible, listed the advantages of the product database that is being used by more and more FEGIME member countries and presented the ELECTROtools app. This app has now been downloaded more than 100,000 times – which makes it one of the most popular apps in our sector.

Data is the raw material of this century. Continual investment in the quantity and quality of data is an absolute must – also for our suppliers.

A further surprise for the guests was keynote speaker Nikos Kafkas, President of FEGIME Hellas. He presented his company and showed the recipe for a typical FEGIME success story with mind, body and soul.

[www.elektro-online.de](http://www.elektro-online.de)



Full house: 190 partner suppliers took up the invitation.



Arnold Rauf explains why FEGIME belongs to the digital avant-garde.

## FEGIME Ireland

FEGIME Ireland is investing in marketing and will soon be starting to use the European database.



Paulius Masteika

# Expansion and Growth

2016 was a very busy and productive year in FEGIME Ireland. Group sales continued to rise and the group increased to 26 sales outlets across the Republic of Ireland when in October Tom Byrne of Enniscorthy Electrical Wholesalers opened his 8th branch in Dungarvan, Co. Waterford.

At the annual meeting in June the members of FEGIME Ireland took a decision to further invest in the central office and hired Paulius Masteika to work in a new marketing role. He will work with the members to roll out a number of new marketing initiatives over the coming months on both central and individual projects. Paulius has previously worked in Germany and Turkey

completing projects for such brands as Google, LG, L'Oréal and Tommy Hilfiger.

FEGIME Ireland has also invested in a central online platform so each member can launch their online store in the coming months. This is another exciting move forward as all nine members will now have an active online presence within their market. With integration to the European product database from Nuremburg this promises to help deliver the best online solution to the Irish electrical wholesale market.

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

## FEGIME Finland & Baltics

### New Managing Director

On 14th November Dennis Belajevs was appointed Managing Director of FEGIME Finland & Baltics. Our colleagues from Northern Europe are very happy to have found in Dennis a very skilled expert from our industry to further strengthen their organisation. He is an electrical engineer who also has an MBA and over 20 years of experience in all aspects of our sector: electrical wholesaling, sales and industry. He has also held top positions at ABB and Siemens.

His last position is particularly interesting: International Digital Marketing Director of eCommerce at "Booking Group SIA". The digital skills and expertise Dennis learnt there will be great assets for our FEGIME colleagues from the Baltic as the area is one of the most digitally advanced in Europe.

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

## FEGIME United Kingdom

Even today ancient and modern still sometimes go hand in hand in the City of London.



Alan Reynolds (left) is enrolled as a Liveryman of the "Worshipful Company of Lightmongers".

# Lighting Ambassador

Alan Reynolds, CEO of FEGIME United Kingdom, has many years' experience of all the sectors of our industry (see FEGIME Voice 2/2015). Throughout his career he has looked to help others – through charity work and the promotion of training and education. And in 2016 he was doubly rewarded.

In May he was accepted as a Liveryman (member) of the "Worshipful Company of Lightmongers". The "Livery Companies" of the City of London are trade associations which evolved from the city's ancient guilds. Many date back to medieval times

when they were – and often still are – responsible not only for the rules and regulations of their respective trades but also for training. Today they have retained their traditional costumes and ceremonies and added charitable work to their duties.

The "Worshipful Company of Lightmongers" is naturally one of the younger of these organisations ("Lightmonger" = seller of electric lights) but still fulfils the original duties for the modern lighting industry in UK. Its members are handpicked from people active in the sector, in training and in

charity work. Alan was a natural choice for this role as a lighting ambassador.

In August he was also awarded the "Freedom of the City of London" which brings with it a whole range of ancient, symbolic privileges but to this day is still regarded as a great honour.

Alan commented after the ceremony: "This is a great honour for me, I have spent all of my life in this industry and this is a great reward. I am also pleased that this also promotes the FEGIME Group. You cannot have enough relevant training nowadays. I am working really hard with suppliers and members to promote the training of staff to make the most of opportunities arising from new technology and legislation."

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



Left: keynote speaker Prof. Juergen B. Donges – right: David Fernandez, President of FEGIME España, during his final speech.

## FEGIME España

A year of activities to celebrate the 30th Anniversary of FEGIME España reached its spectacular culmination with a big multimedia event in Madrid.

# The 30th Anniversary of FEGIME España

A year of activities to celebrate the 30th Anniversary of FEGIME España reached its spectacular culmination on October 19th. Managing Director, Jorge Ruiz-Olivares, welcomed over 200 participants to the Theatre "Philips Gran Vía". The guests included not only member wholesalers and partner suppliers but also the European Board and Management of FEGIME as well as the President and Management of the Spanish Wholesalers Association ADIME.

The Theatre in Madrid was an impressive location for the superlative multimedia event. After showing the corporate video with its depiction of the current status and achievements of FEGIME

España, Jorge Ruiz-Olivares went on to present the group's thoughts on possibilities and strategies for the next 30 years and also their current projects particularly in the field of IT.

Other contributions came from John Powell, President of FEGIME, who took part in a panel discussion with representatives of FEGIME España's partner suppliers Simon, Schneider and General Cable to offer their views on issues of relevance and importance to the group.

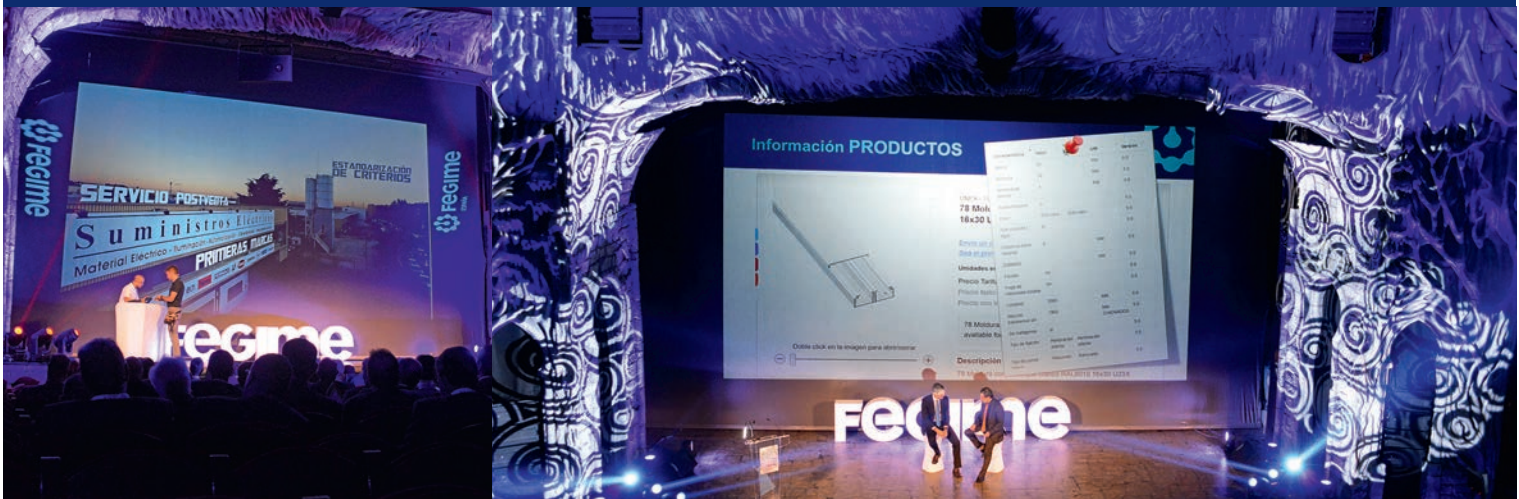
Keynote Speaker was Prof. Juergen B. Donges, Professor of Economics at the University of Cologne, Director of the Economic Policy Institute

and Otto Wolff Institute and former economic adviser to the German Government. His thought-provoking speech in fluent Spanish – he was born in Seville and has spent much of his life in Spain – generated a lot of questions from the audience during an extensive Q&A session.

The President of FEGIME España, David Fernandez, closed the event with a speech of thanks to all those present – and also to one group that was too numerous to be present: FEGIME España's many thousands of customers.

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

The Theatre "Philips Gran Vía" in Madrid was an impressive location for the Anniversary celebrations.





Amir Cohen presenting FEGIME Israel and the new logistic centre. All the other photos were taken during the visit to the »HaUma« project.

## FEGIME Israel

FEGIME Israel held a Supplier Day to present themselves, the country and the opportunities they both offer.

# Success – even Below the Surface

Israel – represented by Erco Ltd. – has now belonged to the FEGIME family for three and a half years. "We thought it was high time to invite our European Preferred Suppliers to Israel to take a closer look at the country and explore the business potential we can offer," said Amir Cohen, Managing Director of FEGIME Israel.

It was an offer you cannot refuse. At the beginning of December a group of 18 – including participants from 7 European Preferred Suppliers – accepted FEGIME's invitation. The day began with presentations by FEGIME Managing Director, David Garratt, and Amir Cohen.

Erco - the family business of the Erez and Cohen families - was founded in 1984. It has now expanded within one generation to be No. 1 on the market and - with its 13 outlets and 300 employees - in a position to offer its customers nationwide coverage. When the new logistic centre is completed in 2018 this service will be even more efficient.

The new logistic centre will be very necessary. For just as Erco continues to grow every year, so does the Israeli economy with a steady growth

rate of around 3%. The government supports this with a host of infrastructure projects that provide a lot of business for our sector.

Erco with its substantial team of engineers is specialised in providing the lighting for many of these public works. So it was not just by chance that after the presentations the group set off to Jerusalem to visit the construction site of the »HaUma« Railway Station. 80m below the streets of the old city the government is building a brand new station as terminus for the high-speed A1 train line from Tel Aviv. This is intended to relieve the road network and cut travel time to half an hour. The costly decision to build underground was taken to protect historical sites in the city.

One thing is certain: a lot of lighting is needed down there. Erco is responsible for the complete package of conventional and emergency lighting. Kitted out in the appropriate safety clothing the group enjoyed an extensive guided tour of this fascinating engineering project that should be completed in two years' time. Johannes Staudinger, Area Sales Manager/ International Sales at Mennekes, reflected the group's impressions: "Congratulations to FEGIME

on a very successful trip. The exchanges with Erco in particular were very interesting and I hope that we will be able to intensify our cooperation in future."

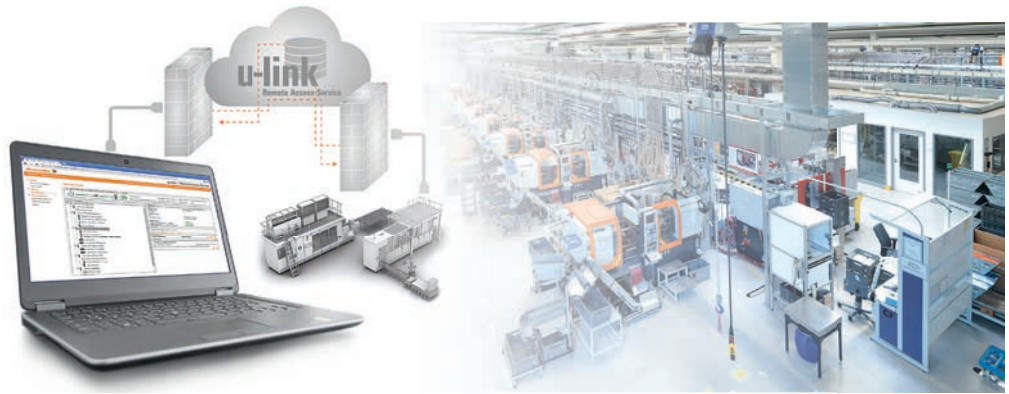
[www.erco.co.il](http://www.erco.co.il)

The »HaUma« Railway Station is situated 80m below the streets of Jerusalem and is currently the biggest construction site in Israel.



Products

Weidmüller's web-based remote maintenance solution "u-link" enables the secure and efficient monitoring of machines.



## Secure and Efficient Remote Maintenance

The more comprehensive the design of remote maintenance solutions for machines and systems, the more complex and time-consuming their management tends to be. Even dedicated, secure connections to the existing IT systems pose a challenge. The new u-link web-based remote maintenance solution from Weidmüller is not only an elegant solution but also impresses with its rapid and efficient access to machines and systems.

u-link makes remote maintenance easy and enables production facilities as well as user clients to be managed efficiently. The intuitive interface of u-link can be easily configured to match the system and quickly customised to meet specific design requirements. In addition to an innovative cloud service running on secure, high-availability servers in Germany, u-link also provides an online platform with secure "containers", i.e. data is

protected from being accessed by unauthorised parties.

Thanks to its special properties, u-link provides a solid basis for the secure and cost-effective installation even of more extensive remote maintenance solutions. Multiple production facilities and users can be managed simultaneously thanks to the clear and concise structure. The u-link remote maintenance solution has no limits and can register any number of routers and users on the portal. u-link uses individual rights management to provide specific system management: users, groups and their access rights are managed by u-link in accordance with individual specifications. Multiple plants can be quickly networked using the cloud service.

Remote access to machinery and equipment is provided via a secure VPN connection – from

any location in the world. The servers in Germany ensure secure access to all systems at all times. Furthermore, Weidmüller Industrial Ethernet routers guarantee the full system integrity of the remote maintenance solution. Status monitoring and status messaging is provided by Weidmüller Heartbeat: it reports the availability of a router to the u-link remote maintenance solution.

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

Products

## Ten Years of Proven Excellence Worldwide

Mennekes presented their AMAXX receptacle combinations for the first time at the Light+Building Fair in 2006. Ten years on and the conclusion is clear: AMAXX is a success story. The system's versatility has been proven in operation in various sectors worldwide from container terminals and cold storage via sports facilities to production facilities.

The slogan "AMAXX your Industry!" stresses the fact that the system is so versatile – even on the international scene. And it is especially in this worldwide versatility that Mennekes have invested. There are new features to meet international requirements, such as UL listed enclosures and components, Nema connector systems for the markets of North and South America and solutions specifically for the Chinese market. All the devices are manufactured in compliance with standards and individually tested according to EN/IEC 60309 and 61439 as well as UL 508A, depending on customer or project.

All AMAXX devices comply with protection type IP44 or IP67. The module plates of the receptacle combinations can be equipped with sockets, switches, buttons or other operating and control elements. CEE sockets from 16A,

3-pole up to 63A, 5-pole, and other grounding type receptacles according to many national standards are possible. In addition, data port receptacles with different Keystones for RJ45 or other connectors can be installed.



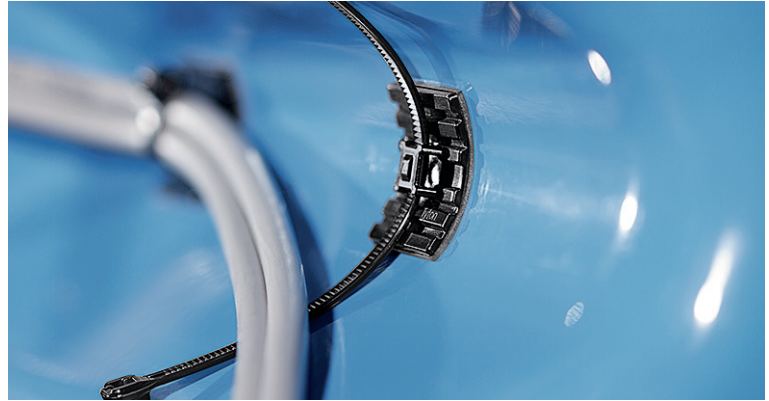
The enclosures are made of high-quality plastics ensuring excellent mechanical, thermal and electrical properties. To meet challenges in working areas where aggressive atmospheres prevail, enclosures and operating flaps made of AMELAN offer the necessary safety.

Good to know: if required Mennekes are willing to develop totally customised solutions even for the smallest quantities.

[www.amaxx.info](http://www.amaxx.info)

## Products

HellermannTyton is now a Preferred Supplier but has already been providing excellent solutions for cable management for many years. A small but very clever innovation has just been added to the range.



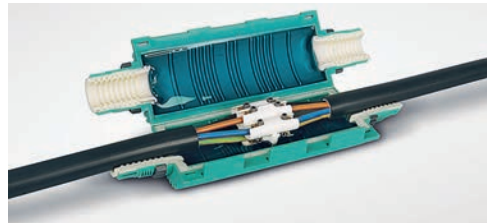
# Quick, Strong and Reliable

HellermannTyton has been paving the way in cable management for over 80 years. The latest innovation is called FlexTack: the flexible self-adhesive cable tie mount is a real alternative to screw fixings on round or angled surfaces. It gives engineers and installers greater freedom to find the perfect solution in challenging cable routing scenarios or to prevent cable damage and trip hazards.

The acrylate-based adhesive provides a strong reliable bond on low energy plastic surfaces such as polypropylene and polyethylene as well as powder-coated, painted, varnished or high energy surface like glass and metal.

Installation of the mount is easy. Simply remove the protective film from the adhesive and apply the

mount with manual pressure in the desired position. FlexTack's initial adhesion is comparatively very high. Wiring can be fastened and secured with appropriate cable ties without delay.



Reliseal gel joints are built to provide robust protection for cable connections in extreme environments, especially in the ground or under water (IP68, 10 metres). The patented screw system and integrated cable gland offer optimal strain relief. And they are very easy to use.

The flexible FlexTack self-adhesive mount is made from heat-stabilised polyamide and is suitable for long-term applications from -40° C to +105° C. FlexTack can therefore be mounted on curved machine components that are subject to high temperature fluctuation. Available in black and white FlexTack (dimensions 28 x 28 x 6,3 mm) is the ideal solution for a variety of indoor and outdoor applications.

<http://hellermanntyton.com>

## Products

# New Products from OBO

OBO halogen-free cable routing systems protect people, the environment and property. All the products are made from high-quality PC/ABS (polycarbonate/acrylonitrile butadiene styrene). This material is one of the self-extinguishing plastics. For safe cable routing, OBO can offer halogen-free WDKH wall and ceiling trunking, as well as halogen-free VKH wiring trunking for switching cabinet construction.

A new feature of the product range is the Rapid

80 device installation system GKH, which is completely halogen-free, along with all of its fittings. OBO makes the three cable routing systems available in all the standard dimensions. They are easy to mount and are stable, are produced to a high level of quality and are dimensionally stable.

## GES R2 floor sockets

The GES R2 floor sockets from Ackermann made by OBO are ideal for areas that need

to be supplied inconspicuously with power and data – in private residences as well as public areas such as foyers and shopping centres. Their handling is simple. Pipelines are inserted in the compact installation space and that space is closed off with a lid.

<http://obo.de>



The safety aspects of Rapid 80 device installation system GKH

- Low smoke creation
- Low toxicity of the smoke gases
- Scarcely any release of corrosive gases
- Perfectly suited for public areas

Details of the GES R2 floor sockets

- Available with hinged cover, tube body or blanking lid
- With high-quality coating in copper, brass, chrome or nickel
- Hinged cover and blanking lid also available in plastic (IP40)
- Modular design for different application conditions
- Installation room for 2 sockets and 2 data modules
- Metal lids - IP66-certified when closed





Centre: Kevin Bell (left) and David Garratt sign the contract: Aurora is now a »European Preferred Supplier«. The other photos show the plant in Swindon, UK.

## Preferred Supplier

The Aurora Group is a new FEGIME European Preferred Supplier.

# A New Partner for Lighting

The lighting industry is currently experiencing a period of disruptive change that is causing some confusion and insecurity. At their General Assembly in Budapest FEGIME members were able to discuss these changes with representatives of the Aurora Group. It is clear that these upheavals are making it necessary to select suppliers and products even more carefully to keep wholesalers competitive.

In 2016 the Aurora Group became a European Preferred Supplier - a process that to a large extent was influenced by mutual successes with FEGIME United Kingdom and FEGIME Ireland (an annual growth of over 15 percent). "Currently the lighting business is in a state of constant flux. Consequently, it is important for FEGIME to have a wider range of partners to better exploit the opportunities arising. We regard Aurora as a highly innovative, motivated, flexible and distribution-oriented partner," said David Garratt, Managing Director of FEGIME.

Richard Sells, Managing Director of the Aurora Group, commented: "This partnership enables both parties to deliver smart, reliable, high

performing solutions to an ever-increasing number of contractors and end users. This can be summarised as Value Beyond Illumination."

## Partnering for the best solution

Aurora, an award winning manufacturer with UK and Asia based manufacturing facilities, specialises in the R&D, design, manufacturing and distribution of innovative, smart, energy-saving LED solutions for trade and projects through the Aurora and Enlite brands. Its global network spans more than 70 countries.

Through the partnership with Aurora, FEGIME members can access core product ranges under these two brands that are tailored to specific markets at competitive prices, enabling sustainable margins that support the trade channel. The two brands differ as follows:

Enlite is a range of low-cost, high-performance lighting products designed to ensure that both installation and maintenance are trouble-free – two key attributes important to wholesalers and contractors alike.

Products under the Aurora brand offer excellent quality and are tailored for a range of applications. Aurora provides a unique programme offering trade and project support, including sales management, lighting design, regionally based customer service and marketing tools, mobile showrooms and point of sale material.

The new partner also offers direct access to smart, connected lighting and the Internet of Things. Lighting is becoming the basis for the largest network of sensing, connected devices in the built environment and will be the basis for the development of future technology-based applications. Aurora was the first to sign an agreement with Gooee, the American IoT platform for LED lighting, in pursuit of the next generation of lighting and to fulfil the company's promise to deliver Value Beyond Illumination.

<http://auroralighting.com>

Through the combination of their own R&D and production with a global infrastructure the Aurora Group is a first class partner in the lighting industry.



## Technology & Marketing

In November Schneider Electric presented FEGIME members a whole range of mutual opportunities for the future in the industrial sector.



Schneider Electric in Nuremberg (left to right): Anne-Marie Pereira, Fabrice Jadot und Xavier Perrot.

# Opportunities for Future Growth

The final FEGIME Meeting of 2016 was held in Nuremberg to coincide with the SPS Fair. The theme of the meeting was Industry 4.0. FEGIME's European contact at Schneider Electric, Distribution Strategic Account Director, Xavier Perrot, brought along two colleagues to present different aspects of this sector and opportunities arising from them for FEGIME members.

First Fabrice Jadot, Innovation & Technology SVP – CTO Industry Business, presented his "Vision for the Industrial Internet of Things (IIoT)". He urged FEGIME to see the IIoT "as an evolution not a revolution". Schneider has already been active in its development for decades through connectivity. In Fabrice's eyes the major benefits available to industrial customers are unprecedented operational efficiency and huge savings through maintenance cost reduction, worker time saving and factory/process productivity improvement. Remote investigation of problems in running

systems and their timely avoidance can save industry millions.

On the impact of all this technology on the wholesaler's role in this business he was very optimistic: it will be more an opportunity than a threat. Products will offer more possibilities and require the appropriate training but this is normal. In addition, a whole range of new products and services will create new business models that we can only begin to imagine. The faster wholesalers get on board, the better!

Anne-Marie Pereira, Business Expert for Distribution & Cross-selling Programs, showed some interesting figures. Worldwide Schneider's Industry Business Unit generates €5.7bn, 22% of the company's total business. In 2015 they did €1.6bn sales with their preferred partner the wholesaler – and FEGIME expanded its share of this in 2016.

To ensure that this trend continues Anne-Marie presented her "Industry Business Opportunity". Schneider's distribution strategy is to differentiate between two groups: generalist and specialist. They see big potential for both and are running campaigns for each. Schneider's "Star Campaign" is intended to heighten demand for the generalist's products amongst customers. For Industrial Automation they are launching a programme based on levels of training and certification aimed at enabling specialist distributors to better serve customers.

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

## Products

New recessed, surface and suspended luminaires from Feilo Sylvania.

# To See and be Seen

Feilo Sylvania's new "Rana Linear LED" is a slim, sleek and unobtrusive range of LED luminaires designed to fulfil a wide range of applications including educational environments, medical buildings, storage facilities, offices and long corridors.

One of the major characteristics of the range is that all fixtures have a square profile of 87mm. The modules of length 1,150mm can be mounted individually or in continuous runs with seamless light effect. The range features 3 different light distributions with 3 different optics: Opal diffuser (UGR<23), Micro Prismatic optic (UGR<21), and Louvre + Prismatic optic (UGR<19), ideal for Display Screen Equipment (DSE) workstations.

The luminaires can be remotely controlled with 1-10V or DALI (Switch-Dim) systems and also promotes Organic Response stand alone functions. The Organic Response control system



is ideal to save installation costs and complex cabling schemes, or to add a smart dimming solution to non-dimmable installations to be refurbished.

The Rana Linear range – thanks to its LED technology – offers an energy efficient solution and reduced maintenance costs. The evidence

is provided by these specs: Energy Classes A++, A+, A; lifetime: L90B10 @ 50,000 hours; long service life with luminous flux maintenance: 90% of its initial value at 50,000 hours; luminaire efficiency: up to 127 lm/W and luminous flux: up to 3,186 lm.

The new product family is available in warm white (3,000K) or neutral white (4,000K).

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

## Products

Ledvance are pushing up the pressure with new products and a sales campaign.



## New Products for Professionals

Ledvance unites professional luminaires with pioneering LED technology. Under the brand name Ledvance a selection of LED luminaires for all common applications is now available – with luminous efficacy of up to 120 lumens/watt, a rated service life to 50,000 hours and top prices. The spectrum of LED luminaires covers eight product families: Downlight, Spot, Damp Proof, Linear, High Bay, Panel, Surface Circular and Floodlight. With an installation-ready LED downlight and equivalent LED spot for example, Ledvance is offering two energy-efficient replacement products for luminaires with compact fluorescent lamps or for halogen spots that significantly cut electricity overheads.

The flexible-use panel luminaires also feature greater efficiency, replacing conventional 4 x 18 W and 4 x 14 W fluorescent lamps and saving

up to 50 percent in energy. And as if that were not enough encouragement to change, thanks to reliable quality Ledvance provides a guarantee of up to five years on products in these families.

In a first step the current product ranges in the LED luminaires segment will be expanded from January 2017. One example: the spot family will soon be featuring versions in white and silver with trailing-edge phase dimming.

In a second step, Ledvance will be launching additional product families from the beginning of April. This applies for example to the Downlight Slim models – compared to luminaires with compact fluorescent lamps these LED luminaires save up to 60 percent in energy, and with their ultra-flat design (height of 30 mm) they also have a very low recessed depth. The new Damp Proof

Compact range features even simpler installation, the advantage with these models being that the connection terminal is externally accessible, meaning that the luminaires no longer need to be unscrewed during installation.

A first international sales campaign with FEGIME was already launched in March 2016. This cooperation is now being continued and a central element will be an innovative online presence. The website will provide electrical professionals with up-to-date content and practical tools such as calculators. The campaign has precise aims – informing customers, arousing their enthusiasm and stimulating sales!

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

## Products

The CoreLine range was specially developed by Philips for installers to make their job as easy as possible.



CoreLine is a range of high-quality and affordable luminaires especially designed to make the switch to LED simple and to help get the installation "right first time".

## Right First Time

CoreLine is the first range of luminaires to be really developed by Philips with installers in mind. Consultations took place at each design step. This gave important insights into design trade-offs and installation details. As a result, key features now include two-handed installation, light weight for working overhead comfortably, and clear, consistent installation instructions across the range. Everything has been done to help get the installation "right first time".

And that is not all: CoreLine enables installers to replace conventional luminaires with LED without

having to re-calculate the light spread – it will be the same as the light it is replacing. It will look the same and meet the same lighting norms as the original system. This makes it a true one-to-one replacement for conventional lighting. With the difference that big savings can also be made: energy bills are as much as 80% lower than traditional lighting fixtures, and the lights are maintenance free for at least 50,000 hours.

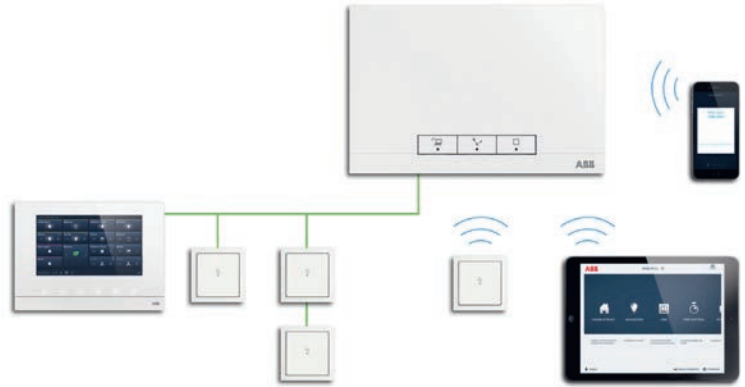
The range offers high-quality and affordable indoor LED lights. These are available in 13 styles from downlights to high-bay, thus providing a

solution for every installation. And just to make sure that things are right first time Philips also provides a comprehensive range of installation videos and online tools.

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

Products

free@home by ABB is now even more attractive as it is also available in a wireless version.



## Look – no Wires!

ABB has unveiled its wireless home automation solution free@home wireless. Further developing its successful free@home system, the wireless solution provides easy access to the latest smart home functionality without the need to re-wire the house. The system is based on a 2.4 GHz frequency communications protocol, adapted in a mesh network – which links the devices together to amplify the network. Offering the AES 128 encryption standard, free@home wireless can be used as a stand-alone solution or as an extension to the wired version.

The very intuitive solution offers the capability to control the full range of applications in a typical residential smart home environment including lighting, heating, blind control and door communication. ABB launched free@home to make it easier for installers to offer home automation, bringing the advantages enabled by the Internet of Things, Services and People

into people's homes. The system makes it simple – via smart device or a personal computer – to manage multiple functions to create the home environment of the consumer's choice. Last year with the addition of voice control the system became even more user-friendly. Now with the app it is enough just to give commands like "Switch off the light!" for this to be carried out automatically.

The latest development of the wireless version makes the system even more attractive by cutting the costs. Now its price is only a little above conventional electrical installations and so provides access to smart home technology to many more consumers – including those with a smaller budget as well as those renting.

Tarak Mehta, President of ABB's Electrification Products Division, commented: "Our team of research and development engineers continues

to push boundaries to enhance our smart home solution. Demand has exceeded our expectations."

According to research, the worldwide market for smart homes devices was worth more than \$61 billion in 2014 and is expected to grow to \$490 billion by 2019, an annual growth rate of around 50%.

The home automation solution is sold under the Busch-Jaeger brand in Germany, the Netherlands and Austria and under the ABB brand in all other markets around the world.

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

Products

## Easy Marking Everywhere

The thermal transfer printer for Thermofox continuous material from Phoenix Contact is an easy-to-operate, portable marking device for short-term use on site. Labels, signs, and shrink sleeves in continuous format can be marked for all areas of cable, conductor, device, terminal, and system marking.

Alongside manual input, prepared printing data from other devices can be transmitted via an interface and also printed. This means that even larger data quantities can be easily processed. The materials are supplied in conjunction with the matching ink ribbon in practical material cassettes. The material length per cassette is 8 meters; in the case of shrink sleeves, 1.8 meters. Automatic material detection prevents printing errors. A variety of labelling materials with a width of up to 24 mm can be processed using the handheld printer. In addition, the handheld printer prints shrink sleeves for conductor diameters up

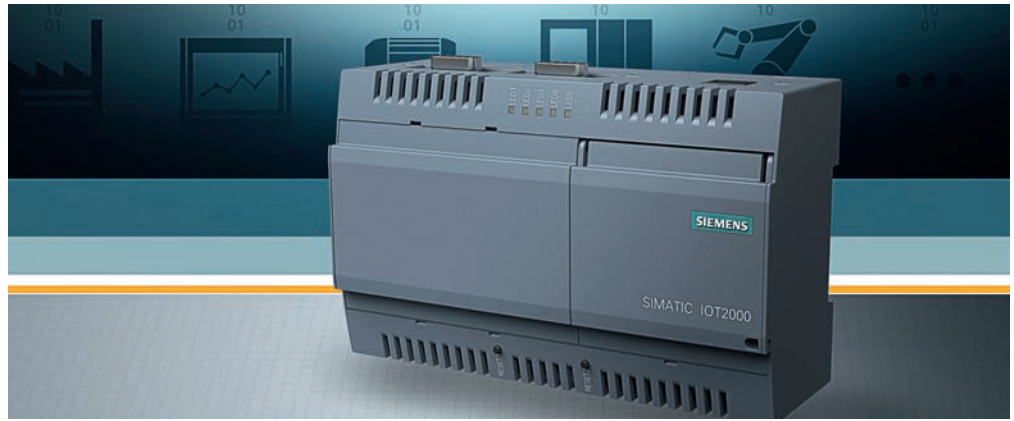


to 9.5 mm. They are available in the 3:1 and 2:1 shrink rates.

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

## Products

Simatic IOT2000 is the name of the new Gateway from Siemens. It connects the Cloud, existing IT and manufacturing processes.



# The Communicator

The catchphrases Industry 4.0 and the Internet of Things (IoT) inevitably pop up in every discussion about what our industrial landscape will look like in the future. These discussions always revolve around the wish for increased networking of all relevant components, resulting in the greater transparency required in the manufacturing process.

The gap between production technology and IT is getting smaller and smaller. However, the networking of existing plant components presents quite a challenge, because machinery from different manufacturers is almost always on a different technological level and often doesn't speak the same data language. This often then requires complex and elaborate retrofitting.

An intelligent gateway harmonizes communication between the various sources of data, and analyses it before forwarding it to the corresponding recipients. This easy-to-implement solution facilitates the realization of future-oriented

production concepts on already existing systems. The SIMATIC IOT2000 is eminently suitable for this purpose. This reliable, open platform is able to collect, process and transfer data directly in the production environment, thus allowing it to function as an interface between the company IT level and production. Since this works in both directions, a continuous exchange of data is ensured. The openness of the system in supporting numerous communication protocols and programming in high-level languages enables tailored solutions.

Integration of SIMATIC IOT2000 is simple and can also be carried out by degrees in an already-existing system. This makes it a cost-effective and reliable alternative to the complete retrofitting of older machinery. The field-proven SIMATIC quality ensures reliable, long-term deployment, even in harsh industrial environments.

The combined utilization of machine and production data opens up a wide range of

possible applications. One specific example is the preventive maintenance of machines, which is based on early detection of imminent signs of wear gained from evaluating the relevant indicators. This effectively minimizes costly downtimes in the production facilities. The interface role of the SIMATIC IOT2000 is to capture, save and communicate the relevant data to cloud-based analysis tools, thus supporting preventive maintenance concepts – a particularly useful feature for already existing plants and systems.

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

## Products

# Fast, Simple and Safe

CIMCO's new cable stripping knife makes short work of stripping 4 – 70 mm Ø cables using an exchangeable hook blade system. Changing the various blades is easy using the "push" function.

To slit cable sheathing, the cable stripping knife features an extra-safe, TiN-coated hook blade at the bottom end. It is only activated when the safety mechanism is pushed back. You can adjust the blade depth over four settings using an adjusting wheel. The comfortable haptics of the grip with soft gripping zones ensures ideal force transfer during cutting with the hook blade. There is a small viewing gap on the metal hook blade so you can keep your eye on the cutting process. An adjusting screw enables you to adjust the cutting depth of the blade according to the sheathing thickness. It's an extra advantage for you that markings on the screw help you quickly set the



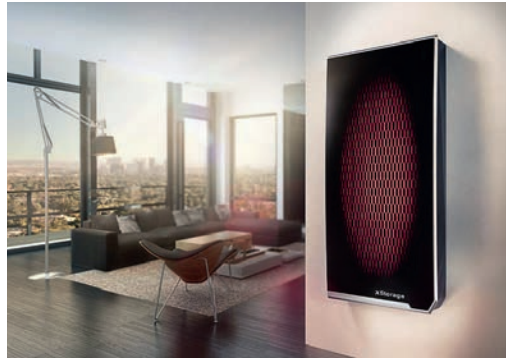
blade to already-used thicknesses. Replacing the inner blade is easy, and a replacement blade is already provided inside.

Besides the standard hook blade for 8 – 28 mm Ø already included, four additional sizes are also available and can be purchased separately.

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

## Products

Nissan and Eaton make home energy storage reliable and affordable to everyone with xStorage Home.



## Concept, Design and Technology

Providing a sustainable 'second life' for Nissan's electric vehicle (EV) batteries after their first life in cars is over, the new unit is powered by twelve Nissan EV battery modules and has the potential to revolutionise the way people manage energy usage in their own home, providing added flexibility and multiple cost savings. The xStorage Home system has also been designed with aesthetics and usability in mind to ensure it fits seamlessly into the home environment. This design expertise comes directly from the brains at Nissan Design Europe, UK.

Cyrille Brisson, Vice President Marketing, Eaton Electrical EMEA said: "Our collaboration enabled us to optimize development and production costs and deliver a well-integrated offer to consumers. Our system will be provided to end-users completely ready to use, with all required elements including cabling and installation by a certified professional, at a starting price of 4,000 Euro for 4.2 kWh nominal. Our policy is to avoid hidden extra costs and achieve a lower total cost of ownership."

Eaton intends to market the system through its network of over 1,000 Channel Partners working with qualified installers in 77 countries. In some countries the system is already available to pre-order for single phase power supply configuration. This will then also be the case for three phase power supply configuration in the second half of 2017.

# Simple Energy Storage

Eaton and the automotive company Nissan have joined forces to unveil a new residential energy storage unit – designed to be the most reliable and affordable in the market. xStorage Home is a fully integrated energy storage system that is easy to install and enables consumers to control how and when they use energy in their own homes.

Connected to renewable energy sources such as solar panels or residential power supplies, the unit can save customers money on their utility bills by charging up when renewable energy is available or energy is cheaper (e.g. during the night) and releasing that stored energy when demand and costs are high. If a home is equipped with solar technology, this means that consumers can power their homes using clean energy stored in their xStorage Home system, and be rewarded financially for doing so by avoiding expensive daytime energy tariffs.

The home energy storage system also provides a back-up solution to consumers, ensuring that the lights never go out – ideal at a time when energy grids are coming under enormous strain. Moreover, customers can also generate additional revenues by selling stored energy back to the grid when demand and costs are high.

The xStorage Home unit is a factory-made integrated unit that ensures safety and performance when storing and distributing clean

power to consumers. Once set-up by a certified installer, it is ready to go, giving consumers the ability to plug in and power up easily. It will also have smartphone connectivity to allow consumers to flick between energy sources at the touch of a button.

The new xStorage Home system marks the start of a longer-term commitment by Nissan and Eaton to widen the portfolio of energy storage solutions available to both private and commercial customers. Nissan and Eaton expect to sell more than 100,000 xStorage Home units within the next five years as consumer appetite for this type of technology continues to grow.

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



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## MEETINGS

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|-------------------|---|
| 08.02. – 10.02.17 | FEGIME Future, Budapest (with OBO)            |
| 23.02 – 24.02.17  | BOD Meeting, Athens                           |
| 08.03. – 10.03.17 | Shareholder Meeting, Bucharest                |
| 04.04. – 06.04.17 | BOD Meeting, Hamburg                          |
| 05.04. – 07.04.17 | FEGIME Future, Hamburg (with HellermannTyton) |
| 18.05. – 20.05.17 | Shareholder Meeting & Congress, Warsaw        |