

# voice

NEWSLETTER  
01.2019



## Editorial

I warmly welcome you in my new position as President of FEGIME. What can a President of FEGIME do? The answer is: make suggestions for a year, work with his/her colleagues on the Board of Directors and - very importantly - thank people on behalf of the FEGIME group.

I want to thank Head Office and our friends from France for the organisation of the Congress in Nice! It was an exceptionally inspiring meeting in a beautiful city. And I thank Willem Schuurman for his work as the last President. With his experience and suggestions, he supported our community very effectively. I find one of his thoughts particularly valuable: you cannot copy people!

This is exactly what our Congress demonstrated so impressively: everything we do originates from people, from their individual abilities and from their work. This applies in particular to the development of our digital services. No machine, no artificial intelligence and no algorithm helps here - only natural intelligence, a lot of work and a constant eye on what our customers want and need.

With our strong community - as the Congress proved - we have reached a level in the field of digitalisation that does not need to shy away from comparison amongst SMEs and beyond. Together with FEGIME's 2020+ Strategy, we have created a solid foundation to bring innovation into the entire sector. As President I look forward to having the opportunity to support this powerful development. So, let's get to work!

Ricardo Gomez

## FEGIME Congress

At their Congress in France, FEGIME presented both the means and the strategy that will ensure growth for their member companies in the short and mid-term.



# Strong and Digital

FEGIME is a French acronym: we are the "Fédération Européenne des Grossistes Indépendants en Matériel Electrique". But we have had to wait many years for a Congress to be held in France. The first one was certainly worth waiting for: a huge "Merci" to FEGIME France!

Nice and the Côte d'Azur are fabulous. Enjoying the beach, the sun and the sea. For sure that is all very pleasant - but as usual every second year there was a contrasting programme, a meeting in a darkened auditorium. The reward is clear: outside the sun provides the illumination but the dark Congress Room was lit up by bright ideas. Participants were presented ... >>

## Contents

<b>Strong and Digital</b> – a report on the 2019 Congress in Nice	1
<b>FEGIME Future is Operative</b> – FEGIME Polska has developed a programme to integrate FEGIME Future into the work of the National Organisation.	4
<b>Continued Expansion</b> – FEGIME Hellas & Cyprus now provides excellent service at a total of 65 branches	5
<b>Setting a Good Example</b> – awards for FEGIME UK for successful training.	5
<b>Keeping Ahead</b> – promising projects from FEGIME España: a new app and a boost to marketing in the photovoltaic sector	6
<b>The Sun Rises in the East</b> – impressive growth this year at FEGIME Finland & Baltics	6
<b>The Technology of Tomorrow</b> – hosted by Phoenix Contact and Weidmüller, FEGIME Future took a close look at business and technological trends.	7
<b>Reports from Cimco, Eaton, Haupa, HellermannTyton, Ledvance, Mennekes, OBO, PROTIQ, Schneider Electric, Signify, Theben and Weidmüller</b>	8 – 13
<b>Electroglobal becomes a member of FEGIME Romania</b> – FEGIME Romania is also happy to grow substantially this year	14
<b>Meetings</b>	14



The hosts: Dimitri Both and Corinne Gimenez present a growing FEGIME France. The situation is the same in the other FEGIME countries.

FEGIME is now global: Santiago Rial and Fernando Gonzalez from Argentina present new member FEGIME Latam.

David Garratt, Managing Director of FEGIME, welcomes the 350 guests from 27 countries who are attending the 16th FEGIME Congress.

>> ... an exceptional programme. It was all about the digitalisation of the electrical sector and FEGIME's strategy. It has never been easier – technically - to connect with the digital future. And FEGIME's family businesses are offering a well-equipped toolbox to do so. At the Congress it was given a name. FEGIME Connect is the group's digital programme that aims to guarantee its wholesalers a sustainable future by taking advantage of all the opportunities offered by digitalisation.

ELECTROtools is a good example: the app calculates formulae and provides technical information. It enables you to visit the online shop of your FEGIME wholesaler. Simultaneously you are using Europe's biggest database for electrical products. And so it continues. Every type of digital procurement is supported. And if you want a paperless exchange of business documents, EDI is the way. Everything is connected. And as majority shareholder in the software provider Geneon, FEGIME keeps the innovations coming. The many opportunities are being taken – that is the central message of "Strategy 2020+" as presented by the Board of Directors.

**"Stop selling things!"**

Will everything go digital? No – and the Congress was the best example of why not. Nothing is as stimulating as personal exchange, so exciting and so educational. Let's take for example the sentence "Stop selling things!". If you read this command on the screen, it seems very insipid. But when Professor Carlo Alberto Carnevale Maffè declaims it from the stage with exuberant vitality, then you start thinking.

The Professor from Milan described the changes that come in the wake of digitalisation. Physical products become increasingly unimportant, whereas both the importance of software and services and the connectivity of products and services grow and grow. This development towards new business models is called "servitization". An example: the customer no longer buys a compressor but instead the provision of compressed air. A new way of thinking.

Of course, in the future things will still be sold – just differently. What will that mean for electrical wholesaling? One answer could be: the transition from the storage of goods to a storage medium for and a provider of ideas.

**Strong global growth**

The FEGIME database is just one example of how all FEGIME electrical wholesalers can work together. This is unique among SMEs: "We are much more than a buying group," said David Garratt, Managing Director of FEGIME. "We're developing the best digital tools for our family businesses so they can continue to be pioneers in digital transformation."



The extensive cooperation between the members of FEGIME is gaining international recognition. This stimulates growth: our new colleagues from Argentina took to the stage for the first time. Santiago Rial and Fernando Gonzalez presented FEGIME Latam, which was launched on 1st January. This growth was supplemented by several new member companies in Eastern Europe.

External growth brings strong internal growth in its wake, which was also demonstrated by

FEGIME France. The French market is dominated by multinational corporations and, in this environment, our French colleagues achieved growth of 7.8% last year and were thus 6% above the market average. Long may this trend continue!

**Towards a dynamic future**

Over 500,000 small and medium-sized business owners in Germany will be looking for a successor by 2022, and the situation is similar in other countries. So, the question here is: how do you secure your future if you want to remain an independent family business? FEGIME has developed FEGIME Future to tackle this issue, and the international working group at the congress in Nice discussed how our family businesses should grow in future. Unbeknown to them, everybody at the Congress was already benefiting from the fruits of the FEGIME Future training course. Last year at Bocconi University the group met Professor Carnevale Maffè and invited him to be a Congress speaker.

Another valued acquaintance is Professor Jean Vanhoegaerden from Ashridge Business School in England. He is a psychologist and spoke with humour and clarity about how to prepare people for the digital transformation. The problem is that technological progress is increasing exponentially, but people simply can't. This requires some patience. Jean Vanhoegaerden: "It takes nine months to have a baby, no matter how many people you put on the job."

The journey into the digital future continues. David Garratt announced: "The 2021 Congress will be held in Riga". This will be interesting - Latvia is already in the Champions League in terms of digitalisation.



As at previous congresses, I was once again impressed by FEGIME with its forward-looking mindset. The current challenges of digitalisation in particular require our joint action. This will be my last congress, because I'm due to retire on 1st October. I'd like to take this opportunity to thank you very much for our excellent working relationship and wish FEGIME and my successor, Mr. Alexander Frisch, every success and all the best.

Jörn F. Sens, Senior VP  
Siemens Distributors Account Managements

Congratulations FEGIME, you did it again! The atmosphere of entrepreneurship, family business, accountability, pleasure and collaboration was very tangible. Trust, sharing best practices and digitization are key in putting together our strengths in steps to take our partnership to the next level!

Rob van Veen, Vice President  
E&I, Prysmian

It was a successful event in Nice with exciting contributions to FEGIME's Strategy 2020+. The feedback from many FEGIME members was very positive regarding the incredible tools we can use to inspire our customers over the long term. The Congress once again emphasised that we promote global connectivity through shared exchanges.

Adalbert M. Neumann, CEO,  
Busch-Jaeger Elektro GmbH

## Congress Impressions



Like Grace Kelly and Gary Grant in "To Catch a Thief", we were given the marvellous opportunity to meet and make contact with all the FEGIME partners around the world in a wonderful setting and extremely pleasant atmosphere at the legendary Hotel Negresco in Nice. The Congress programme and events had previously demonstrated the extent to which FEGIME has consistently adopted a professional and global approach to prepare for the future in all aspects of the sector. Whether now digitally or simply between people: FEGIME is family!

Frank Dahl, Head of International Key Account,  
OBO Bettermann

It was a great event to appreciate this type of family-based commercial organization addressing the right EWS challenges, building a solid basis and overall securing the future with their young generation. A very refreshing event.

Philippe Bertrand, VP EMEA Commercial Policies,  
Channels & Pricing, Eaton

The organizers of the FEGIME Congress once again struck a great balance between informative sessions providing insights into their future business strategies and plenty of networking opportunities. This mix made for a magnificent, worthwhile event with the great scenery of the Cote D'Azur being the icing on the cake.

Erol Kirilmaz, Vertriebs- und Marketingleiter, LEDVANCE

It was a great pleasure being part of the amazing FEGIME Congress in Nice. With the focus on "Digitalisation" we exchanged trends, market needs, experience and ideas on how to lead our businesses and partnerships into a bright and digital future. You've done a great job, dear FEGIME friends, as I've been FEGIMIZED!

Frank Suntinger, Senior Global Key Account Manager,  
Signify

A definitely rich sharing of experience and vision with the connected and committed FEGIME family. Let's gather our strengths to build up and leverage the digital transformation of our industry!

Jean-François Fredon, Legrand Business Support



**FEGIME Polska**

FEGIME Polska has developed a programme to integrate FEGIME Future into the work of the National Organisation.



At the FAMP in Milan: members of the Polish group of FEGIME Future.

# FEGIME Future is Operative

The number of young Polish wholesalers involved in FEGIME Future has grown significantly in recent years. Almost all the wholesalers of FEGIME Polska are currently represented in this group, which is the result of a strategy that has been implemented by our Polish colleagues for several years. The starting point was how FEGIME Future could be supported at a national level to enable its members to more effectively engage in cooperative ventures and day-to-day business. FEGIME Polska has developed a training programme covering various areas, including strategic and operational work as well as training and networking.

## Strategic level

Members of FEGIME Future are also invited to shareholder meetings to participate in the FEGIME Polska strategy. "This is how our next generation of managers can support this work and better understand our development and positioning in the market," says Marta Kulza, Managing Director of FEGIME Polska. "FEGIME Future is also very helpful if we want to change our structure or pursue further projects, because the younger

generation is very open to new technologies and is not yet stuck in the same routines. This makes the members of FEGIME Future perfect ambassadors for our new projects."

## Becoming Operative

Members of FEGIME Future work together, for example in working groups, at national quarterly meetings of purchasing managers and at meetings with suppliers. "This is a very valuable experience, as we can actively participate in the work of the group and get more involved in current projects," explains Piotr Skoczylas, a member of FEGIME Future and purchasing manager of member company Libra. "We are also involved in the development of new tools for the group, which are useful for our daily work and communication within the team."

## Networking with manufacturers

The last section of the programme focused on training sessions for FEGIME Future which involves the purchasing managers of FEGIME Polska and their preferred suppliers. This year's host of the

training was Signify. The market and technology were discussed and analysed over two days: the global trends in the lighting industry, the current collaboration with Signify, the portfolio of new solutions and their potential applications and technological changes taking into account the Polish market, including the macroeconomic environment.

"The most valuable thing is to provide our new generation with the opportunity to network with experts from our companies and suppliers and to learn from their experience," says Marta Kulza. These meetings also enable FEGIME Future to learn about the local characteristics that influence the work in their family businesses. One result of this exchange programme is the integration of the younger generation into the group of specialists in the companies of FEGIME Polska.

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



Part of the strategy: the members of FEGIME Future are integrated and supported by the older generation.



Practical work (from left): Michał Ciskowski (Acel), Piotr Skoczylas (Libra), head of purchasing Marcin Pogoński (Asaj) and Roman Trawicki (Acel).



Well connected: the group photo after the meeting hosted by Signify.

FEGIME Hellas & Cyprus

News from our Greek colleagues about continued expansion, a commitment to solar power and a lot of awards.



Nikos Kafkas (2nd from left) receiving the "Growth Award". The branches on Mykonos and Tinos are also modern and in the FEGIME Hellas & Cyprus Corporate Design.



# Continued Expansion

In Greece you can see how a modern electrical wholesaler works practically everywhere, including on the islands of Mykonos and Tinos, where FEGIME Hellas & Cyprus has recently opened new branches. There are now 65 branches in total, and this number is set to increase. Each branch offers a wide range of products for electrical installation, lighting, energy management, energy efficiency and more. Highly qualified specialists ensure that electricians, companies and end customers receive specific solutions.

Our Greek friends are also active in new technologies and are currently investing in

photovoltaics. In April, a joint venture with Huawei was announced to sell inverters which also involves the distributor SKE Austria. Medium-sized and larger photovoltaic systems are the focus here and, besides supply, customers will also benefit from certified technical support.

This growth was rewarded at the "Growth Awards" event which was organised for the third year by Eurobank and the Grant Thornton network. Seven companies out of the 8,000 entrants received awards, including FEGIME Hellas & Cyprus. Our Greek colleagues also remain one of the best employers and received an accolade for the fifth time as one of the best places to work in Greece

(see FEGIME Voice 1/2018). The award was presented by the "Great Place to Work Institute Hellas".

Prizes were also handed out at the Sales Excellence Awards 2019. The excellent sales and service for major customers received "gold", and the design of the expanding network of branches won a "silver" award.

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

FEGIME United Kingdom

Awards for FEGIME UK for successful training.

# Setting a Good Example

Alan Reynolds has been involved in training since becoming the Managing Director of FEGIME in the United Kingdom in 2014. He is also committed to the training programme developed by the English association of electrical wholesalers (EDA) together with manufacturers. The programme was launched in 2018 and comprises 12 modules that

cover all the areas of the electrical sector. Alan Reynolds not only chaired two of the modules, but completed the whole programme with flying colours, stating: "You have to set a good example". He received two awards at the EDA meeting in March for his achievements and dedication. "Alan was the only ambassador in our programme to

chair two of the modules and to complete all 12, with ten distinctions", said Margaret Fitzsimons, CEO of the EDA.

The young generation of FEGIME UK can also celebrate a success. Jack Marriott of KEW Electrical received an award as "Outstanding Apprentice". "Jack has become one of the most important members of the team; he is enthusiastic and willing to learn," says his company. "The training was easy to go along with, although there was much more to it than I'd realised," says Marriott. "I'm sure my career prospects have been enhanced."



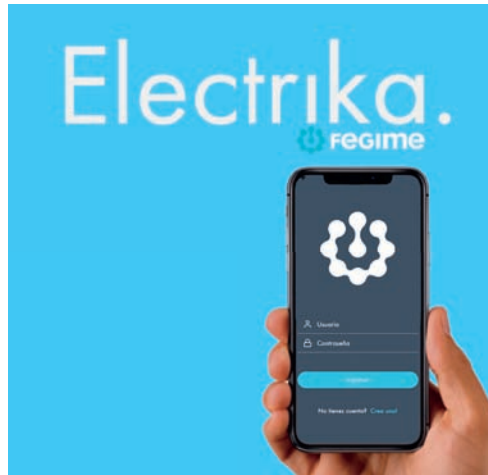
Alan Reynolds (left) receiving his award from EDA President Chris Gibson.

Jack Marriott (centre) from KEW Electrical, receives an award as Outstanding Apprentice.

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

FEGIME España

Promising projects from FEGIME España: a new app and a boost to marketing in the photovoltaic sector.



# Keeping Ahead

The app has been designed to be the best and most complete on the Spanish market. FEGIME España developed the Electrika app which enables users to connect to our database and the software of the shareholders via an API. In real time, and at great speed, the user will be able to search for products, scan bar codes with the mobile camera, view the technical data of the product and check the price and stock.

Electrical installers can also use the app to offer their customers personalised deals, connect to the loyalty programme and participate in promotions. The product data sheets are linked to the existing "ELECTROtools" app.

The innovative functions go hand-in-hand with a practical design that adapts to the needs of the customer and facilitates operation, regardless of the device or operating system. The app will be available for iOS and Android.

## Photovoltaic energy for self-consumption

In March FEGIME España organised an information event on photovoltaics with the shareholder "ELECTROFIL OESTE", which proved very popular: 55 people from ten shareholders attended the event. The reason for the high level

of interest is the change in legislation in Spain. A "sun tax" had previously been imposed on the self-consumption of electricity from PV systems. This has now been abolished, thus paving the way for this eco-friendly process of generating electricity.

Jesús Dueñas, head of the energy efficiency department at "ELECTROFIL SUMA" and two of his colleagues demonstrated the technology and the many opportunities it offers, as well as providing a comprehensive overview of a complete photovoltaic system - from the module via inverters to power storage. Details regarding the new legal framework and how to increase self-consumption were particularly interesting.

Our Spanish colleagues have produced a catalogue to support the marketing effort, which provides extensive information on the technology and its use in residential buildings as well as service, industrial and rural environments.

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



Left: the catalogue cover.  
Right: participants at the photovoltaic event.



Growth

## The Sun Rises in the East

FEGIME had a great start this year around the globe. FEGIME Latam launched its operations in Argentina in January. But other countries are also developing rapidly, particularly in Eastern Europe. FEGIME Ukraine was delighted to gain new members early this year: with four additional wholesalers, the number of companies rose to ten - thus increasing turnover by an impressive 40%.

In Belarus, Ukraine's neighbour, FEGIME Finland & Baltics landed another success: the "Overdrive Electro" group of 3 companies became a shareholder.

But Dennis Belajevs, Managing Director, didn't have the time to be happy - because the group is constantly growing. Recently he also welcomed 3 more companies from Latvia and Lithuania: Energokomplekss, EK Sistemas and Elektros Iranga as members retrospectively to 1st January. The companies have their headquarters in Riga and Panevezys, are the market leaders in their field and offer a comprehensive portfolio in the sectors of low, medium and high voltage, utility solutions and industrial automation.

FEGIME has also strengthened its position in Estonia. The Estonian company "Virus Elektrikaubandus" also became a member retrospectively to 1st January. Virus Elektrikaubandus AS is a family business with sales offices in Tallinn, Rakvere, Tartu and Narva. The customers are mainly from industry and switch cabinet construction.

Dennis Belajevs was particularly pleased with this growth: "Estonia has always been important to FEGIME since our foundation in 2008. Virus Elektrikaubandus is our first local member in Estonia. With 13 wholesalers and €175M turnover in 2018 we are now becoming the leading group in our region."

**FEGIME Future**

FEGIME Future were hosted by Phoenix Contact and Weidmüller in the spring. The discussions centred on technological trends and new business models.



FEGIME Future at Phoenix Contact.

# The Technology of Tomorrow

FEGIME Future are particularly interested in the latest technical and economic developments. This spring our young electrical wholesalers visited FEGIME partner suppliers Weidmüller and Phoenix Contact for the second time. The focus was on digital technologies developed by the hosts and how new business models can be derived from their application.

## Building automation and 3D printing

The first meeting took place at Phoenix Contact. This partner wants to become "the Digital Industrial Company". It is already clear from the Bad Pyrmont site what this means: the building is controlled by a state-of-the-art building automation system (Building IoT). This is similar to a smart home but goes far beyond the usual possibilities. Some examples: users can control the room environment (heating, light, blinds, etc.) with the MYEMALYTICS app via WLAN. Sofas in seating areas are equipped with sensors that switch the lights on when a person sits on them. Elevators "learn" at what times of the day they must be up or down to ensure optimal use and a balanced workload. The use of the main doors is monitored for predictive maintenance.

The system is more expensive than conventional technology, but the cost is offset by a 50% reduction in maintenance costs. From a commercial perspective, the full cost of operation is the focus here. Predictive maintenance is also interesting from a technological point of view: the continuous monitoring of the installation enables users to detect components that are malfunctioning, or which risk developing a defect. This avoids expensive halts in production. Predictive maintenance has long been important in mechanical engineering and has now also entered the building automation sector.

But the best may still be to come. Blomberg is not only home to Phoenix Contact but also to PROTIQ – a Phoenix Contact company which specialises in additive manufacturing (3D printing). You can read more on the next page of this newsletter.

## Automation in switch cabinet construction

This time, the visit to Weidmüller was not held at the head office, but in Budapest. The meeting seven years ago had focused on production, but a great deal has changed since then. This time, the focus was not on the products, but on digital concepts, workshops on the role of consulting and digital services.

"What immediately comes to mind when you hear the name Weidmüller?" This is how Sebastian Durst, Executive Vice President Division Cabinet Products, opened his presentation. The anticipated answer came like a shot: terminal blocks. Weidmüller is indeed known for its terminal blocks, which have been best-sellers for the company for decades and which have recently received a design award. However, at the end of the meeting, it became clear that our partner had more to offer... roll the film...

A robot moves up and down between cabinets and magazines, places the correct components on the DIN rails, takes them on a further journey for laser printing and finally installs them in

accordance with the programmed design in the cabinet... and there is not a human being in sight.

The video featured a Weidmüller customer from southern Germany who manufactures cabinets for major retail chains. All Weidmüller products are manufactured "ready-to-robot" and support this development.

The Weidmüller Configurator (WMC) - presented by Weidmüller's expert Peter Giesbrecht - was tested in one of the workshops. The configurator enables customers to order pre-assembled products, including terminal strips or complete housings.

## New business models

Whether predictive maintenance, automation or 3D printing: this rapid development raises the question of which tasks should be assigned to the electrical wholesaler, and this was the subject of intense discussions with Phoenix Contact and Weidmüller.

In workshops FEGIME Future worked to develop business models for implementation in the daily business of an electrical wholesaler. There will be some exciting exchanges among the FEGIME members. As shown at the Congress in Nice, now that FEGIME Germany is a majority shareholder in the IT company Geneon many new possibilities have opened up for members. And the research carried out by FEGIME Future will play an important role here. Put simply, customers in future will still be able to buy single terminal blocks from electrical wholesalers, but customer support and digital solutions will become more and more important.



FEGIME Future take a good look at the Weidmüller Configurator (WMC).

**Production**

Intriguing possibilities: the German company PROTIQ GmbH is a specialist in additive manufacturing, also called 3D printing.



Visiting PROTIQ, FEGIME Future get to see what fabulous shapes are possible with 3D printing.

# Just Print Your Products

Blomberg-based PROTIQ GmbH was founded in 2010 as a competence team of the Phoenix Contact Group and specialises in additive manufacturing processes. The experts advise and support their customers from 3D data generation to the finished prototype, model or serial component.

Users can upload, configure and order 3D models directly from PROTIQ or another marketplace vendor on the [www.protiq.com](http://www.protiq.com) digital marketplace. The platform uses an extensive range of materials and manufacturing techniques to provide every customer with the right solution for their needs.

Additive manufacturing, also known as 3D printing, includes all the processes that produce three-dimensional components layer by layer from a formless starting material. The major advantage here is that the technology enables the production of complex geometries, cavities and moving parts in a single construction process. 3D printing ensures considerable savings in terms of time, material and cost compared to methods that involve the elimination or reshaping of materials. Initially, mainly prototypes were produced using this technique, but the advantages of additive manufacturing are now recognised and established in the industry to produce master

models, tool inserts and serial products made of various materials.

In addition to individual consultancy and the services provided by the marketplace, PROTIQ offers additional services related to additive manufacturing, including training, finishing of pre-assembled products based on the customer's wishes (finishing) and an online topology optimisation, which reduces the weight of a component within a few minutes.

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

**Training**

Training courses at the new OBO Academy.

# Training to Keep Ahead

Customers who buy a product from OBO Bettermann know that the service is just beginning, because the OBO service also provides an extensive training programme. Seminars, planner days and other events are held throughout the year under the umbrella of the OBO Academy.

Many events take place outside the head office, and not only in Germany. However, if you would like to get to know OBO better, you can combine this with training at the new OBO Campus, which opened in April at the Menden head office.

Over almost 300 square metres, groups can experience all the OBO products "live" and can work with them. "Nothing is more effective than practical work. In this way, the customer is quickly convinced of the functionality and quality of our products. Users will quickly realise that OBO is an attractive option," says Matthias Gerstberger, Head of Marketing. Divided into different areas

in which the product groups are presented, the new campus is well structured and provides ample space for users to work on their own.

In addition to the theory, experts explain the crucial factors when installing the products.



A view of the brand-new OBO Campus in Menden; the same equipment is available at the Bugyi campus in Hungary.

"We provide products that require explanation, particularly in the areas of fire and lightning protection. Our aim is to show our customers how to use our products simply and easily. We have everything the heart of a "DIY" fanatic could desire here in the campus, and we spend a lot of time with our training groups," explains Andreas König, Head of the Technical Office International, who is available during the training courses with his team.

A second campus has been established in Bugyi, near to Budapest, which also holds training courses and workshops.

If you have any questions or if you're interested in a course in Menden or Bugyi, please send an email to:

✉ [academy@obo.de](mailto:academy@obo.de)



Products

Schneider Electric is expanding its partner programme and is offering the electrical wholesale sector a certification as an "Industrial Automation Distributor" (IAD).



In late June FEGIME "Industrial Automation Distributors" (IAD) attended at the annual Schneider Electric Industry Partner Event.

# Better Solutions Together

Schneider Electric is building a network of certified industrial automation distributors to provide industrial customers with the ideal combination of global expertise and local support. The initiative is based on the "Schneider Electric Industrial Automation Distributor" partner programme. The programme was developed to enable distributors from the electrical wholesaler sector to manage advanced, complex and individual projects for their customers.

to offer and manage solutions with EcoStruxure. EcoStruxure is Schneider Electric's Internet of Things platform, which already connects more than one billion devices worldwide, and is becoming increasingly important to customers in industry to achieve a more flexible and profitable production process.

Once they have signed the contract, FEGIME shareholders can benefit from exclusive advantages. Six FEGIME companies are already "Certified Industrial Automation Distributors", and two more are preparing for certification. Schneider Electric's affiliate programme is rolled out in 18 countries around the world and is looking forward to welcoming new FEGIME members.

"Industrial Automation Distributors" are trained by Schneider Electric in the latest industrial technologies, which enables electrical wholesalers

The programme therefore combines Schneider Electric's technical expertise and service with the proximity to the customers of the individual electrical wholesaler who is best placed to know what his industrial customers need.

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

Products

By Erol Kirilmaz, Head of Sales and Marketing LEDVANCE.

# A Mutual Benefit Partnership

LEDVANCE did not exist in May three years ago. There were plans and a company name, but no company. The spin-off from Osram was completed in July 2016 and this is when our journey as an independent company began.



Erol Kirilmaz

We started with the ambitious aim of becoming the world leader on the lighting market. That's why we asked our FEGIME partners the simple question: "What would make us the ideal lighting supplier?" Easy installation, high quality, attractive design and great haptics were among the most important requirements. This feedback has been our guide ever since. Following our successful first appearance at Light+Building in 2016, we launched the first eight product families in the summer of 2016, and what has happened since then is remarkable.

Differentiation through high quality and innovation remains crucial if we want to continue driving the project business forward. We have created all the conditions necessary to adapt, store and deliver products to satisfy local customer needs in the shortest possible time. In terms of raw materials and components, we have built excellent relationships with suppliers in China, leveraging the network of our new owner, MLS, which gives us a clear competitive advantage.

In just two and a half years, we have expanded our portfolio to nearly 3,000 products, from basic models to advanced lighting systems for special applications. Nearly 300 million Euros in sales in the 2018 financial year alone in the lighting sector have catapulted us to among the top 10 suppliers in Europe. These figures also

demonstrate the confidence we have in our strategy of transforming from a lamp manufacturer to a global LED lighting provider. We have been consistent and included the LEDVANCE brand in our professional lighting portfolio in the summer of 2018. This was received positively and is now being extended to other product categories.

We are proud to be part of the FEGIME family today. All FEGIME members can be successful and generate profitable sales with our portfolio for every market and every requirement. This partnership should drive us even further forward together. Our next goal: to enter the world's top 10 lighting suppliers by 2020.

Another important piece of the puzzle was the development of our "SCALE" design language, which received the German Design Award. SCALE is currently being used for our advanced lighting systems and adds aesthetic value to our products.

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

Products

Many possible combinations and individual assembly: With AMAXX socket combinations, Mennekes offers a tailor-made solution for every task.



Flexible and safe: AMAXX is suitable for mines, film sets or data distribution.

# Combinations Made to Measure

Mennekes AMAXX socket combinations offer a tailor-made solution for every task. The combinations can be wall-mounted, suspended from the ceiling - they even have "mobile" versions available.

Six different housing sizes and a range of mounting options make AMAXX versatile and extremely flexible. The combinations are available with CEE sockets from 16 A, 3-pin to 63 A, 5-pin, Schuko sockets and Cepex data connection sockets. In addition, AMAXX is also available with switchable-locked DUO sockets up to 63 A. FI switches, MCBs and Neozed inserts are available for integrated protection.

AMAXX can also be used as a data distributor, even in harsh industrial environments. The robust housings provide a secure and safe environment for building or expanding small networks for components including routers or wireless access points.

The plastic for the housing is of particularly high quality and tough. Housings made from AMELAN are resistant to all types of fuels, oils, fats, diluted acids and bases, cleaning agents and most aqueous salt solutions. Highly heat-resistant contact carriers and nickel-plated contacts also ensure safety in difficult environments.

The combinations are available in protection classes IP 44 (splash-proof) or IP 67 (waterproof). If the standard range is not sufficient, the experts at Mennekes also develop and manufacture specific product variants even for just one unit. All AMAXX products are strictly controlled and every item leaves the factory with certification in accordance with DIN EN 61439.

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

Products

# Clear Advantages

The new "Religel Clear" from HellermannTyton is a transparent and label-free 2-component silicone gel. The gel can be applied flexibly in the quantity required to give electrical connections and electronic components additional protection against moisture and vibration in exposed locations. IP68 protection class is possible with appropriate junction boxes.



Mixing the A and B components at a ratio of 1:1 is quick and easy. The gel flows excellently and cures in just 20 minutes at 23 °C, making it easy to work with. Once cured, Religel Clear has a dielectric strength above 24 kV/mm and is temperature-resistant between -60 °C and +200 °C.

The gel's transparency provides optimum visual control. If necessary, the soft-elastic material can be removed without leaving any residue. Cured gel can be disposed of with regular household waste. Stored properly, the unopened components have an unlimited shelf life. Religel Clear is available in leak-proof 0.5 l and 1.0 l bottles as well as large 10 l canisters. A mixing cup and stirring stick are included.

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



RELICON Reliclean is an antibacterial, moisturising and quick-drying hand cleaning tissue that easily removes stubborn dirt from tools or hands without irritating the skin. The tissues bind grease and oils without leaving any residue and are biodegradable.

Products

Eaton presents GO WIRELESS – packages for the smart and efficient installation of switches.



GO WIRELESS: the switches can be mounted anywhere; even on glass walls.

# Less Wiring, More Success

Eaton’s pre-programmed GO WIRELESS packages offer an efficient alternative to wired switches, and facilitate the installation of lighting, blinds, ventilation and heating controls. In newly built homes, customers no longer have to decide where to put switches before they move in, and new switches can be installed in minutes in existing homes. The system eliminates the need to lay additional cables, thus avoiding dirt, dust and mistakes. Customers don’t have to compromise on design because the switches are compatible with most 55mm standard frames and plates from leading switch manufacturers.

The benefits of the GO WIRELESS solution include a long battery life of up to 10 years and highly reliable bi-directional wireless technology. Pre-programmed switch sets require no prior knowledge on how to install basic switch or dimmer solutions. Every switch set also includes

documentation on the advanced features to inform customers about the additional smart home features, which they can then discuss with their electrical installer.

We have solutions for almost any application:

1. Wireless Switch All – for all lights and devices
2. Wireless Dim All – for dimmers
3. Wireless Shading – for electric shutters, blinds, awnings or curtains
4. Wireless Second Switch – for additional operating points
5. Wireless Ventilation – to operate electrical ventilation systems

The Go Wireless packages are easy to install, reliable and offer excellent value for money. This is the introduction to the theme of the smart home which - in turn - will open up additional sales and business for electrical installers. In the next steps towards a smart home, Eaton supports the electrical trade with a brief online tutorial and short training sessions.

The Go Wireless packages grow with customer requirements: main switches can be added at a later date to control groups of lights or blinds for example. Whole rooms can even be added to the control concept. Every change takes only a few minutes. Only one additional component is required for additional functions such as time switches or control via an app.

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

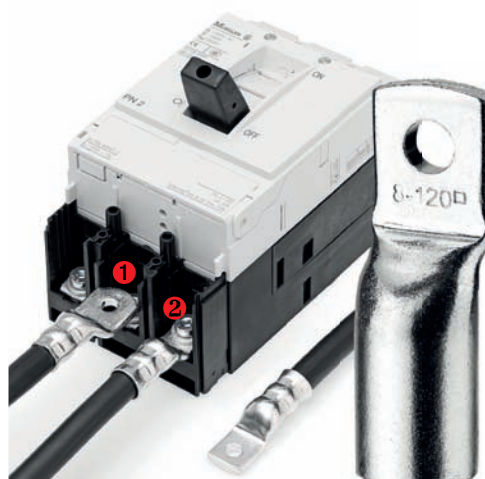
Products

# A Good Connection

It’s a real delight to work with this new tubular cable lug. The CIMCO SG cable lug is subject to a specific manufacturing process to reduce flange width but without changing the diameter. This narrow flange ensures efficient installation in all switchgear.

Problems can often arise with normal cable lugs when connecting to switchgear because the chamber size of the switchgear can vary depending on the manufacturer, thus requiring the use of tubular or DIN cable lugs. CIMCO has researched and found a solution to this problem that avoids the user ever having to reach for a saw or file to "adjust" the cable lug! This process does not affect the product guarantee or warranty and minimises the risk of failures or even combustion.

In addition to the narrow flange, SG tubular cable lugs offer an additional advantage: the tube



❶ A normal tubular cable lug that doesn't fit into the switching device chamber. ❷ The new solution – efficient installation and no loss of performance.

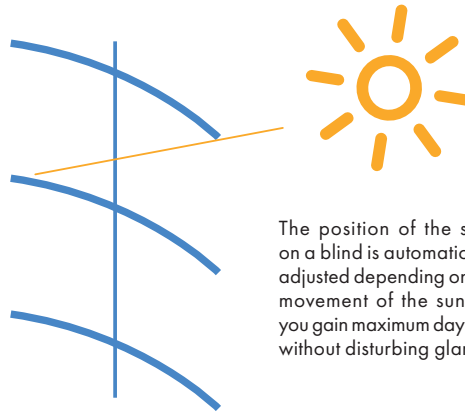
dimensions for pressing the electrical conductors remain unchanged, so users can therefore use their normal tools.

The cable diameters available for the tubular cable lugs range from 25 mm<sup>2</sup> to 300 mm<sup>2</sup>. The holes are adapted to the dimensions of the connection terminals of normal switchgear and measure 6 mm, 8 mm, 10 mm, 12 mm und 16 mm.

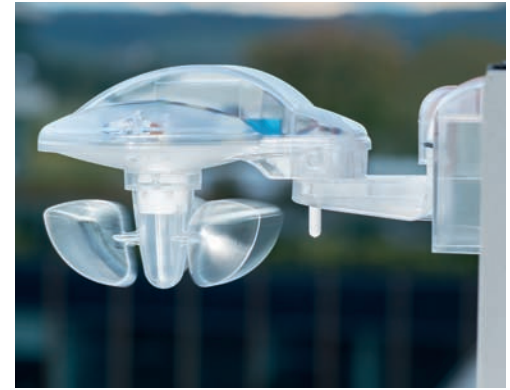
[www.cimco.de](http://www.cimco.de)

Products

Theben's Meteodata KNX weather station monitors the weather to control the building automation precisely.



The position of the slats on a blind is automatically adjusted depending on the movement of the sun, so you gain maximum daylight without disturbing glare.



# Adjusted to the Elements

KNX building automation can be adjusted to sunshine, wind, temperature and rain. The sensors in the Theben Meteodata KNX weather station make this possible. For example the weather station can, amongst other things, lower the blinds in an office without direct sunlight and at the same time turn the lights on, or set the blinds in a secure position in a strong wind. Up to eight specific "facades" can be created for a building and programmed to provide different types of shading. Each facade will then be activated when the sun reaches the programmed position.

To optimise daylight without glare, the angle of the slats in the blind can be continuously adjusted. It is

easy to enter the data required to do this - from the orientation of the building facade to the position of the sun and the width and spacing of the slats in the blind. Meteodata also enables the building automation to react quickly to moisture and rain. A heated system of sensors even detects morning dew and enables the automatic retraction of delicate textile hangings or curtains.

In addition to wind, temperature, brightness and sun protection channels, Meteodata also provides logic channels to create simple algorithms. When using the Venetian blind actuators, for example, the room shading may only be activated if the outside temperature is above 15°C and the room

is occupied. If the room is unoccupied, the sun's rays can be used to heat the room or to shade an unused meeting room to keep it cool in summer.

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

Products

# Excellent Design

Signify was honoured with a series of awards at the iF International Design Awards 2019. The company won a prize in the iF Communication Design category and ten awards in the Product Design category.

The accolades are the reward for Signify's expressive design and commitment to be the leading innovator of networked lighting in the Internet of Things (IoT). For the past five years,

Signify has reinvented its portfolio, transitioning from traditional lighting to energy-efficient LED and networked lighting products, systems and services.

"The awards not only show how much we've invested in R&D and design, but above all are testament to our approach," said Olivia Qiu, Signify's chief innovation officer. "Our R&D and design teams are integrated and driven by the

needs of our users. Design is not an afterthought just to make the products look attractive but is an integral part of every decision we make from the outset and is geared to the needs of users."

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



Designed for the bathroom, the Philips Hue Adore mirror ensures the best light without unwanted shadows.



The versatile Philips Hue Play Lightbar allows fascinating light experiences even when watching TV.

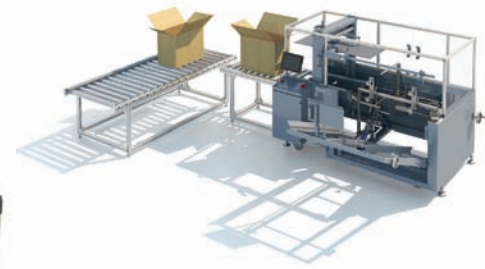


Philips MasterConnect LEDtube has wireless mesh networking technology for networked lighting systems.



**Products**

Standalone machines can be efficiently automated with solutions from Weidmüller.



Weidmüller u-mation: manufacturing systems can be automated using the u-control 2000 and the u-remote modules with protection class IP 67. Right: for example, a carton erector.

# Decentralised Automation

Standalone machines like carton erectors work independently and without a connection to a higher-level system. This makes them extremely versatile and requires a decentralised automation solution that enables the autonomous control of the machine.

Decentralised control applications can be implemented efficiently and conveniently using Weidmüller's modular hardware and software portfolio. For the main control of a standalone machine, the u-remote fieldbus coupler is simply replaced by the u-control 2000 controller, and the controller is combined with the u-create studio engineering software.

The CODESYS-based software is used to configure and control standalone machines in accordance with internationally proven standards; u-create studio therefore represents a decisive advantage in the flexible, modular programming of automation solutions. The open Linux architecture also enables the installation of individual software modules and the simple diagnostics and 3D simulation of the machines.

The u-control 2000 controller is based on the compact design of the fieldbus coupler of the u-remote family, and can replace this one-to-one, thus saving space and offering maximum flexibility for individual automation applications. u-control

2000 is compatible with various components of the u-mation portfolio and also provides the option to connect u-remote I/O modules directly.

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

**Products**

# A Flexible Crimping Tool

Haupa's battery powered crimping tool universal "US-6MSys" consists of one main body and four different heads for crimping, cutting and punching – so you are perfectly equipped with just one tool.

It is very easy to change the heads by means of two extractable pins. The pressing load is 60 kN and the working pressure 700 bar. Furthermore, it takes only ca. 30 minutes to charge the battery.

Thanks to the sensor technology, the user has direct control over the pressing result. If the LED

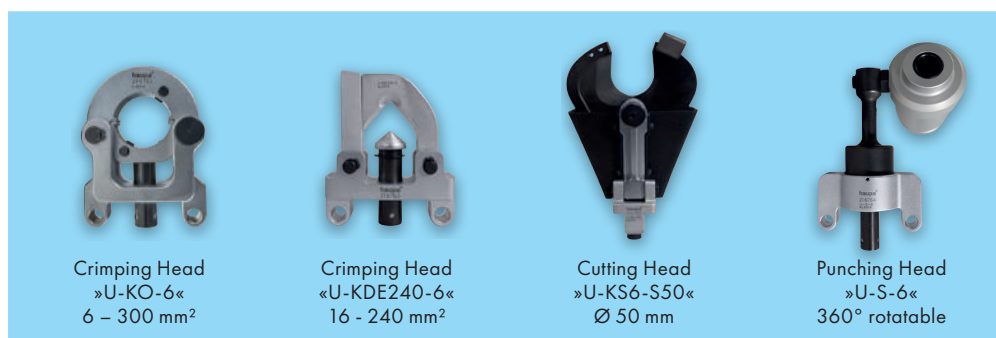
is green, the pressing was completed as standard and the motor has stopped. If the light is red and a buzzing tone can be heard, the pressing was interrupted before completion and is substandard.

To transport the system easily, the main body including HAUPA battery, charger and the four heads are delivered in a robust SysCon stacking box.

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



Right the main body »US-6M«



Crimping Head »U-KO-6«  
6 – 300 mm<sup>2</sup>

Crimping Head »U-KDE240-6«  
16 - 240 mm<sup>2</sup>

Cutting Head »U-KS6-S50«  
Ø 50 mm

Punching Head »U-S-6«  
360° rotatable



# FEGIME Day

28. JUNE . 2019

We have already received some great photos from FEGIME Day 2019. Here's a small preview with more to follow in the next edition of FEGIME Voice.

## Growth

# Electroglobal becomes a member of FEGIME Romania

FEGIME is also expanding in the south east: Electroglobal became a member of FEGIME Romania on 1st April. The group now has four shareholders with over 350 employees and branches in nine major cities. The companies generate a total turnover of 70 million Euros and have a market share of 12%.

Electroglobal was founded in 2004 by Radu C. Ciorba and Csaba S. Maksay and has developed into a specialist for Industry 4.0. Some of our preferred suppliers are both suppliers and customers of Electroglobal. The experienced team provides complex services including system consultation, electrical design, lighting, automation, software development, technical support, commissioning and switch cabinet construction, not to mention over 100,000 warehouse items, many of which come from FEGIME strategic suppliers.

Florin Niculae, President of FEGIME Romania and member of the BOD since the Congress in Nice said: "We are delighted to be able welcome Electroglobal into the FEGIME family; this is a really positive development for us. Their expertise in the industrial sector expands the portfolio of products and services which our group can supply to our customers throughout Romania."

## MEETINGS

- 18.09. – 20.09.19 General Assembly, Riga
- 13.10. – 19.10.19 FEGIME Academy, FAMP Module 6, Barcelona
- 24.10. – 25.10.19 BOD, online
- 19.11. – 20.11.19 IT-Meeting, Munich (Freising)
- 20.11. – 22.11.19 Shareholder Meeting, Munich (Freising)
- 03.12.19 FEGIME Future, Internal Meeting, Munich Airport



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