

GLOBALCIRCUIT

A PUBLICATION OF THE WORLDWIDE IMELCO NETWORK

DEDICATED TO THE MEN AND WOMEN THAT ARE SERVING THE NEEDS OF THE ELECTRICAL CONSTRUCTION PROFESSIONAL ALL OVER THE WORLD

2022 ISSUE 16

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Global Circuit would love to picture your organisation in the next issue.

If you are interested or wish to contribute to the editorial content of the Global Circuit's next issue, please contact us at marketing@imelco-solutions.com

EMPOWERING OUR SHARED SUCCESS

IMELCO brings together a diverse group of businesses, each with its own founding story, set of values, geographical and business focus, and aspirations for the future. But for all our differences, whether big or small, there is much that binds us together.

Our members, spread across the globe, face common challenges but also look to tap similar opportunities. Fortunately, we needn't do this alone. When we met in Barcelona in May, in-person for the first time since 2019, we celebrated our collaboration with a fantastic set of partner suppliers, who are continually innovating to bring solutions to the market that truly have the potential to change our industry.

This issue of the Global Circuit is inspiring. It celebrates our partners' creative and innovative solutions. Whether in e-mobility, lighting, smart homes,

or elsewhere, we are consistently at the front of the pack. Let's continue to work together to stay there. Through innovation, yes. And strong relationships with shared goals too.

As we reflect on all that empowers our shared success, we can also look forward to celebrating this again in-person, at the IMELCO 2022 Convention in September in Dubrovnik. I look forward to seeing you there!




Elena Reignier,
Managing Director, IMELCO

IMELCO REUNITES IN BARCELONA

May 2022 was a special month in the IMELCO calendar, marking a long-anticipated return to in-person meetings for IMELCO members and partner suppliers. Gathering at the Hilton Diagonal Mar Barcelona from May 10th to 13th, the mood was both business-like and celebratory, with IMELCO finally being able to return to the core of what makes it the success it is - bringing people together, for everyone's success.



Zsolt Mentés, IMELCO's incoming Chair, noted the significance of the meeting: "Many of us represent family businesses and, as such, a family type atmosphere prevails in our relationships with our colleagues and partners too. So, you could say, meeting in Barcelona feels like reuniting family members, who were forced to deal with each other from a distance for far too long."

The first days of meetings were internal to IMELCO, with the IMELCO Executive Committee and Chief Executive Officers (COOs) getting together, along with the ordinary General Assembly. This was the first time that such meetings had been held in-person since September 2019 and, as expected, the ambience was fantastic. As some positions among the COOs had changed just prior to and during the COVID-19 pandemic, many of the COOs had not previously met in real life, despite being in regular online contact online. This was therefore set up as an introduction meeting, which was well received.

During some internal meetings, some IMELCO colleagues, including Bob Smith from IMARK and Michele Aloise from Elex Italia, were not possible to join physically. However, they were able to participate online. With all the experience everyone has gathered during the past COVID years, organizing a combined virtual and physical meeting, what they call hybrid these days, seemed very normal.

On the second and following days, the IMELCO family was extended to include our partner suppliers, with exchanges within individual and groups meetings the key feature of the Barcelona program. The focus of meetings between members and suppliers varied from general business updates, through to the introduction to new products and, in some cases, the detailed discussion of specific business issues and opportunities.

Co Braber, IMELCO President commented, "Not only did we experience the IMELCO family feeling again between our members but also during the following days, with our partner suppliers. Sure, we have all learnt to get business done successfully at a distance. But it is still not the same as meeting face-to-face. The concept of a combination of meetings, with supplier presentations for the whole group, as well as speed dating sessions, where there is a chance for individual interactions, was appreciated by everyone."

On the Wednesday evening, the IMELCO HQ team surprised those present with the early announcement of the results of the Supplier Award Program 2022 (see the following article for details). The resulting celebrations carried over to a combined member/supplier dinner at the 'El Xalet de Montjuïc' Restaurant, with its beautiful view overlooking Barcelona. Indeed, the less formal parts of the program afforded the opportunity to deepen discussions beyond the core business issues at hand, which was appreciated by all.

The final day was dedicated to meetings between IMARK (US & Canada) and Gemcell (Australia & New Zealand) and individual suppliers. Business travel to Europe from these regions was very difficult and, at times, practically impossible since early 2020, given the pandemic related travel restrictions. It was, therefore, decided to make the most of these members' presence in Barcelona.



The mood was celebratory as IMELCO members met in-person for the first time since 2019



A lot was achieved, with a series of meetings, both internal and with partner suppliers

At the end of the week, Elena Reignier, Managing Director, IMELCO, reflected on her and the rest of the IMELCO team's role in bringing people together, matching interests, and setting individuals and businesses on a path to explore opportunities that may otherwise go untapped: "Often, when I am returning from IMELCO meetings abroad, I have

to explain, also to my teenage daughter and other youngsters, what exactly happens at these events. And their reaction to my explanation is, 'so, you are an influencer?'. And I say, 'yes, that sounds about right!'"

Those who participated in Barcelona would agree that everyone came away

feeling 'influenced' to do even more together, deepening relationships, and exploring opportunities. And we look forward to coming together again soon, in Dubrovnik in September, to celebrate further shared successes and be positively influenced once again!



The IMELCO HQ Team: Elena, Anja, An, Co (& Wayne not pictured)

SUPPLIER AWARD PROGRAM 2022 WINNERS ANNOUNCED



Overall SAP 2022 winner: Schneider Electric

In addition to those present in Barcelona, Haupa received the award as the 'Best rated among Wholesalers'.

The annual IMELCO SAP awards are based on feedback directly from IMELCO's national members organizations and their local associates, who complete questionnaires on various aspects of their collaboration with IMELCO partner suppliers. Aside from the awards presented, partner suppliers also receive detailed reports of their results, providing valuable insights into how they are perceived in key markets.

With IMELCO's national member organizations and partner suppliers represented at the meeting in Barcelona in May, the opportunity was taken to award the winners of the IMELCO Supplier Award Program (SAP) 2022. It was no surprise that Schneider Electric was crowned overall winner, following on from their success in 2021. Category winners were also recognized for their achievements.



Overall runner up: Legrand

Outstanding collaboration in introducing new business opportunities at the group level: ABB

Most improved rating among COOs: OBO Bettermann

MARKETING IN ECOSYSTEMS

Valentin Dinkelbach, Corporate Account Manager at Siemens AG, shares the concept of marketing in ecosystems and explains the need for a marketing revolution in today's business environment.

Marketing activities should create demand and influence potential buyers to purchase products from specific brands or advertised systems and solutions from specific sources. In times of print media and paper catalogues, this was a simple communication one-way-street, starting from suppliers via wholesalers to e.g., contractors, panel builders and end customers.

Nowadays, more and more purchasing decisions are no longer taken by individuals, but by several people inside the ecosystem or buying center, as some experts call it. Due to this, today's challenge for successful marketing is to address all stakeholders involved, at the right point in time, and with convincing arguments for each of them, based on the role they have in the supply chain.



Valentin Dinkelbach,
Corporate Account Manager, Siemens AG

At the same time, we all experience a kind of information overflow. Mass-emails or newsletters are not even opened to a huge extend, because we are too busy to read all messages popping up in our inboxes or in social media threads. Especially in the last two years, most companies tried to replace traditional sales calls by electronic communication and had to realize that the effectiveness of the communication is decreasing quite fast.

I would like to highlight what needs to be considered, while designing a successful marketing campaign for ecosystems. But before we will speak about marketing, it is important to underline the role and different schemes of Buying Centers in a supply chain.

CHARACTERISTICS OF BUYING CENTERS

Linear supply chains

Typical products sold via linear supply chains are commodity items that can easily be replaced by another brand. Electrical wholesalers can decide which and how many different brands they carry, and electrical contractors or panel builders can decide which brand they prefer, sometimes even for every single job they do. Marketing for those products is usually following the route to market of the products increasing the reach of the activities along the supply chain.

The target groups for marketing activities are selected mainly based on their decision power within the supply chain.

Networks

In most cases, projects are executed by multiple companies supplying selected parts of the total project. Depending on the contractual agreements, the individual stakeholders have more or less power to decide on products, systems and solutions sold. Decisions are taken in close alignment between the different parties involved in the network. But in most cases, the acting persons and the contractual details are not publicly known to everybody. This minimizes the options for personalized marketing if you are not an active player in this network.

Ecosystems

The main difference between Networks and Ecosystems is based on the latest developments, that stakeholders are changing their roles, depending on individual projects or phases in their company life cycle. Therefore, the fixed role assignments in the marketing strategies do not work as planned e.g., when end customers start to execute certain tasks themselves and act as a kind of competitor in this case. The daily make-or-buy decision is applied to all kind of services, which makes it more complex to align marketing strategies within the given ecosystems.

Competition

Not only our traditional competitors are taking their share in the communication in the daily work, but also the competitors of each stakeholder in the ecosystem may receive the marketing messages sent out openly to the markets via webpages, newsletter, and social media. This might be frightening for some marketers but, on a positive note, it also means that even your competitors' networks on social media will help to spread your news to the market and will increase the reach of your messages.

Communication tools

Concerning communication tools, I find it very useful to differentiate between the more static and the more dynamic media. Examples for both groups are listed in the box, but the grouping is not written in stone. Static media follow mainly the purpose to accompany the reader along their personal journey, providing a structured flow along the marketing funnel. Starting from general brand awareness, the consideration and education phases down to the retention and advocacy stages. Dynamic media are mostly used to catch viewers based on their drivers, their interests and actual pain points, and to direct them exactly to the right point of the marketing funnel in the static media. The actual journey can also be seen as an active exchange between the different media used for the marketing campaigns.

STATIC MEDIA

- Events / Fairs
- Press
- Brochures
- Catalogues
- Videos
- Web pages
- Web shops
- Newsletter

DYNAMIC MEDIA

- Sales calls
- Emails
- LinkedIn
- Facebook
- Twitter
- Banner
- Sales enablement tools like Highspot
- Search Engine Optimization (SEO)



Everybody has their own style of gathering inspiration and information – let us get them where they are.

Omnichannel approach

During their personal journey, customers, and all other stakeholders or influencers in the buying center, have multiple touch points either in person or digital. A clever omnichannel approach starts with the consideration, via which media the reach to the respective target group is the best. After this, the focus should be set on the alignment of the messaging to achieve a consistent and seamless story across all touchpoints. Finally, it is important to involve as many people as possible from your own companies and their personal networks in the communication concept. Because personal recommendations work far better than messages from company accounts or official webpages.

Conclusion

Creating successful marketing campaigns in ecosystems will not be achieved by carefully adapting existing marketing measures, derived from the times of print media to the new digital tools. It needs a revolution of marketing concepts and not just an evolution. Marketing messages should not just follow the supply chain.

They must reach quite a few new target groups or individuals actively involved in the buying decision on much higher levels in the organization than ever before.

Due to extensive usage of configuration tools and integrated planning support, the decision on certain solutions, systems and products is fixed at a much earlier stage of the design phase and will be even harder to be revised in subsequent project stages. Therefore, compelling stories must reach all relevant stakeholders at the same time.

Very often, long before they even realized that they are interested in this topic. In fact, it is of utmost importance that the stories you are telling are created as re-tellable stories (easy to tell – easy to remember), because most the time, your first contact is not the only one who needs to be convinced.

The success of your campaigns relies on the multiplication of messaging within the ecosystem.

In case, you want to know where to get the content for your convincing stories, just talk to us.

Valentin Dinkelbach
Corporate Account Manager,
Siemens AG

More at
siemens.com

MITEGRO DIGITAL ASSET MANAGEMENT SOLUTION

How MITEGRO is preparing to use the benefits of a digital asset management platform to manage the complex digital media landscape needed for further e-business activities

The past two years have proven more than ever that online communication and related e-commerce activities are a critical success factor for future growth within the electrical wholesale business in Germany, for both suppliers and partners. Providing content that shows our suppliers brand identity in a coherent way is a key element to a successful partnership with our suppliers.

Hence, we at MITEGRO are constantly looking for new services and, therefore, want to support our members by coordinating and centralizing marketing content and initiatives provided by our suppliers.

It is our mission to support our members, reflecting their suppliers' top brands and key value propositions. We want to enable our members to

communicate the proposed brand messages in a coherent, efficient and aligned manner. With a central digital asset management solution, we are planning to organize and provide media rich content on a central MITEGRO platform, which makes it easy for our members to create, manage and repurpose digital assets according to planned marketing campaigns.

By offering a central digital asset management platform, we will provide a solution that benefits both, our suppliers and members. The productivity of marketing processes will be increased tremendously. Content providers will be able to ensure brand consistency across all marketing channels by only having one central content platform that will be used by all our MITEGRO members.



Sabrina Herms,
Head of Digital Transformation at MITEGRO

Our members will have access to the correct and updated brand and marketing material at all times. There will be one single source for everything that is related to a marketing campaign. That enables our marketing and online marketing managers to distribute campaigns throughout the relevant and designated marketing channels, while also accelerating asset access throughout the organization.

A central digital asset management platform sets the foundation for automating workflows and integrating further tools such as content management systems in the future.

Sabrina Herms
Head of Digital Transformation
at MITEGRO



More at
www.mitegro.de

WELCOMING IMELCO GREECE AN INTERVIEW WITH NIKOS MEIDANIS

At the beginning of 2022, the Greek companies Meidanis and Technomat were welcomed into the IMELCO group as the founding members of IMELCO Greece. Established in 1983 and 1994 respectively, the family-owned companies Meidanis and Technomat have continuously built and improved their business over the past decades to today encompass 38 stores in Greece, with a turnover of over € 80 million.

IMELCO Greece is represented within IMELCO by Nikos Meidanis, Chief Executive Officer at Meidanis, and Theocharis Tyflioris, Commercial Manager at Technomat. Nikos joins IMELCO's Supervisory Board, while Theocharis is Chief Operating Officer for IMELCO.

Almost six months into their membership, IMELCO's Wayne Mikkelsen spoke with Nikos Meidanis, who explained the background to IMELCO Greece's formation, talked about the challenges and triumphs of doing business in Greece, and reflected on his early impressions of being part of the IMELCO group.



*Nikos Meidanis and Theocharis Tyflioris,
IMELCO Greece, at the IMELCO meeting in Barcelona, May 2022*



IMELCO HQ: *In mid-2021 you contacted IMELCO, enquiring about a possible membership. And by January 2022, we welcomed IMELCO Greece as our newest member. How did this come about?*

NIKOS MEIDANIS: We were trying to find out more information about what was happening in the electrical equipment sector on the global market. We were researching trends in other markets, reflecting on our own strengths and weaknesses, and wanting to learn from key international players. That is when we came across IMELCO. As an organization representing the interests of independent family-owned wholesalers, the fit was obvious. And, as they say, the rest is history...

From our perspective, the fit was obvious too. That said, it was our preference that we welcome a group from Greece and not just a single company. But that was also a requirement you were able to quickly fulfil, through your collaboration with Technomat.

Actually, there was no existing business relationship between Meidanis and Technomat. But we knew and respected each other. Theocharis and I both represent second generation family businesses that have followed a similar growth path, successfully navigating the challenges of the Greek market. And although we are, to some degree, competitors locally, we actually



complement each other. Geographically, Technomat is strongest in northern Greece, while Meidanis is best represented in central and southern Greece. In terms of sectors, Technomat is more focussed on industry and commercial, while Meidanis is strong in residential. We also share a similar business mentality, providing a strong foundation for our collaboration in the form of IMELCO Greece.

It seems both Meidanis and Technomat have a lot in common, having survived and thrived in a challenging market environment. What is the secret to your success?

Indeed, the Greek economy has been in crisis throughout much of the past 10 to 15 years. Construction contracted by up to 50 percent and a number of competitors went out of business. However, our companies were able to pick up business as others departed, benefitting from our companies' financially sound base, with no big loans. At a time when the overall market was declining, Meidanis increased turnover by at least three times and personnel by even more. For Technomat the experience was similar. We are ambitious companies, having matured into distributors offering an array of solutions, whereas we were straight-up wholesalers in our earlier days.

Well, you have proven your agility and business nous in the past. How do you see the future?

I think we have to differentiate here. Currently, we are all affected by the hostilities in the Ukraine, which are impacting pricing, the energy market and depressing demand. But in the medium term, we expect the Greek electrical equipment market to enter a phase of strong growth. Investment was held back during the recession

years, so there is a pent-up need to invest. Once the conditions are right, we expect that to kick in. And we will definitely be a part of that.

In May you and Theocharis joined other IMELCO representatives and partner suppliers in Barcelona for a series of meetings. It was your first time meeting this broader group in person. What are your early impressions of being part of the IMELCO family?

My overall impression is positive. Being in a room and holding discussions with others who have so much experience and are willing to share their insights into our industry has been informative and inspiring. We are able to compare our approach with that of our peers in other markets. We are still learning about some of the administrative aspects of being part of the IMELCO group and a slower decision-making process than we are used to in our own companies. But definitely we feel there is a lot to be gained through this partnership.



We pride ourselves on the willingness of our members to share with and learn from one another. But I am sure we can all learn from IMELCO Greece too...

Of course, we understand that being a member of IMELCO is a two-way street. The challenges of doing business in Greece have demanded that we build a resilient culture. We value flexibility, a fast approach, and a go-to-market mentality.

Given the challenges we are all facing internationally, these are attributes we all need to adopt and apply. In this regard, we are very eager to interact with our IMELCO peers. For our mutual success.

For more on the members of IMELCO Greece, visit www.meidanis.gr and www.technomat.gr

FROM SMART TO SUSTAINABLE

WE CAN RETROFIT OUR HOMES TO BE NET ZERO

In 2022, we have been spending more time at home due to COVID-19 related social restrictions, the cold winter and an increase in work at home. This has led many of us to re-evaluate our housing conditions: to enjoy more outdoor space or to move to a quieter neighborhood. We've also witnessed a temporary resurgence in wildlife and urban neighborhoods have enjoyed cleaner air than they have for decades, giving us a glimpse of what the future could look like if we transition to cleaner energy and promote biodiversity.

However, there is a growing challenge linked directly to our dwellings. Residential housing is set to become the biggest consumer of electricity globally. In 2019, 34% of all CO2 emissions came from the residential sector. Today, we may be driving less, but we are working from home more, watching more TV, streaming more on Netflix, playing more video games, and sending more Tweets.

In the near future, EV charging and the electrification of heat will see consumers' electricity consumption increase two-fold by 2050. If the trajectory continues, we could see our energy bills soar by 70%, and the share of residential emissions rise even further. At the same time, many countries, including the UK, are committed to achieve net zero carbon emissions by 2050. It is clear that this goal isn't attainable without the creation of net zero homes. Many wonder if that's realistic over the course of our lifetime. But I believe it could be possible within the next decade.

Homes today are deeply inefficient. Despite the roll out of smart meters and systems that let us control heating and lighting from a smartphone app, we still understand very little about how our homes are operating.

We receive a bill that tells us how much energy has been consumed, but we don't know when, in which rooms, by which appliances or how efficiently. When you buy a car, you know how many miles to the gallon you can expect, or how far it should travel on an electric charge. We have no idea whether our homes are consuming or wasting more energy than expected which makes it impossible to manage.

Homes may be packed with smart devices, but they aren't intelligent... yet

Smart home technology is nothing new. Most US and UK consumers now own a piece of smart home tech. We may have wireless speakers, intelligent assistants, climate control devices and video doorbells aplenty. But whilst this provides added convenience it isn't revolutionizing the way we live. And worse, currently, the additional energy required to power always-on, connected devices and the data centers that sit behind them is adding to our environmental footprint, rather than improving it.

Yet, every challenge is an opportunity. We can make our homes work harder for us by becoming truly intelligent and self-sufficient, satisfying the majority



Mike Hughes, End to End Digital Customer Relationship SVP, Schneider Electric

of their own energy needs. What's more, our homes can command more value, and occupants can enjoy greater comfort – once renewable energy is incorporated in our energy sources, stored and managed, through intelligent smart meters or hubs that can drastically increase our awareness and control over our energy usage. Our homes can become not just more sustainable, but also resilient.

To do this we need to create more opportunities to collect data from our homes. Sensors either embedded or retrofitted to appliances, and smart panels installed in our home electrical system are the first steps to collecting this data. Technology that has already been developed and deployed to create more intelligent commercial building management systems is now starting to be adapted for the home.

Connecting and integrating different smart devices can drive further benefits. By literally connecting all elements under one roof, homeowners can control every device easily through a single central app. This allows different



systems to interplay with each other and be personalized to the occupants, making the home experience more comfortable than ever.

But the centralization of building data also helps to drive hyper-efficiency and self-sustainability. With unprecedented visibility over energy habits – imagine a ‘fitbit for your home’ – consumers could far more easily understand and adjust their energy usage to meet specific goals. If a central hub or app converts energy usage into carbon emissions occupants can start to see progress towards achieving a net zero home. As our homes become truly intelligent, a firm foundation for net zero homes will emerge.

We know that consumers want to make their homes more sustainable and energy efficient – but few people want to manage their energy use day to day. Artificial Intelligence (AI) and Machine Learning (ML) will be key to achieving the smart, sustainable home. AI powered by the data collected from connected devices in our homes, will learn and anticipate when, where and how much energy is required to efficiently light, heat, and power to meet occupants’ needs.

Smart homes will be able to identify the best energy source to use at the right time to reduce cost. Thanks to AI-based predictions, consumers have the potential to reduce energy consumption and electrical heating

costs by up to 50% without having to compromise on comfort.

The potential for new technologies isn’t restricted to smart consumption. Advances in solar technology will make it a feasible energy source for a wider range of residential homes and locales. Increasingly popular electric vehicles can also double up as energy storage systems as needed. The prosumer movement – where energy users generate their own power from renewable sources, which they can often sell back to the grid – can go mainstream, benefitting people and the planet.

We trust our homes to be safe - but how do we know they are truly secure?

With the use of more ‘green’ energy and increased electrification and digitization of our homes comes another benefit: electrical safety. Today safety in our homes is typically associated with a secure front door, window locks, cameras and alarms. But many of us live in older homes. We have no idea of the state of our electrical wiring, and give little thought to whether it can withstand the predicted increase in our energy consumption?

What’s more, our digital connectivity and home security increasingly relies on the availability of uninterrupted power, redefining home safety. The resilient home of the future will be able to alert

residents to the possibility of faults, corrosion or circuit overload that could compromise both their safety and security. Residents will be able to benefit from emergency back-up power to ensure critical systems continue running in an emergency – such as a power outage or damaged power lines – to ensure our homes remain self-sufficient, rain or shine.

The path to net zero homes

Our path to net zero homes is clear, with a smart ‘grid-to-plug’ energy management system at its core. The first generation of smart home products gave us room by room comfort control. Today, new technologies are delivering room by room energy insight, autonomous and smart consumption, as well as solar generation at the residential level. By helping people to better understand and control their energy, we move closer to a future of net zero homes – able to generate, intelligently manage, control, store and even resell energy for the greater good.

The technology already exists to fully realize the net zero home potential. Now it’s up to us to recognize the contribution we can make to achieve a sustainable future. The opportunity to make a difference is right on our doorstep

Mike Hughes
End to End Digital Customer
Relationship SVP, Schneider Electric

HAGER'S BLUE PLANET COMMITMENT

In 2022, we have been spending more time at home due to COVID-19 related social restrictions, the cold winter and an increase in work at home. This has led many of us to re-evaluate our housing conditions: to enjoy more outdoor space or to move to a quieter neighborhood. We've also witnessed a temporary resurgence in wildlife and urban neighborhoods have enjoyed cleaner air than they have for decades, giving us a glimpse of what the future could look like if we transition to cleaner energy and promote biodiversity.

Tapping into the 'power of many', the BPC empowers our customers to join with us in becoming active participants in the BPC. Accordingly, our customers will now be able to show their customers that Hager means business when it comes to sustainability – a key selling point.

The BPC hits the ground running by implementing immediate steps rather than making grand promises in corporate statements. Big or small, every sustainable change matters!

The Blue Planet Commitment has four pillars:

Compliance

Building trust with our customers begins with transparency about all regulations and norms. And, we intend to be frank about the hazardous material that we use in our products to strive for the 'least worst' impacts.



Direct Carbon Emissions

Reduced 50% by 2030 via a strategy for on-site operations and the creation of a low-carbon, new building policy, plus the lowering of incoming goods' CO2 footprint, by selecting nearby BPC-friendly suppliers.



Internal Labelling

Officially recognized as a contributing company aligned with Science Based Targets (SBT), we're focussing on our customers and their needs for data, information, support and advice.

People with passionate and sustainability-driven mindsets will make the BPC happen. Inspired by motivated experts and entrepreneurs, we're working together to nurture this mindset in our customers and employees by changing their perspectives, and wholeheartedly showing how we can all drive profound change with the BPC.



Redesigning Products

A product's reparability and recyclability must be considered in the conception phase, giving all of us a full overview of the entire product life cycle and not just on the product itself.

E-MOBILITY Q&A WITH FRANK MUEHLON



Frank Muehlon,
CEO of ABB E-Mobility

Frank Muehlon, CEO of ABB E-Mobility, discusses ABB's role as global leader within the EV charging infrastructure sector and shares his thoughts on future sector trends.

Can you tell us about ABB's heritage in electric vehicle charging?

ABB E-mobility is leading the way to a zero-emission mobility future with smart, reliable and emission-free electric vehicle charging solutions. As part of ABB's 2030 sustainability strategy, we are actively enabling a low-carbon society as well as working with our customers and suppliers to implement sustainable practices across our value chain and the lifecycle of our products and solutions. With a quarter of all global emissions currently coming from transport, e-mobility is a key part of that strategy.

Over the last decade we have consistently invested in delivering e-mobility solutions for the transportation of tomorrow, bringing the digital and physical worlds together across market leading EV charging hardware, digital services and energy and fleet management solutions. Today, we are the world leader in EV charging solutions and trusted by the world's biggest brands. With approximately 1,000 employees around the world, we have sold more than 680,000 electric vehicle chargers across more than 85 markets.

What charging solutions does ABB offer?

ABB E-mobility offers the widest portfolio of EV charging solutions on the market, from smart chargers for the home to high-power chargers for the highway stations of the future, solutions for the electrification of fleets and opportunity charging for electric buses and trucks.

Over the last decade, we have launched a number of industry firsts, including the first 50kW EU charger, the first high-power charging solution with liquid cooled cables and, more recently, the Terra 360, which is available in different configurations that can charge multiple vehicles simultaneously, and is capable of delivering 100km of range in less than three minutes.

Our extensive experience in DC fast charging has led us to the development of a market leading destination charging portfolio with charging solutions for the home, workplace and retail and hospitality settings, where you have the opportunity to charge for several hours.

Where might we find ABB technologies hard at work behind the scenes?

ABB charging technology is literally all around us. For example, we supply AC and DC wallboxes for residential and commercial developments, nationwide high-power charging networks run by charging operators such as IONITY, Fastned, Gridserve and EVgo, and overhead chargers used to power city wide buses. The breadth of our charging portfolio really does mean that we have charging solutions for every application.

In Italy, for example, our technology can be found in the country's tallest skyscraper, the Allianz Tower in Milan, where we are helping the development to lower its environmental impact. Meanwhile, the SWECO offices in Belgium are the first in the country to install a smart vehicle to grid charging solution from ABB (bi-directional DC wallbox) for its fleet of 200+ electric vehicles.

Over in Norway, more than 1,000 ABB high-power chargers have been installed nationwide to support the country's ambitious emission reduction goals, while in the UK, our 350 kW high power chargers are being installed at 50 of the new Electric Charging Hubs from Gridserve.

In the Netherlands, we are also working with one of the country's largest public transport operators, Qbuzz, to supply more than 100 chargers to electrify part of its bus fleet. And most recently we announced that our charging technology will help Copenhagen airport to become Denmark's largest EV charging site, supplying 1,350 chargers for use by both the airport's own EVs and the EVs of the 80,000+ daily passengers.

In what ways does ABB work to accelerate adoption of electric vehicles?

ABB has been leading the development of the EV charging sector for over a decade and was integrally involved in the development of charging standards, critical to the widespread adoption of EVs. We actively work in collaboration with a range of industry stakeholders, from vehicle manufacturers to charging point operators, local authorities, and industry bodies. For example, we joined the Open Charge Alliance in 2020 to accelerate the shift towards electrified and sustainable mobility. The project brings together 32 of the most important e-mobility organizations in Europe, including ABB alongside companies such as Robert Bosch, BMW, Volvo, Fiat plus a number of leading European educational institutions.

We are also committed to continual innovation in charging solutions, having invested more than \$250 million in R&D from 2017 to 2021. We recently launched a new E-mobility Innovation Lab on the Delft University of Technology campus in the Netherlands, which houses 120 specialists working on next generation solutions and are currently developing a 16,000 square meter E-mobility facility in San Giovanni, Italy. The plant, which is set to open later this year, is designated as a Center of Excellence for the construction of electric vehicle charging infrastructure.

What are your plans around home charging?

Charging solutions for the home is a significant focus for ABB. We recognize that the most convenient place for EV drivers to charge is at home and have developed the market leading Terra AC wallbox, which delivers high-value quality,



futureproof flexibility, and advanced safety and protection for users. ABB has already sold more than 650,000 AC chargers around the world and we have recently announced our partnership with smart to provide AC wallboxes for home charging across all smart European markets to support the launch of the exciting new smart #1 model.

Looking ahead, we are looking at bi-directional charging solutions for the home. An exciting area of development, solutions in this space have the potential to give EV drivers total energy independence and, in some cases, financial benefits, using the energy stored in their vehicle to power their own property or sell it back to the grid operator at peak times.

What role do you expect ABB to be playing by the decade's end?

There are many ambitious emission reduction targets set for 2030 and, as world leader in EV charging, we are committed to helping nations around the world to reach these. For the continued growth of the e-mobility sector to continue at pace, there are some crucial steps which we must see and which we will continue to facilitate. These include continued investment in the development and deployment of widespread charging infrastructure, increased focus on standardization across the passenger EV sector, evolving our energy ecosystem with the integration of renewables and smart charging solutions, like bi-directional charging, and greater collaboration across all industry stakeholders to ensure we are developing future proof solutions, which meet the needs of current and future vehicles, their drivers and the industry as a whole.

An important example of this collaboration is how we work with our network of distributors. Distributors are a crucial channel partner for ABB in this high growth market and we look forward to working together to maximize demand creation in the future.

Frank Muehlon
CEO of ABB E-Mobility

PRYSMIAN GROUP, MULTIMEDIA SOLUTIONS BU CONTRIBUTES TO CO₂ REDUCTION WITH SMART DIGITAL BUILDING SOLUTIONS POE SOLUTIONS IMPROVE CARBON FOOTPRINT OF BUILDINGS

Sustainability plays a forward-looking role for the global Multimedia Solutions (MMS) Business Unit of Prysmian Group. With intelligent Power Over Ethernet (PoE) Solutions, the cable manufacturer is committed to pursuing an active role in the race to reach net-zero carbon. Smart buildings have enormous potential to reduce CO₂ emissions.

According to market research firm Deloitte, buildings are responsible for 30 to 40 percent of a city's total emissions. To achieve the goals of the Paris UN Climate Change Conference by 2050, emissions from buildings must be reduced by 80 percent by 2026 compared to 2019, according to the "UK Carbon Reduction Code". In this context, intelligently networked buildings make an important contribution to CO₂ reduction. Emissions can be reduced with digital building solutions that optimize energy consumption and control supply technology in a way that conserves resources.

This is where Prysmian Group comes in with its portfolio of innovative digital building products and solutions. The cable manufacturer feels it has a duty to play an active part in the race to achieve net zero emissions. In doing so, MMS is guided by the United Nations' goals for global sustainable development.

Main drivers for Smart Building Solutions

In addition to energy efficiency savings and reduced maintenance costs, occupancy "feel-good" factors are increasingly coming into focus as the main drivers for smart building solutions. Environmental conditions such as temperature, lighting conditions, flicker and air quality, influence performance, quality of work and ultimately health.

PoE solutions are an enabler to optimal working conditions through the control of lighting, temperature, and occupation via IP protocols. As a result, employee satisfaction and productivity increase. A correct lighting environment, in particular, can play an important role in the feel-good factor.

This trend is confirmed by "Fortune Business Insights". The market research and analysis firm forecast the global PoE LED lighting market to grow from 192.3 million units in 2018 to 544.8 million units by the end of 2026, with the global PoE lighting market expected to increase from \$243 million in 2021 to \$922 million in 2026. This represents a compound annual growth rate of 30.6 percent.

An additional demand driver for PoE applications is the increasing convergence of classic Information Technology and Operational Technology, brought about by digitalization and combined networks. The convergence of IT and OT via PoE enables power supply, communication, and data transmission via a single network cable. This is not only more cost-effective due to the lower installation and maintenance effort, but also more resource-efficient, as the energy requirement is much lower. This convergence also enables central management of all building systems and thus efficient operational management.

Future-Proof PoE Applications

Within the Digital Building Solutions portfolio offered by Prysmian Group are PoE Lighting, PoE Emergency Lighting, PoE Sensors and Gateways, all of which are a contributor to the smart building. For buildings of all sizes, PoE Lighting can be deployed as a flexible and sustainable lighting solution. The interaction of sensors, LED luminaires and intelligent controls offers users attractive options for optimizing operations. Since PoE Lighting is IP-based, the lighting becomes intelligent. By connecting the control system to the data network, it can be easily automated.

The components of an intelligent PoE Lighting solution include a central power supply system, PoE switches and PoE drivers as well as the LED luminaires, the actual light sources. Various PoE network switches are currently available on the market, including Prysmian's PoEasy™ 24 Port PoE Switch capable of outputting 90 watts of power from each port simultaneously (2.1KW total power output). PoE switches allow network connectivity and power supply to the PD (Powered Device) to be efficiently implemented via Ethernet cable and offer advantages in terms of flexibility, simplicity, and cost efficiency.

PoE drivers are required as an additional component for lighting, for example Prysmian's PoEasy™ 4 Channel LED Driver, which combines high-power LED lighting applications with IP connectivity. Power and control data are provided via a single PoE network connection.

Power over ethernet requires a local area network based on a globally standardized cabling infrastructure,



an industry standard since the 1990s. Remote powering works well over all historical generations of cabling categories from Cat.5 and beyond. To take full advantage of the combination of power and communication, new installations are, however, highly recommended to utilise Cat.6A.

PoE Emergency Lighting

Emergency lighting systems via PoE offer several advantages over a conventional mains power supply. As with all other PoE applications, no accredited electrical engineer is required for installation. Emergency lighting components, such as signs with illuminated walkers or spotlights for corridors and open areas, are easy to implement via plug-and-play data cable networks. The use of Cat.6A cables, for example, enables 80 percent lower installation costs. The three-hour battery runtime required by legislation (UK) is easily met with 3Ah LiFeO batteries. Support for self-display and self-test software enables remote monitoring and simplified maintenance.

A PoE emergency solution consists of a PoE POD device, such as Prysmian's PoEasy™ Emergency Lighting POD, and PoE emergency signs. The POD communicates with the luminaires and the central control point via Cat.6A patch cables. In addition, the POD device has the ability for a full self-test function that automatically

reports and detects faults, removing many of the manual activities of maintenance engineers.

PoE Sensors and Gateways

Finally, an interesting PoE application is the connection of wellbeing sensors with a 360-degree sensing range (e.g. Prysmian's PoEasy™ Environmental Sensor) via standard PoE RJ45 connections. They enable advanced daylight harvesting, integration with building systems for climate control, and ambient noise measurement. Sophisticated digital gas sensors measure indoor air quality, for example, CO₂ levels. As additional functions, the sensors can detect color, brightness, and temperature changes. Integrated PIR sensors detect heat emitted by a body or a hot engine in the form of IR radiation. Control is via simple gateway systems such as Prysmian's PoEasy™ Gateway, which communicate with the sensors via the EnOcean, Bluetooth 5.1, Zigbee 3.0 or Thread radio standards. Connection to the cloud and integration into BMS solutions is possible via the MQTT messaging protocol.

Sustainable user benefits of the MMS Digital Building Solutions

The PoE lighting solutions from Prysmian Group score particularly well with their universal open protocol and the use of PoEasy™ 24 Port switches, delivering 90W of power to every port simultaneously. In addition, the MMS business unit can offer LED drivers with a runtime of up to 100,000 hours and an EnOcean-enabled gateway that supports MQTT for its smart building solutions where there are no annual conversion costs.

Finally, the Environmental Sensor can measure up to eight different environmental parameters from the same device, removing the need for multiple individual sensors.

More at
uk.prysmiangroup.com/dbs

TECHNICAL SOLUTIONS FOR A LIVABLE WORLD

How the technology company Phoenix Contact is confronting the challenges of climate change and paving the way to a CO2-neutral future with its products and solutions - to achieve the All Electric Society. An interview with Dr. Frank Possel-Dölken, Chief Digital Officer of the German global player.

Flooding in Europe, hurricanes in the USA... it is time to counteract climate change with comprehensive decarbonization strategies. But where do we begin?

To reduce CO2 emissions that are harming our climate or to compensate for them appropriately, we must first know where they are being produced, and in what scope. We have a rough picture of this: Of the circa 739 million tons of greenhouse gases that were emitted in Germany in 2020, around 30 percent of this total was produced by the energy sector and 24 percent by industry, according to the German Federal Environmental Agency. Traffic and transportation were responsible for 20 percent, and the building sector for 16. However, all of these sectors cannot be considered separately when it comes to decarbonization. Instead, it is important to make CO2 production visible along global supply chains and, therefore, beyond the boundaries of individual sectors.

What benefit does this have for us on the path to climate neutrality?

It is a comprehensive and, therefore, highly effective approach: It takes into consideration not only the CO2 emissions that are generated when energy is consumed, for instance for heating, driving, or operating machinery. It identifies potential savings and gains in efficiency throughout the entire range of value creation, including when energy is produced, transmitted, and delivered. This, and the use of these

potential savings, is most successful when we not only consider the sectors of industry, building, mobility, infrastructure, and energy together conceptually, but also link them in reality - specifically: through electrical and data technology networking, with the most automated controlling possible. Doing so is called sector coupling and creating smart sectors.

If we follow your ranking of greenhouse gas producers, it does still seem that, in the energy revolution, generating power from renewable sources instead of fossil fuels has the greatest potential in terms of decarbonization...

What is more - alongside sector coupling, this is the central way to achieve this goal. And the only way

to reconcile climate protection and global prosperity. After all, power from the sun itself is not only available to us for free but is also available in such great quantities that it can more than cover global energy demand in the long-term. In addition, we already have all of the technical prerequisites we need to harness this power whenever and wherever it is needed at the moment, in sufficient quantities. This puts the goal of a world where affordable electricity is generated for all areas of work and life, through fully CO2-neutral processes from renewable sources, within our grasp: the All Electric Society.

Does "All Electric" mean that other energy sources will no longer play a role in the future?

Not exactly: Some of the sustainably generated electricity will be used to convert it into other CO2-neutral liquid or gaseous energy sources, through what are referred to as power-to-X processes. This will make it possible to store and transport solar energy, as well as to use it indirectly, for instance as fuel for airplanes.



Dr. Frank Possel-Dölken,
Chief Digital Officer at Phoenix Contact

Empowering the All Electric Society



However, the comprehensive expansion of renewable energy will take some time. How can decarbonization be advanced while this is going on?

Through electrification, networking, and automation of the sectors, as I mentioned before, which makes it possible to generate and utilize energy in a highly efficient way. Because every additional kilowatt hour of electricity from renewable sources and every fewer kilowatt hour from fossil fuels is progress on the path to decarbonization.

What ways are there, then, to generate renewable energy more efficiently?

One of Phoenix Contact's partners in the USA has developed a solution for wind farms, for instance, using artificial intelligence and our control technology PLCnext, that aligns the turbines of the windmills automatically, depending on current wind conditions. This makes it possible to increase power output from the systems by up to five percent. In addition, we offer solutions that combine sensor technology and machine learning to improve the availability of such systems. This means less maintenance and downtimes, and therefore more hours to generate CO₂-neutral power.

And what about the efficient use of energy?

Phoenix Contact also has an entire range of solutions in its portfolio for this purpose. We are currently digitalizing and automating building management, for example, for a large German residential construction company. Seven hundred heating systems are being equipped with a central controller, which takes into consideration not only uniform nighttime and summer reductions, but also data from weather forecasts and more.

This makes it possible to reduce the CO₂ emissions of more than 15,000 apartments by around 12 percent – a contribution that will help the climate and will also help tenants lower their utility bills. Or take private homes and factory buildings, which are being equipped more often with a combination of “solar system on the roof, energy storage in the basement, and e-vehicle charging station outside”: In this case, DC technology helps us make energy management within these systems as efficient as possible.

Electric vehicles are a good example: Often, the technology that could be used to save emissions is available, but acceptance is lacking...

...because technology needs to be not only useful, but also convenient. Because of this, one of our focal areas in terms of e-mobility is High Power Charging for passenger cars, which is already established, and Megawatt Charging for utility vehicles, which we are working on now. Both variants make electric charging as convenient, and almost as fast, as filling up with gas – and make e-mobility attractive in this relationship as well. However, besides the effectiveness and attractiveness of technology, there is another point that is key to its success: safety. All of our solutions meet the highest standards in this respect – including in terms of protection against cyber-criminality. After all, what good are the most convenient quick charging stations and the most effective windmills if their systems have been hacked and crippled?

Dr. Frank Possel-Dölken,
Chief Digital Officer at Phoenix Contact

More at
www.phoenixcontact.com/aes

INTELLIGENT INVENTORY MANAGEMENT

HAUPA RELIES ON ARTIFICIAL INTELLIGENCE IN PROCUREMENT

HAUPA was founded in 1961. Constant further development has always been of enormous importance to us in the more than 60 years of company history. It is the prerequisite for our stable growth. In addition to the introduction of new products, it is equally important to innovate the company's processes.

How do you optimally procure the now more than 7,000 Products in an increasingly complex world?

At HAUPA, we rely on artificial intelligence and innovative solutions in inventory management. Our newly implemented LOGOMATE software enables us to calculate optimal requirements and sales figures. Its developer, REMIRA, is the leading provider of intelligent supply chain solutions for retail, logistics and industrial companies in all sectors. Mathematical algorithms create ideal sales forecasts and make ordering and scheduling suggestions, ensuring that we have what we need in our warehouses when it is demanded by our customers.



*Jens-Ole Paas,
CEO Haupa*

What does this mean for our customers?

The use of state-of-the-art software architecture leads to time savings, inventory reduction, process optimization, and optimal delivery capability. Our customers benefit from the associated reliability when planning and the optimized availability of goods. Current trends are also identified at an early stage and can be discussed transparently with our partners and customers. AI in purchasing - a win-win situation for all of us!

More at
haupa.com

BUSINESS COLUMN

ELECTRIFICATION & GREEN HYDROGEN

The perfect match for the future?

In a world facing the challenge of climate change, we need to change how we produce, distribute, and use our products. In doing so, we are abandoning the path of using fossil fuels in production and distribution. Some companies began this process of their own accord, while others are forced to do so by regulations. This change in the way we fuel our economy provides our members and partner suppliers with an opportunity to grow their business in supplying solutions for the generation, distribution, and use of sustainable energy. Particular areas of opportunity include photovoltaics, EV chargers, energy storage units, and linked components.

Ten years ago, the supply of electricity was relatively constant. Now it has peaks and troughs due to the alternative ways of generating that can be influenced by weather, in particular. So, the future will require comprehensive solutions, addressing customer needs in the areas of generation, storage, safety, security, and back up electricity. The important role of the wholesaler in this is to become a total solution consultant. Partner suppliers play an important role too, providing training and other support to build up the expertise of our members.

The change in use of energy from fossil to electricity also creates challenges in the electricity network, in terms of capacity. Such problems are confirmed by the fact that Tenet, the distributor of the electricity network, just announced that no new connections are possible in my own province. This is serious! Furthermore, there is an acute shortage of raw materials, such as lithium and copper, for the production of the required electrification. In other words, the growth of the market is rapid and significant, thereby also creating, in addition to the opportunities, a number of challenges that require a clever and innovative approach to successfully navigate.

The innovative game-changer that could prove very attractive in complementing other renewable energy sources is green hydrogen. Of course, the important condition is that the production of this is green, by means of solar panels, wind turbines, and the like. Yes, the price of production is high and there are challenges around storage and transportation. However, as technical advances are made and the costs of natural gas and other alternatives explode, green hydrogen is suddenly looking like the perfect match to help us fulfil the full energy transition.



**Co Braber
President
IMELCO**

MERSEN DEVELOPS NEW PROTECTION SOLUTIONS FOR BATTERY ENERGY STORAGE SYSTEMS

With the ABAT and GBAT fuse series, Mersen introduces innovative overcurrent protection products for battery energy storage systems.

In 2015, 196 countries agreed to the Paris Climate Accords to limit global warming to a 2°C temperature rise. Renewable energy sources must replace fossil energy sources to achieve this goal. Battery Storage or Energy Storage Systems (ESS) store intermittent energy produced by renewables, such as solar or wind power generators, and then distribute it back into the grid.

Game-changer for the smart grid

Energy Storage Systems provide utilities with the critical flexibility for incorporating renewable energy into the modern smart grid. As for battery technology changes worldwide, ESS integrators continue to design systems with more power capacity levels. Electrical energy storage systems often have capacities of several hundred MWh. The global energy storage market continues to prove resilient to the impacts of COVID-19 and supply constraints for Li-ion batteries. It will enter a prolonged period of growth, with annual installations reaching more than 30 GW by 2030 – up 250% from 2021 levels – according to the latest report from the Clean Energy Technology service at IHS Markit. This places extreme demands on protection systems, not to mention challenging load profiles with constantly fluctuating

charge and discharge cycles. “As a result of climate change, we will need more and more storage systems to store all the renewable energy being generated. In addition, a standard is needed for the protection of these new electrical systems”, explains Mersen expert Dr. Philippe Roussel.

To protect these electrical energy storage systems, Mersen Electrical Power introduces the ABAT and GBAT fuse product series. These products supplement the Mersen’s DC overcurrent

protection portfolio of products, designed to meet the various needs of customers and applications of the energy storage systems. All products conform to the new IEC 60269-7 standard supplementary requirement for fuse-links for the protection of batteries and battery systems.

The ABAT15A is mainly dedicated to integrated suppliers that provide the battery rack. A battery rack is an assembly of battery modules in series into one rack or string of batteries controlled by a Battery Management System (BMS). The fuse is installed to protect the battery and contactors from short circuits located inside the BMS. The fuse current rating varies from 100 to 500A.



Mersen's ABAT fuses are designed for battery racks and power conditioning systems and are suitable for short-circuit currents up to 250 kA.

The ABAT15C and ABAT15D, were designed for system integrators and Power Conditioning Systems (PCS) manufacturers. By selecting the number of battery racks in parallel into one system, the system integrators can define the power input and output according to their customers' needs. The racks can be installed in sections, which can then be installed in a container. Multiple racks can also be installed directly into a container. The PCS manufacturer provides the inverter necessary to connect the complete battery system to the grid by converting the power from DC to AC. Depending on the system integrators, they are able, or not, to provide both the complete set of battery systems and the PCS. As multiple battery systems are installed, the power output is higher than a rack, resulting in a fuse rating from 500 to 1600A.

All ABAT fuses have been tested with short circuit currents up to 250 kA.

For small and large overcurrents

The fuses in the GBAT series are designed for use in battery containers and inverters. These fuses provide both short circuit

and overload protection, covering overcurrents of lesser magnitude and DC fault currents up to 150 kA, at time constants (L/R) of 1 to 3 milliseconds.

GBAT fuses come in two nominal voltages: fuses for system voltages up to 1000 V DC in sizes NH1 and NH2 (up to 50 kA), and 1500 V DC fuses in sizes up to NH3XL (up to 150 kA). All GBAT fuses are available with either screw-on

blades for direct mounting or with plain blades.

Renewable energy applications

As a global expert in electrical energy, Mersen offers a broad portfolio of products for use in renewable energy applications. They include an extensive line of electrical protection equipment for photovoltaic solar systems.



GBAT fuses from Mersen are designed for use in battery containers and inverters and cover smaller overcurrents and DC fault currents up to 150 kA.

ABOUT MERSEN

Mersen is a global expert in electrical power and advanced materials for high-tech industries, with over 135 years of experience, more than 50 industrial sites and 16 R&D centers in 35 countries. Mersen Electrical Power provides a broad portfolio of products in electrical protection and control and offers solutions for power management applications.

Mersen Electrical Power teams work with customers worldwide to design and to deliver customized solutions and key products into various key markets such as commercial, industrial, renewable energies, power electronics, and E-mobility. Mersen's mission is to make customers applications safer and more reliable.

THE GROUP IS LISTED ON EURONEXT PARIS COMPARTMENT B

More info on ep.mersen.com

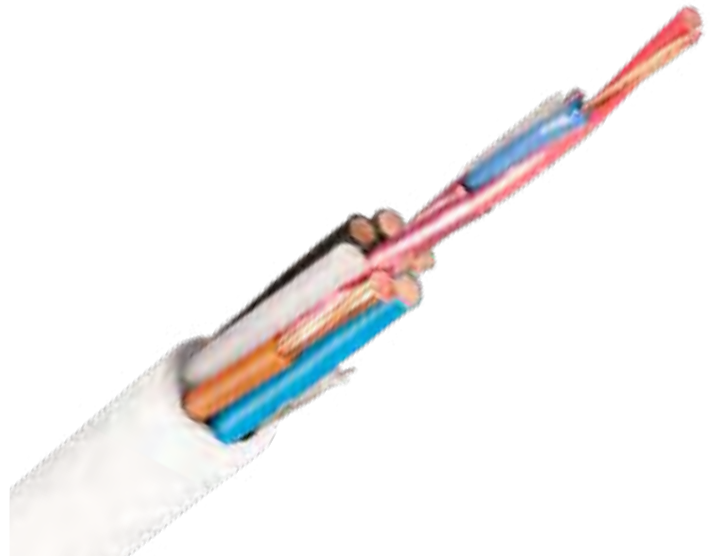
CHARGING FOR TOMORROW

Nexans Sweden was early in delivering quality charging cables when the first Electric Vehicles, EV:s, saw the light of day and we continue to be innovative and develop solutions to meet future needs through our vision Electrify The Future.

It's no longer just charismatic visionaries from California who sell EV:s, all the big manufacturers have embarked the green transition. To meet this change, more and smarter charging possibilities are needed – at home, at work and on the roads.

By 2050, Europe will be the world's first climate-neutral continent¹ while electricity demand in Sweden is expected to increase by 60% over the next 20 years². To achieve this, not only more renewable energy is needed, but also smarter communication, load balancing and control of electricity networks. As a faithful and reliable cable supplier, Nexans sees it naturally to be a part of this. In a sustainable way, our hybrid cables help to meet the challenge, making it easier to control charging in real time to relieve the power grid and provide a financial bonus for the owner to control their electricity consumption to the time of the day when electricity is cheaper.

Nexans hybrid cables only require one cable between the power station and the charging point. The cable includes both power and control function. The installation is, therefore, easier and faster,



giving a better looking end-result, with the bonus that power control and load balancing will be easier to regulate. This saves both time and money for all parties. A complete assortment of three control cables with power, MXQ Easy™ Control, FQLQ Easy™ Control and EQLQ Easy™ Control fits together with charging boxes and charging posts from all leading suppliers. They are marked with our Lifemark™, a unique marking method that clearly states what materials can be found in the cable.

Products with Lifemark™ make it easier to recycle. 40 years from now, when dismantling the installation, Lifemark™ will facilitate proper recycling and disposal thanks to the instant information on the nature of the materials of the cable. All to minimize the environmental impact throughout the lifetime.

You are in charge!

¹ European Commission, 2050 long-term strategy

² Svenskt Näringsliv, Högre elanvändning år 2045

SNAP IN

HOW A NEW CONNECTION TECHNOLOGY CHANGES THE WORLD

Digitalisation, automation and increasing competitive pressure require new ideas and solutions in electrical engineering. This also affects the wiring process. The new SNAP IN connection from Weidmüller is revolutionising connection technology. It makes installation and maintenance processes considerably easier and faster, increases connection reliability and even supports automated wiring. This paves the way for the future. SNAP IN technology is a real milestone for users all over the world and thus a further driver for the joint market success of Weidmüller and IMELCO.

The answer to major challenges

The entire electrical engineering industry is facing enormous challenges. More and more connections have to be permanently and reliably closed in less and less time in the smallest of spaces – preferably automated. In order to meet these requirements, well thought-out solutions are needed. With the new SNAP IN technology, Weidmüller is revolutionising the wiring process and taking a decisive step towards the future.

An ingenious solution with a smart principle

The principle of the new connection is as simple as the handling: Stripped conductors are just plugged directly into the clamping point. A strong spring mechanism

snaps shut clearly audibly and ensures a vibration-proof, gas-tight and reliable connection. To release the connection, simply press the pusher. The clamping point opens and the spring mechanism is tensioned again. The new SNAP IN connection technology is available in various Weidmüller product ranges. These include Klippon® Connect terminal blocks,

OMINMATE® 4.0 plug-in connectors as well as heavy duty connectors (HDC).

True pioneering achievement: the SNAP IN terminal block

Innovations have a long tradition at Weidmüller. It began in 1948 with the first plastic-insulated





Connect and disconnect solid or flexible conductors

terminal blocks, which set new standards with each stage of their further development. To this day, Weidmüller terminal blocks are among the safest and most powerful on the market. Weidmüller's latest pioneering achievement is Klippon® Connect terminal blocks with SNAP IN connection technology. They are characterised by easy handling with maximum durability and reliability. The SNAP IN connection eliminates tedious work steps. This makes, for example, the entire control cabinet and control system construction considerably more economical.

Well engineered and ready for robot

Due to their easy handling, SNAP IN terminal blocks are suitable for automated wiring. They are also designed to be easily gripped and snapped on by industrial robot systems – such as the Klippon® Automated RailAssembler from Weidmüller. This eliminates the need for picking, assigning, and positioning individual terminal blocks in the production process and up to 60 % assembling time is saved. To increase efficiency even further, the design of the SNAP IN terminal blocks has been optimised for fully automated laser marking. In combination with Weidmüller's Klippon® Automated RailLaser,

marking time can be reduced by up to 90 %. If the terminal blocks and matching accessories are ordered via the Weidmüller Configurator, customers also benefit from comprehensive engineering support and end-to-end documentation. With all these benefits, SNAP IN terminals are already supporting the automation processes of tomorrow. Ideal for speeding up processes, avoiding errors and reducing costs.

Simply perfect: SNAP IN connectors

In connectors, a new level of perfection is achieved with SNAP IN connection technology. OMNIMATE 4.0 connectors with SNAP IN connection enable particularly reliable, permanently vibration-proof connections - ideal for mobile applications. The connectors are also significantly more space-saving than comparable products and can be used in a modular fashion. This means that more functions can be accommodated in the smallest space. In addition, there are the advantages of the ingenious SNAP IN connection technology, which enables wiring without any tools. The tedious screwing onto the PCB is no longer necessary and production is significantly accelerated. Best of all, due to the modular slice concept, signal, data and

power transmission can be flexibly combined in one product. All this makes OMNIMATE 4.0 connectors with SNAP IN connection the new star among connectors.

A partnership that pays off

As a partner in Industrial Connectivity, Weidmüller is known for repeatedly bringing outstanding innovations to the market. This has always driven the close partnership between Weidmüller and IMELCO that has existed for more than 30 years. SNAP IN connection technology has now ushered in a new era of connection technology that will soon have an impact on all levels of the industrial planning and manufacturing process. The new connection technology is the first step towards fully automated production with maximum efficiency and outstanding quality and reliability. At the same time, it is a milestone for the development of new devices, machines and plants. Also due to our strong partnership with IMELCO, we can be sure that it will quickly establish itself on the market - and make the world of electrical engineering a little bit better. True to our common aspiration to help our customers master their challenges with innovative products and future-oriented solutions.

More at
www.weidmueller.com

BTICINO TRANSFORMS SMART VIDEO INTERNAL UNITS, FOR **EVER-SMARTER AND MORE SECURE HOMES**

BTicino, a Brand of the Legrand Group, announces the birth of Classe 300EOS with Netatmo, the first video internal unit with built-in Amazon Alexa voice assistant.

BTicino, a Brand of the Legrand Group, is proud to introduce Classe 300EOS with Netatmo, a revolutionary connected video internal unit that, starting from its name – EOS Evolution Of Smart - is meant to mark a new step forward in the connected home solutions that has developed over the last few years.

Classe 300EOS with Netatmo is indeed the first video internal unit with built-in Amazon Alexa, which means that the device can be entirely managed not only from the dedicated App, but also through voice control.

This truly unique technology, combining all the functions of a video internal unit with the potential of voice control, also results in a brand-new user experience.

BTicino's new video internal unit allows to manage all traditional video door entry system functions (e.g. opening a gate) through voice control, while also making the most of all the other functions ensured by a BTicino system with built-in Amazon Alexa, for instance controlling lights, sockets, and shutters. In this way, video internal units become real hubs controlling the user's smart home.



And the system can be further expanded to also manage Netatmo security devices (e.g. Wi-Fi video cameras), thereby creating a simple Smart security system.

BTicino is investing increasing resources to offer the market a wide range of advanced smart solutions also through joint projects with partners like Amazon. These are products and solutions that open up new horizons for Legrand: in line with its tradition, the Group intend to keep moving along the innovation path it has embarked upon with the IOT and Smart Home products.

Classe 300EOS With Netatmo - that has just been bestowed the prestigious iF Design Award - is available on the market in both the stand-alone version and the Kit version, which features all the components required to create a small system, including the Netatmo outdoor video camera.



LOW BAY FLEX

A MULTI-TALENTED SOLUTION FOR CEILING HEIGHTS UP TO 10 METERS

The new **LOW BAY FLEX** luminaires are designed for warehouses and logistics centers as well as production lines with ceiling heights between 4 and 10 meters. This easy-to-install solution offers high efficiency of up to 160 lm/W and a life of up to 100 000 hours¹.

It covers many different applications thanks to various mounting options and 3 beam angles. Tool-free open/ close end caps, pre-mounted clamps for strain relief and complete through-wiring make installation effortless for larger installations.

Complete through-wiring possible

LOW BAY FLEX luminaires are well equipped for complete through-wiring - in both ON/OFF and DALI operation.



Areas of application

- Replacement for luminaires with mercury vapor or metal halide lamps
- Warehouses
- Logistics halls
- Industrial and storage facilities
- Discounters, supermarkets

Coming soon: Ball-proof versions for use in indoor sporting facilities or applications, where increased physical robustness is required.

¹ t [h]: L70/B50 @ 25 °C (T_{ein})



ROHS AT A GLANCE ALL THE CHANGES ALL THE ALTERNATIVES

The use of mercury in lighting products is prohibited by the Restriction of Hazardous Substances in RoHS Directive.

However, the directive includes exemptions for T5 and T8 fluorescent lamps, compact fluorescent lamps with plug-in bases (CFLni), HPD lamps and special-purpose lamps (e.g. UV-C lamps).

These exemptions defined in Annex III of the EU Regulation have been amended. The consequences are as follows:

- A ban on all T5 and T8 fluorescent lamps from August 24, 2023
- A ban on all CFLni lamps from February 24, 2023
- An extension to the exemption for HPD lamps of 3 to 5 years
- An extension to the exemption for special-purpose lamps of 3 to 5 years

A large portfolio of future-proof alternative products

LEDVANCE is constantly working on further developing innovative lighting technologies and already offers a wide range of efficient alternatives. LED products from LEDVANCE greatly exceed the current minimum requirements.

Our current portfolio list makes changing to a different technology as easy as possible: Simply find the lighting product affected by the EU ban in the list and specify a compliant alternative product from the available LED lamps or LED luminaires. Whatever you decide, there may be further steps you need to take, such as performing compatibility tests for LED lamps and application-specific planning for LED luminaires.



Prohibition of placing on the market of all compact fluorescent lamps with plug-in base (CFLni)



Prohibition of placing on the market of all T5 and T8 fluorescent lamps



ANOTHER FRUITFUL EDITION OF GIBED MEETS PARTNERS

Maintaining good relationships with suppliers is a necessity for every business. And even more for independent and/or family-owned wholesalers, such as our members. That's precisely why the eight distributors that together constitute GIBED (Group of Independent Belgian Electrical Distributors) organize a yearly GIBED Meets Partners event. With COVID-19 regulations in Belgium eased at the beginning of 2022, the members could once again meet selected suppliers in real life.

An important event such as this merits an inspiring setting away from the company boardroom. In this case, the historical city center of Leuven, with its charming, cobbled streets and rich university heritage. GIBED decided to host its yearly partner meeting at Martin's Klooster, a 16th-century building that once housed Charles V's secretary and later became a convent and a hospital for knights. Today, it is a boutique hotel, where age-old scenery houses modern accommodations. A perfect location for fruitful discussions.

In-depth sessions

From the 16th to 18th of February, twelve suppliers had the occasion to talk directly to the eight members of GIBED (Aleco, Alfa, Elecpro Cuypers, Govaerts, Niederau, Piscaer, Sarem and Tasiaux, located across Belgium). "These are our top suppliers with regards to turnover, or partners in which we see lots of potential for successful collaboration," explains Nico Vanhove, Managing Director of GIBED.

He continues: "Every partner gets the floor for a one-hour private meeting with our members. We look back on our collaboration, discuss how their products and segments performed at all our member stores and elaborate on the actions we took to promote their portfolio. Our partners, in turn, also provide an overview of their figures, talk about upcoming initiatives, and introduce new

representatives, if necessary. If there were any difficulties along the way, these will also be discussed to remedy the situation. At the end of their presentation, there's room for a short Q&A. After the last business review of the day, guests can join us in the lobby for more informal talks in a relaxed atmosphere. On Friday, there's a GIBED-only wrap-up session in which we evaluate our suppliers' input, with feedback from all eight members. We also decide on the next steps to be taken, so that we can immediately put words to action."

Appreciation

"The selection of twelve partners varies every year, so those present really consider it an honor to be there. To them, it's a unique opportunity to



NETWORKING



Nico Vanhove,
GIBED Managing Director

When asked about how they experienced GIBED Meets Partners, suppliers stated they appreciated the professional organization and the historical surroundings. They felt honored to be considered a preferential partner. Some felt an hour was a bit short to discuss everything. Still, those present were positive about the attitude of the members, their transparency, and their constructive criticism.

“GIBED Meets Partners has become a yearly tradition and is a rather unique concept among

wholesalers in Belgium and abroad. As we organize this partner event at the beginning of the year, it is an ideal occasion to look back at the previous year and to make a fresh start, with new plans, targets, and opportunities. It’s also a useful way to come forward as a group with shared interests and to strengthen our ties with suppliers.

I admit that it’s a packed program, but it’s a good way to make decisions and get things done,” Nico Vanhove remarks in conclusion.

talk to all GIBED members and the board at the same time, as we are normally spread across different regions in Belgium,” says Jolien Op de Beeck, business officer at GIBED. “They all appreciate the way they are treated. Every representative gets a personalized invitation letter and a complimentary GIBED present. For our members, too, it’s nice to have a change of scenery. The three-day stay strengthens the relationships between the individual members.”



Credit: <https://www.martinshotels.com/klooster/leuven>

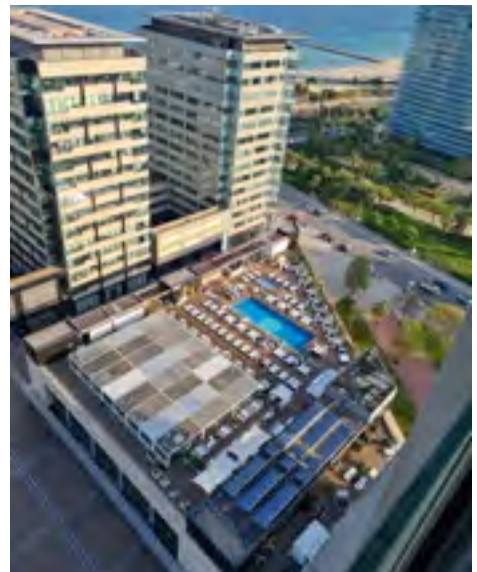
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