

# Driven by **Drives**



**Danfoss**

streamlines  
VLT and Vacon  
distribution



# Driven by Drives

The merging of Finnish drives manufacturer Vacon into the Danfoss drives business is now offering a greater range of variable speed drives for New Zealand industry. The merger provides stronger backing for the combined range with a technical base of over 68 years' combined experience in drive innovation between the two companies.

To take advantage of its greater market share and to help make the expanded product portfolio more accessible, the company is streamlining its distribution in New Zealand with the appointment of two sales partners.

Danfoss New Zealand manager, Stephen Broadbent, says the new distribution arrangements will provide a stronger presence for the company's VLT and Vacon variable speed drive brands.

"These partners are well-versed in Danfoss drives having supplied them for many years, but rather than supporting customers on a regional basis, they are now serving customers nationwide based on industry sectors."

Christchurch-based Advanced Motor Control is now taking care of sales to the water, waste water, irrigation, quarrying, timber and heavy industry sector, while Ellisco is taking care of food and beverage, HVAC, refrigeration and light industry applications from its branches across the country.

Broadbent, says the new partnership arrangement reflects the capabilities and experience of the sales partners and sharpens their focus on supporting customers with the most suitable drive for their applications and backing it with technical expertise.

The new distribution arrangements replace the multiple sales partners under previous Danfoss management and allows those companies to continue supplying their customers with Danfoss drives by sourcing them through either Ellisco or Advanced Motor Control.



Stephen Broadbent



The new Danfoss management team combines Vacon and Danfoss drives expertise to support the merged company's distributors and end-users

## Clear branding

Broadbent says the Danfoss VSD offer has never been stronger thanks to the acquisition of Vacon just over a year ago and the continuous drive innovation from over 1000 research and development engineers that results in Danfoss being granted a new patent, on average, every day.

Vacon is now marketed as a Danfoss product brand and is paired with the VLT brand to give New Zealand industry a greater range of drive options from a leading international supplier.

He says in 1968 Danfoss became the first company to mass-produce variable speed drives for controlling motors and is today the second largest supplier of VSDs in the world with 61 factories in 20 countries and 23,400 employees throughout the world in over 100 countries.

"Because Danfoss produces only variable speed drives, Danfoss designs and manufactures them exceptionally well and New Zealand industry can have absolute faith in their performance. We can provide AC drives in a power range from 0.18 kW up to 5.3 MW catering for any motor. The range includes low and medium power AC drives, full power range drives, dedicated drives, decentral drives and drives for permanent magnet motors, as well as soft starters.

"But where you see the real impact is on your bottom line and in the efficiency gains and lower cost of ownership Danfoss drives deliver. The built-in functionality improves energy efficiency, cuts costs and helps you optimise the productivity of your processes with a VSD designed for your particular industry.

"Our sales partners will take you through the options and help you select a dedicated drive that will give you a higher level of control and efficiency for any specialised application you have."

## Drives expertise

Broadbent, who recently returned to Danfoss as its New Zealand manager, says there is a lot of technical depth in the company. He has about 20 years' experience in drives himself. Bjarke Byllemos, who introduced Vacon drives to New Zealand, has a similar background and Ross Remnant has been working with drives since 1985.

Along with a team of six providing technical support solely on drives, Broadbent says Danfoss provides a high level of technical support for its sales partners and customers. He says this adds to the technical skills and experience the partners already offer, as well as existing Vacon partners Eurotec and Fantech.

Mark Empson of Advanced Motor Control has built his career in motor control from his early days as founding technical director of Aucom – the Kiwi company that developed soft start technology into a commercial solution."

Empson says Advanced Motor Control has developed significant expertise in water and large industrial applications offering complete working solutions including support.

"We are a value-adding motor control equipment sales company. We are not integrators but we do supply all the IP to make sure the motor controls we supply work optimally."

Empson says he spent over two decades as a design engineer travelling the world talking about soft start technology, variable speed drives and motor control issues. He says this educative role has carried through as a defining approach to Advanced Motor Control's support to its industrial customers.

"With Danfoss, when we are asked to help with applications we don't just ensure the drive is set up correctly – we focus on transferring skills to the electricians and engineers we are working with so they can maximise the performance of their drives.

"We bring a high level of knowledge of the whole technology around the drive, the motors and power supplies. Overcoming hidden complications that can sometimes bite, such as harmonics and interference from other equipment, is all part of the service."



Mark Empson

## Safety integration

Ellisco has been selling Danfoss drives for nearly six years and has an even longer history in machine automation and safety. Manager Douglas Oliver says Ellisco is well positioned to help incorporate automation and safety designs into a drive solution and deliver a more complete solution.

Oliver says Ellisco is currently expanding its regional staff in the drives and automation area, with an additional specialist for its Christchurch, Napier and Wellington offices and two more in the North Island. He says the strengthened relationship with Danfoss coincides with Ellisco's further expansion in the supply of safety sensors and a growing ability to help industrial customers with automation and connectivity up to the drive.

"We have done a lot of work in the food and beverage sector, the HVAC and refrigeration industry and with OEMs where Danfoss drives have been the mainstay of our drive solutions. With Mike Watts as our automation and Danfoss specialist we are fully focused on developing solutions for our customers that are cost-effective and deliver complete satisfaction. As a one



The addition of the Vacon range of variable speed drives and particularly the higher power models has broadened the Danfoss lineup now marketed under the VLT and Vacon brands

hundred-year-old company, we make sure what we sell works."



Douglas Oliver

## More stock on hand

Both Danfoss sales partners have significantly increased their stock of drives and along with Danfoss' own stock there is now over a million dollars' worth of drives to increase same-day delivery services.

Steve Broadbent says the Danfoss service would not be complete without a reliable service partner.

"For the last 20 years Professional Electrics (Protec) has been servicing drives in their VSD service division based in Auckland and Christchurch. We have provided Danfoss training at our Melbourne, Denmark and USA factories for their skilled staff and look forward to a specialist service operation to support Danfoss users."

Will McLachlan runs the VSD servicing operation and says over \$200,000 of Danfoss spares are now held in stock to ensure a rapid response whenever repairs and servicing are needed.

"Our first priority is to repair on site and our guys are always on the road doing whatever they can to keep

production going. We do a lot of preventative maintenance and also carry a full range of Danfoss 'loaner' drives up to 250 kW for companies wanting to try different solutions."

He says his company has a wide experience in servicing all manner of drives including 10 years with Danfoss, and Vacon drives now part of the mix.



Will McLachlan

Steve Broadbent says with highly skilled service back-up and 15 drive-focused professionals in the wider Danfoss team, the time to upgrade to new generation VLT and Vacon drives could not be better.

"It doesn't matter what kind of PLCs, motors or bus systems you have installed, Danfoss drives will integrate and network with all of them. Our advanced hardware design combined with state-of-the-art Danfoss software will also ensure you gain full Internet of Things connectivity.

"Our nationwide team will help you take advantage of these new capabilities to build a better tomorrow for your business. We can improve the productivity of your processes and plant and set you up with drives that will deliver a long service life, generate significant efficiency savings and reduce the total cost of ownership."



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## Danfoss Drives New Zealand Sales

The Team Dedicated to Servicing & Supporting Your Variable Speed Drives

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