

EllisCo and Eaton powering electrical installations



Companies looking for more support in the development of their electrical infrastructure, plant and safety systems now have a new team to call on following Eaton's partnership with industrial electrical product distributor, EllisCo.

Eaton's presence in New Zealand as a supplier of core electrical product changed a year ago when Eaton expanded its partnership with EllisCo and both companies began working together to bring a greater range of Eaton's electrical distribution and motor control components to customers throughout New Zealand.

EllisCo's sales director, Douglas Oliver, says Eaton's product offering is world class and integrates well with the industrial product and services EllisCo already supplies.

"The more we work with Eaton locally and with their technical people in Australia, the stronger our offer has become. This is opening up greater opportunities for electrical wholesalers to gain more industrial business."

Oliver says the extra vigour Eaton is providing in support of its local expansion is confirmation of the company's commitment to the New Zealand electrical industry and its intention to become a major supplier here as it is in many of the 175 countries it exports to.

He says EllisCo's strong engagement with the industrial market is providing the ideal platform for Eaton to expand. Eaton has had a long presence in New Zealand but mainly through the brands it owns. These brands



A wide range of Eaton electrical distribution products and motor control components distributed by EllisCo are now available through electrical wholesalers

include Cutler Hammer and Westinghouse which Eaton acquired over 40 years ago and the more recent acquisition of Moeller in 2008, which helped boost Eaton's international presence.

Many Eaton products have been brought to market over the years under these legacy brands and Eaton is now looking to establish Eaton as the brand that unifies them and drives their research and development with new product innovation. Products made under legacy brands are now being branded with Eaton and more products are being developed solely under the Eaton brand.

Eaton has continued to grow with many other acquisitions including Powerware, Cooper Wiring Devices, Crouse-Hinds, Brady, Axelent, Fortress Interlocks, Thorlux, Novaris and others.

(EV Chargers). Today, annual sales of Eaton products exceed \$US 21 billion.

EllisCo has been part of this success for the last 15 years as Eaton's New Zealand distributor of Cooper Menvier emergency lighting and CEAG central battery emergency lighting systems and has long recognised the potential for growth in the local market for many more Eaton products. These products are now available through electrical wholesalers under the expanded distribution agreement with Eaton, says Oliver.

"Eaton is one of the biggest electrical manufacturers in the world and we are now bringing the strength and power of Eaton to our electrical wholesale market. All products in our online store are available from any electrical wholesaler and pricing is competitive."

This includes Kyoritsu meters which became available through EllisCo because Eaton is the authorised reseller for Kyoritsu meters in Australasia.

Long-standing service

EllisCo is one of the longest serving electrical companies in New Zealand and has been firmly embedded in the electrical industry for over 115 years. Today the company specialises in supplying solutions for machine safety, automation, lighting, emergency lighting and natural ventilation through partnering with other leading brands such as Danfoss, Sick, Brady, Axelent, Fortress Interlocks, Thorlux, Novaris and others.

Oliver says the company has played a major role in a number of New Zealand's largest and most ground-breaking projects. He says the company is recognised for its technical and application knowledge and the specialised products it brings to market. With the addition of Eaton's circuit protection and control components, the company is now offering more complete solutions for a greater range of projects.

Eaton is also adding more value to EllisCo's strong relationship and technical capabilities within the industrial sector and with electrical wholesalers.

Eaton's regional general manager, Mark Anning, says the expanded partnership represents a strong commitment from both organisations to support the industrial sector with multiple ranges of electrical products that provide the best in safety, reliability and efficiency.

"This partnership will help Eaton expand throughout New Zealand by delivering a quality alternative for industrial companies and the electrical contractors and wholesalers that support them. We are growing our own presence in New Zealand to provide additional support and add to the strong relationships and technical capabilities EllisCo has across many industries."

Heading Eaton's power distribution offer in New Zealand is Maia Kawana. He says EllisCo was chosen as Eaton's distribution partner for the technical expertise and depth of knowledge in the EllisCo team, and the company's strong presence in safety and other product sales.

"We looked for a distributor with national coverage, strong technical prowess and application expertise that would suit our



New Eaton products include the eRBXH, a compact 18 mm RCBO designed for small assemblies and the mRBM4, a three-phase Type A RCBO addition to Eaton's xBoard range



product range in the areas of motor protection, motor control and power distribution."

New RCBOs

As part of the new long-term strategy both companies are building stock to ensure availability of Eaton power distribution and motor control products. Eaton produces an extensive range of low voltage circuit protection devices for residential, commercial and industrial applications, including MCBs, RCDs and RCBOs.

Adding to the range this month is a new compact 18 mm RCBO. The eRBXH has the same physical size as a standard single pole MCB and is designed for small assemblies. It is a single pole plus switched neutral device where the line/load can be connected from top or bottom.

Eaton general manager, Mark Anning, says ease of connecting to a supply enhances the safety of an installation and the compact single pole size allows more poles to fit into assemblies offering a cost-effective solution. With current ratings up to 40 amps, both Type AC and Type A devices are available.

He says last year Eaton introduced a versatile three-phase Type A RCBO, the mRBM4, in the xBoard range. This new RCBO is a three-pole plus permanently connected neutral device up to 32 amps. It has a red-green contact position indicator as well as a white-blue earth fault current tripping indicator.

While new products come on stream,

there are Eaton innovations that have stood the test of time and are carried through to today. Eaton-branded MCBs have retained the coloured toggles developed by Moeller to make each of the 14 different amperages ranging from 2 to 63 amps easily identifiable.

The right stock

Eaton and EllisCo are now reviewing Eaton product lines to identify the products appropriate for the stock profiles of electrical wholesale branches in New Zealand.

Doug Oliver says Eaton has 15,000 low voltage power distribution product lines and a price book/catalogue for IEC MCBs is being developed with Eaton to get the right product aligned with the right standards for New Zealand.

He says every electrical wholesaler in New Zealand can now stock a full range of competitive Eaton products knowing they are backed by stock held by EllisCo in the North and South Islands and also by Eaton. They also have all the technical support they could want through local product engineers, product managers and sales and marketing teams in the country and the region. ■



As the authorised reseller for Kyoritsu meters in Australasia, Eaton has appointed EllisCo to distribute Kyoritsu instruments in New Zealand

For further information:
EllisCo
P: 09 570 5267
E: info@ellis.co.nz
W: www.ellis.co.nz