

100 to 110 Years: a look back at the past decade of the EDA

The Association celebrates the first decade of its second century with a new publication that details the achievements and successes of the past 10 years

2024 marks the Association's 110th birthday. While not a particularly significant birthday, it is an important milestone in our second century, and a suitable point to reflect on the work achieved in our support for EDA businesses in the decade since our centenary in 2014.

Some of you may remember the sweltering day in 2014 when the EDA celebrated its centenary – indeed you may have been at The Orangery at Kensington Palace where the celebrations were held. BEMCO's Simon Barkes was President and Margaret Fitzsimons had just joined as CEO. At the time of the centenary we had 98 member wholesalers – today we have 260 – with 57 affiliated members – 121 today.

Back to the start

To commemorate its hundredth birthday, the EDA published a detailed history looking back the creation of The Electrical Wholesalers' Federation (EWF) by five enlightened men. The aim of this new body was 'to protect the interests of bona fide electrical wholesalers from any action or dispute between themselves, manufacturers and retailers'.



Now we're bringing that history right up to date with a new publication that reviews the work of the EDA over the past 10 years. First copies of '100 to 110 Years' will be shared at this year's EDA Summer Event on Thursday 4 July, with copies posted out to every EDA business shortly after.

If you are interested in the centenary book published in 2014, we have a limited number of copies and you can request one by calling the EDA on 020 3141 7350. ■

▶ more on page 2

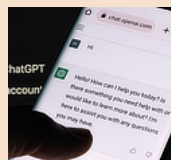
Celebrations

Guests outside The Orangery at Kensington Palace in 2014 (above) and centenary book with the new publication that covers the 10 years since



IN THIS ISSUE

Online course promises to take the fear out of artificial intelligence



Expert Paul Bratcher puts your fears to rest and shows how AI could free you and your team from admin drudgery

Take a tour of the EDA Academy – the latest way to study



What happens when you sign up to study the Product Knowledge Modules online through the EDA Academy?

A helping hand to help you keep your product data up to date



The EDA's Customer Success Manager will support affiliated manufacturers to ensure they have the best product data

DIARY DATES

Events are subject to change, so visit www.eda.org.uk for the latest details, or call the EDA on 020 3141 7350.

Thursday 4 July 2024

EDA Manufacturers' and Wholesalers' Summer Event
An invitation-only event.
For more information, visit www.eda.org.uk

Wednesday 24 July 2024

Talking Shop Teams Dialogue
Virtual event for EDA businesses.
Register at www.eda.org.uk

Thursday 12 September 2024

EDA Regional Business Forum, Coventry
Register at www.eda.org.uk

Tuesday 1-Friday 4 October 2024

EDA Scottish Function
A senior networking event at the five-star Cameron House Hotel in Loch Lomond.

Tuesday 29 October 2024

Talking Shop Teams Dialogue
Virtual event for EDA businesses.
Register at www.eda.org.uk

Wednesday 13 November 2024

Power It Up: EDA Industry Insight Conference 2024
At the Crewe Hall Hotel and Spa, Weston Road, Crewe.
For more information, visit www.eda.org.uk

Thursday 5 December 2024

Digitalisation Forum & Data Quality Awards 2024
At the America Square Conference Centre, London.
Register at www.eda.org.uk

Highlights from the past decade

Read about many more milestones in our new publication '100 to 110 Years', available in July.

2017
Launching the Trade Supplier Level 2 apprenticeship, one of the most popular



2018 Leading the UK delegation to Light + Building in Frankfurt

2021 Summer Event brings everyone back together after Covid lockdowns



2022 EDA training modules win Princess Royal Training Award

2024 EDATA data pool wins Innovation of the Year at the Trade Association Forum Awards



Photos: Rachael Barron Photography



Training insights In May, the EDA joined more than 100 Princess Royal Training Award winners and City and Guilds at the London Guildhall for the inaugural Skill Share Event. Attendees exchanged insights, shared challenges and successes, and listened to inspiring training stories. The Princess Royal joined in the afternoon sessions. The EDA, which received the award in 2022, hopes to repeat that achievement in 2025, demonstrating its commitment to training and development through its Product Knowledge Modules.



CEO verview

EDA Chief Executive **Margaret Fitzsimons** rounds up events in the sector over the past three months.

Our cover photo evokes happy memories of the scorching day and the celebratory 100th Anniversary lunch that 'brought the industry closer together' in June 2014. That Anniversary was not just a time to reflect on the past but also a time to plan the future and a lot has been done in the past 10 years to re-shape the Association and build strong foundations for development.

We have grown from an organisation of three people to a team of 10 today who are specialists operating under four pillars of work:

- Building our Business Community;
- Recruiting, upskilling and training our sector;
- Digitalising member businesses through provision of high quality product data; and
- delivering Industry Insight.

Moving into our second decade it's another good time to plan strategically, and we are working with the boards of EDATA and EDA to do that with input from key stakeholders such as the Affiliated Manufacturers Insight Group (AMIG), Education and Training Ambassadors, specialist working groups and industry associations.

AI, Cyber Security, Green Technologies, Corporate and Social Responsibility (CSR) are all important topics for our sector and the EDA must help businesses come to grips with them. We look forward to working with you over the next 10 years and reporting back on our achievements in 2034! ■

DASHBOARD: A SUMMARY OF Q2 BUSINESS ACTIVITY IN NUMBERS

256 WHOLESALER MEMBERS **1,918** WHOLESALER BRANCHES **110** AFFILIATE MANUFACTURERS **11** AFFILIATE SOLUTION & SERVICE PROVIDERS

ACCORDING TO OUR Q2 STATE OF THE SECTOR SURVEY... **30%** OF WHOLESALER RESPONDENTS PLAN TO DIVERSIFY INTO HEAT PUMPS IN 2024 **18%** OF WHOLESALER RESPONDENTS REGULARLY USE TRADE CREDIT INSURANCE

265,272 SKUs LIVE IN THE EDATA DATA POOL **£547** WHOLESALERS ACROSS 132 BUSINESSES ARE USING THEIR FREE EDATA LOGIN **89** MANUFACTURERS HAVE JOINED EDATA TO DATE TO SHARE THEIR PRODUCT INFORMATION WITH EDA WHOLESALERS

4 AI COURSES WERE OFFERED BY THE EDA DURING 2024 **23%** PRICE DROP WHEN YOU CHOOSE THE DIGITALISED EDA PRODUCT KNOWLEDGE MODULES FOR YOU AND YOUR TEAM



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The training hub for the sector

The EDA Academy e-learning platform was launched in 2023 and continues to evolve and grow. The Association's 12 award-winning Product Knowledge Modules – and other training courses – are accessible from the Academy.

What is less well known is that the Academy is also connected to other e-learning platforms across the sector.

The EDA Academy works well as a training destination for most,

but for businesses that already have their own in-house learning management systems (LMS), the Association has developed links to give their employees access to the EDA modules from their own LMS.

It's easier for employees to study in an e-learning environment that's familiar – perhaps featuring EDA training alongside other professional development options – and it makes tracking and reporting easier. ■



Training network

These businesses are working with the EDA, but if your company has its own LMS and you'd like the EDA modules to be available inside, contact Tracy Hewett, details below.

NEW Online course will take the fear out of AI

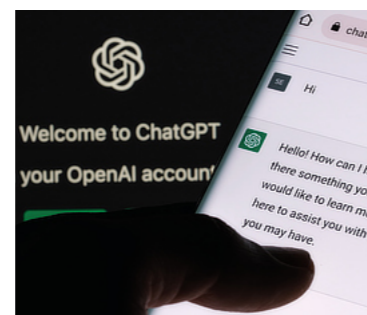
Everyone is talking about AI yet few understand exactly what it is or what it can do.

AI is not about replacing humans in your business, it is about automating everyday tasks that could free up you and your team to focus on adding value to the business.

The EDA has engaged digital



Paul Bratcher Get hands on with AI – and learn what it can do for you – in this online course



transformation expert Paul Bratcher to train you in the basics of AI in a 2.5-hour virtual course designed for EDA businesses. It includes live examples, and you'll use ChatGPT 4 in some interactive exercises. ■

Take the Fear Out of AI runs in July, September and October. It costs £95+VAT per person. Scan the QR code for more.



NEW Boost your interviewing expertise

Recruiting the best people for your business is no game of chance – it's about having well-honed interview skills.

This practical one-day course develops your interviewing skills, questioning techniques, and understanding of non-verbal cues.

The training has been developed for anyone in a hiring role in an EDA business. It includes training in: preparing for interview and how to ask the right questions for the role and level, getting the best from



Georgina Kvassay The course tutor is a recruitment and talent development specialist with 18 years' experience

different types of candidate, successful assessment of strengths and weaknesses and understanding non-verbal communication.

You'll receive a 55-page Interviewer Training Guide and a one-hour review (over the phone or Teams), two-three months after the course. ■

How to Interview People: Getting the Best Candidate for Your Business is on Thursday 5 September, at Luton in London from 9.30am-4.00pm. It costs £250+VAT per person including all training materials, lunch and refreshments. Scan the QR code to book online.



Welcome to the EDA Academy

What's it like to complete the Association's Product Knowledge Modules online through the EDA Academy?

Sabina Shaid of the education and training team guides us through the first steps for managers and learners. ■



A First, the learner's manager must complete learner and manager forms, which contain essential information such as order details and the learner's email address, which is used to set them up on the system.

B Once the learner is set up, they will receive login details, which give them access to the modules they have signed up for. This is what the learner's dashboard looks like.

C Learners work through their modules in order, and the system records their progress. They can refer back to what they have covered online or download a pdf version of the workbook.

D Learning takes the form of video sessions and questions to help learners check their understanding of the material.

E As they complete each module, learners take an end of module assessment – 10 multiple choice questions, five short answer questions and two long answer questions completed in a pdf answer booklet.

F Multiple choice questions are marked immediately, short and long questions by assessors. Learners can log on and see their marks for each section.

NEWS IN BRIEF

EDA joins advisory group for apprenticeships and training

The EDA has been invited to join the Institute for Apprenticeships and Technical Education's (IfATE's) Directory of Professional and Employer-led Bodies (The Employer Directory).



Shaping skills training

The directory has a membership of more than 100 professional and employer-led bodies that advise on apprenticeship quality, T Levels, HTQs, approval of wider level 2 and 3 technical qualifications, and occupational maps that guide employers and potential learners on training opportunities.

Module questions reviewed

The EDA has completed a review of assessment questions across its Product Knowledge Modules. All questions have been scrutinised to ensure they are challenging, fair and meet robust assessment requirements. Feedback from learners and assessors has also been incorporated.

Product Knowledge Modules meet C&G standards

Once again the EDA's product knowledge modules have met the rigorous standards of City & Guilds. Every year, City & Guilds audits the programme to ensure it meets its standards and provides accurate and consistent learning and assessment.



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When getting Gold is just the start

For any manufacturer, signing up for EDATA is quite a commitment – and signing up is just the start. Keeping product information in the data pool up to date, and of the highest quality, can be a daunting task.

The EDA has introduced its Bronze, Silver and Gold standards for product data to encourage manufacturers to create data that is complete, accurate and up to date, and now it is taking the next step.

Customer success

Brigette Evans is the Association's Customer Success Manager. She joined the EDATA team in March with a background in customer success gained in the IT and professional consultancy industries.

In her new role, Brigette will be leading the Gold upgrade process that is being introduced over the coming months, working with affiliate manufacturers to support them in upgrading their data to the best possible quality and ensuring their product range is as complete as possible.

Building relationships

'I'm here in the first instance to build on the relationships that the EDA and EDATA already have with the manufacturers. There is a lot of work that goes into getting data into the EDATA data pool, and I have been brought in to support and guide the process that has already been successfully established by Richard Appleton and Javier Garcia.'

A crucial part of Brigette's role will be to visit manufacturers on site, getting to know their businesses as well as their processes and how the data relates to the products they manufacture. ■



Supporting the Gold upgrade Brigette with her colleagues Javier Garcia and Richard Appleton

Eight more EDA manufacturers set the Gold standard

Eight EDA affiliate manufacturers – Atlantic, B.E.G., Hager, Luceco, Lutron Electronics (Lutron Europe), Procell, Robus and Thorn Lighting – have achieved the Gold standard for product information in the EDATA data pool so far this year.

Ash Smith, Product Manager, Domestic, at Atlantic said: 'Being in the EDATA data pool gives us increased brand visibility with wholesalers in the UK. Much credit for our high-quality product data must go to my colleague, our Tender and Merchant Data Coordinator Maddie Balkham, as she's spent months working on our product data and the Gold status is testament to that great work.'

Thorn Lighting said: 'Wholesalers now have access to over 16,000 products from Thorn, THORNeco and Zumtobel Lighting live in the EDATA data pool. Our commitment gives our clients easy access to product data of the very highest standard.' ■

Rochdale rendezvous for Gold data hopefuls



EDA affiliate manufacturers made their way to EU Fire & Security in Rochdale in May to attend a Going for Gold Data Quality Training Workshop. At the event they learned how to create product data to Gold Standard from EDA experts **Richard Appleton** (back left) and **Javier Garcia** (back right). The training workshops are free to EDA businesses. Another took place on Wednesday 19 June at Hedley & Ellis Ltd, Peterborough, and the last one for 2024 will be on Wednesday 16 October at the EDA's Offices in London.



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ETIM UK presents at Digital Construction Week 2024



For the third successive year, ETIM UK (a partnership between the EDA and BMF) was invited to make a presentation at Digital Construction Week. The title of this year's topic was 'Streamlining 3D Design: ETIM Modelling

Class and the Uniform Object Library'. Margaret Fitzsimons, CEO at the EDA, presented to a packed audience alongside Jeroen van der Holst, Community Director at ETIM International, who flew in from the

Netherlands especially. After the presentation, more than 30 invited guests from the wider construction industry continued the ETIM MC conversation at an expertise exchange and private lunch. ■



Talking 3D design (l-r) Margaret Fitzsimons, CEO, EDA; Richard Appleton, Head of Digitalisation, EDA; Jeroen van der Holst, Community Director, ETIM International; David Bate, ETIM UK Manager, BMF – Builders Merchants Federation Ltd



NEWS IN BRIEF

APIs pull product data into other business systems

The latest EDATA data pool technical upgrade automatically streams product data from the EDATA data pool into other business systems or websites. The streaming is through a new set of APIs (application programming interfaces) that can be tailored to retrieve data for specific manufacturers, or products. To discuss in more detail – or for links to the API keys – contact Billy Overall, details below.

EDATA progress briefings for software providers

The next EDATA data pool progress briefing for EDA Solution Providers is scheduled for 10am-12pm on Tuesday 9 July over Teams and invitations will be going out shortly. If you are a software provider but not an EDA Affiliate, you are welcome to join us on teams Tuesday 9 July from 2 to 3.30pm for an EDATA progress briefing. To add your details to the invitation list contact Billy Overall.

Packaging and sustainability data on the way to the data pool

A working group of manufacturers and wholesalers met the EDATA team recently and the structure for packaging information and sustainability data for products – and how it will appear in the EDATA data pool – has been agreed. After further development and testing, manufacturers should be able to upload packaging and sustainability data for wholesalers to access using EDATA later in 2024.

Wholesalers doubtful about stocking renewables kit

The EDA's quarterly State of the Sector surveys are conducted in January, April, July and October, and discussed at the Talking Shop Teams Dialogues held every quarter

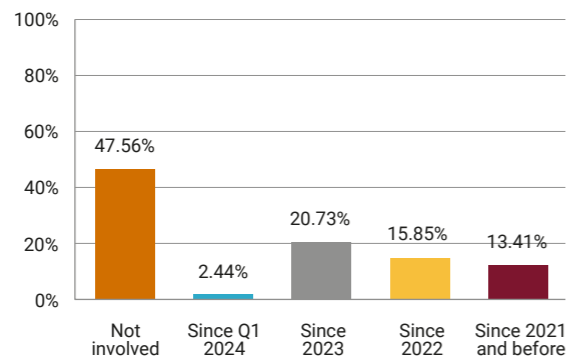


EDA members and affiliates discussed the results of the Association's latest quarterly State of the Sector survey at the Talking Shop Teams Dialogue in April.

Last quarter, alongside the regular questions about turnover and sector performance, the EDA polled wholesalers and manufacturers for their views on diverse topics such as stocking renewable energy and heat pump equipment, changes to fluorescent lamp legislation and the National Living Wage, motor insurance costs and regulatory requirements surrounding building safety.

Turnover

Turnover is a straightforward barometer of what's happening in the sector, and 21% of wholesalers said turnover was up by 11% or more in the first quarter of 2024 compared with the same period in 2023. However, 30% said turnover was down. The corresponding



Renewable energy We asked wholesalers how long they have been involved in the sale of renewable energy products

figures for the last quarter were 35% and 23%.

Comparing the first quarter in 2024 with the final quarter of 2023, 19% of wholesalers said turnover was up 11% or more – 22% said turnover was down. There was no dramatic change between quarters.

“We are a sole branch and not one of many that can operate at a lower profit margin per branch”

Asked the same question, 13% of manufacturers said turnover was up 11% or more, and 38% said it was down. For consecutive quarters, the figures were similar to those for wholesalers.

The sector growing the most for wholesalers was commercial. Industrial has declined slightly. Public housing has grown slightly, but private housing is in decline. For manufacturers, the commercial and industrial sectors are in the top spots, with infrastructure third.

Private housing shows the steepest decline.

Operational challenges

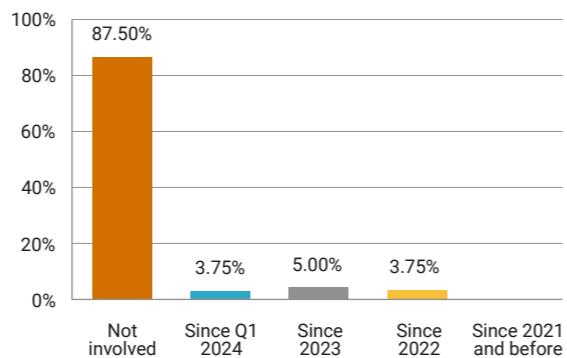
Next, we quizzed wholesalers and manufacturers about their biggest operational challenges. Unsurprisingly, both wholesalers and manufacturers indicated that the biggest challenge they faced was a downturn in demand.

Wholesalers said increases in the National Living Wage and National Minimum Wage has hit them hard, followed by problems attracting and retaining staff.

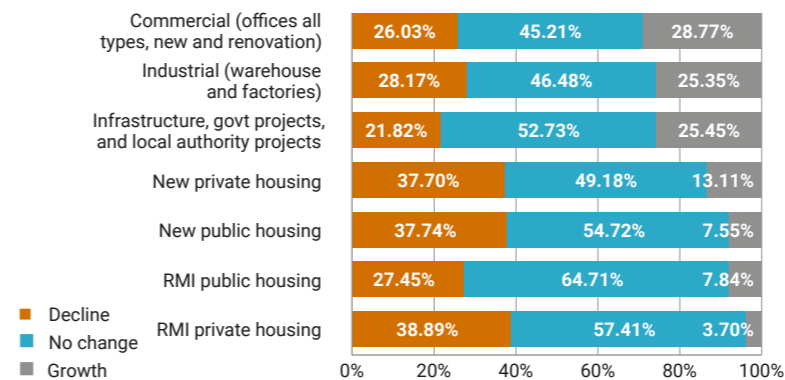
Manufacturers cited the same staff problems as their second-greatest concern, followed by both changes to the living wage and adapting to delays caused by piracy in the Red Sea.

Strategic challenges

At a strategic level, manufacturers feared market and economic uncertainty, workforce challenges



Heat pumps Most wholesalers are not involved in the sale of heat pump technology



Changing turnover Change in turnover by sector between Q4 2023 and Q1 2024, as reported by the EDA's wholesaler members

– attracting, retention and training – and the need to improve business systems and processes.

Renewable energy

In this survey, we asked wholesalers about renewable energy products in general, and heat pumps in particular, in an attempt to gauge how many businesses are in this market.

First, wholesalers were asked how long they'd been selling renewable energy products, excluding heat pumps. Almost half said they weren't involved at all, but of the remainder, 13% said they'd been selling renewables kit since 2021 or before. However, nearly thirty per cent of those who didn't stock renewables said they planned to this year. Those who had no such plans cited the immaturity of the technology and volatile prices as reasons to wait.

Just over 40% of those who were already involved said demand was static, the rest said demand was increasing. Ten per cent said that increase was 'significant'.

For heat pumps specifically, 87.5% of respondents said they did not stock the equipment. But 30% of them said they were planning to diversify into heat pumps in 2024.

Fluorescent lamps

Next, the survey asked wholesalers about continuing demand for fluorescent lamps despite recent legislative changes. Half of respondents said there is

still demand from contractors, and over 80% of them said their customers were aware of the new legislation.

Most of these lamps go into commercial and retail projects, or public sector and domestic applications. They are for maintenance only. Clients are reluctant to change to LED light sources because of the cost.

“Clients are reluctant to change to LED and resist it because of the cost and a lack of grants or other funding”

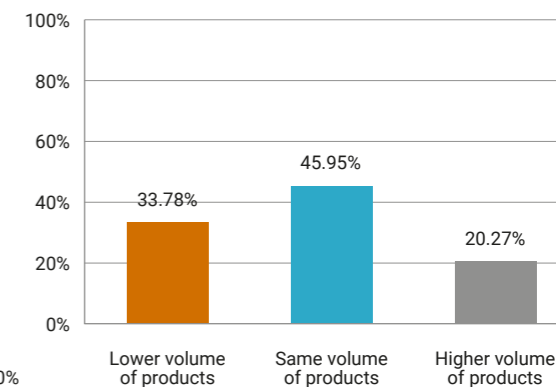
Other topics

This quarter's survey covered a handful of other topics.

Trade credit insurance was a talking point during the pandemic, and high insolvency rates among specialist contractors has put it back on the agenda. Thirty four per cent of manufacturers and 18% of wholesalers use this insurance. Nearly 60% of manufacturers and 55% of wholesalers had seen trade credit insurance limits withdrawn. Just over 60% of manufacturers and 35% of wholesalers had seen limits reduced.

The EDA received a huge amount of comment on the increase to the National Living Wage. The increased costs, said EDA members, meant they would have to increase turnover through higher prices, or stop hiring.

Another concern was the cost of motor insurance. Wholesalers



Predicting demand Most wholesalers expect similar or higher like-for-like sales in 2024 compared with 2023

and manufacturers were expecting a hike of 10 to 20% this year.

The Association also asked about the building safety regulatory requirements for manufacturers to provide product testing and compliance information to wholesalers. Only a third of wholesaler respondents were aware of the requirements, so there is clearly some education to do here. About two-thirds of manufacturers were aware of the requirements.

Wholesalers who wish to acquaint themselves with the building safety demands can visit the website of the building safety regulator at www.bsrevents.co.uk.

Change in demand

Finally, the survey quizzed respondents about the change in demand in Q1 2024 compared with Q1 2023. Wholesalers revealed that sales of renewables products had increased significantly. At the bottom of the chart were products such as wiring accessories and space heating equipment.

Wholesalers revealed that sales of renewables energy equipment had increased significantly. At the bottom of the chart were wiring accessories and space heating equipment.

In conclusion, it appears that, despite the gloomy headlines, there are grounds for optimism in the electrotechnical distribution business, particularly in the commercial sector. ■



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EDA COMMUNITY

Reynolds' milestone shows the range of opportunities in the industry

Alan Reynolds, Chief Executive Officer of the Fegime buying group, is celebrating 45 years in the electrotechnical business, and says his career path underlines the opportunities available to young people in the sector.

He started in 1979 as an apprentice electrician for Mates Electrical Services in Sittingbourne (see letter). He became an electrician, then an approved electrician and contracts manager.

He joined what is now Rexel as a Sales Rep in Maidstone, and went on to manage several branches before becoming regional sales director for 19 branches. After a stint as Regional Director, he moved to head office as sales marketing and purchasing director for Rexel Senate.

He moved to Newey and Eyre as group operations director, then GE Lighting as regional channel

manager for the UK, Ireland and Nordic countries. Then to Fegime.

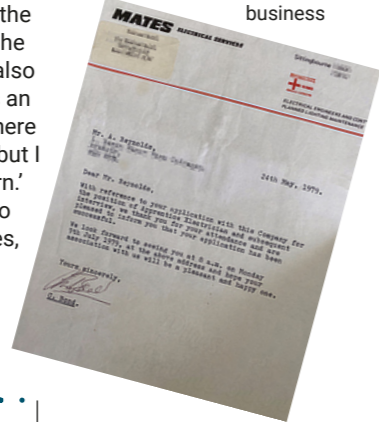
Reynolds says his career path shows the opportunities that are available if you put yourself forward – and continue to develop your skills. He points out that he became qualified in lighting design because he felt his career could go either towards management or a more technical role.

'It's about the attitude, there are opportunities but you need to show the right attitude,' he says. He has also re-qualified as an electrician: 'There was no need, but I wanted to learn.'

'Would I do it all again? Yes, definitely, and that says a lot.' ■



Industry veteran
Alan Reynolds is celebrating 45 years in the business



EIC Challenge for a Cause

Join the Electrical Industries Charity on a 55-mile cycle from Clapham Common to Brighton's seafront on 15 September.

Explore charming villages and tackle the Ditchling Beacon ascent for breathtaking views. Suitable for solo riders or teams. ■

Places are limited so act fast and secure your spot today. Registration fee £75, fundraising target £1,000.



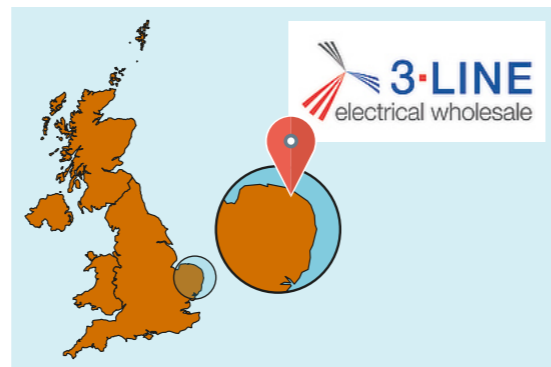
Do you have any news you'd like to share with the electrical wholesaling community? Just send the details – including photos – to takingstock@eda.org.uk.

Rexel and 3 Line Electrical open new branches



Rexel UK, Redruth
Rexel UK CEO Edgar Aponte (in hard hat) and Operations, Process and Facilities Director Craig Pickett open the company's latest branch at Redruth, Cornwall

3 Line, North Walsham
3 Line Electrical Wholesale is touting the opening, in July, of its 15th branch at North Walsham, Norfolk



People on the move



Paul Reeve

Paul Reeve CEnv, formerly Director of CSR & Environment at the ECA, has joined the EDA, part time, as Special Adviser on Sustainability and the Contracting Sector.

The ECA has a new President. He is **Stuart Smith**, who started his career in 1986 as an apprentice electrician. He has held several posts at the ECA at branch and council level. He takes over from Sean Smyth.

Richard Beighton, until recently Managing Director, UK and Ireland of EDA affiliate manufacturer WAGO, has taken up the new position of Zone President, Northern Europe for the company. Congratulations to **Darren Hodson** who takes over the MD role at WAGO.

Graham Allen has retired as Managing Director at Regent Electrical Distributors after over 29 years with the company.

James Calton, Fleet Operations Manager at Grant & Stone, has retired after 23 years, and Accounts Assistant **Lisa** has retired after over 46 years with Marshall-Tufflex. ■



James Calton

Independent wholesaler Swadlincote celebrates 20 years in business

Two decades ago, Swadlincote Electrical Supplies started business in the Derbyshire town of the same name.

The company celebrated the milestone with an event that included the local community, customers, partners, and suppliers. It also announced a partnership with a local charity to 'give back to the local area'.

'The overwhelming turnout and support reaffirmed our appreciation for everyone who has stood by us over the past two



decades,' said the company. 'We'd like to say a heartfelt thank you to all those who have supported us on this tremendous journey.' ■

Good turnout
Supporters at the company's 20th anniversary event



EDA businesses quiz contractors at Reading Forum

More than 90 representatives from EDA businesses joined us in Reading for networking and presentations. A panel of contractors (inset) took questions on green technology opportunities for the supply chain. Other topics included heat pumps, decarbonisation of heating, batteries, cyber security, the EDATA data pool, and how EDA training helps you get the best from your team. Register at www.eda.org.uk for our next Forum in Coventry on Thursday 12 September.

New Members and Affiliates

On 1 April, the following wholesaler members joined the EDA:

- **STA Group Ltd** and
- **Northern Electrical Supplies Ltd.**



On 1 May, two more manufacturers joined as affiliates.

- **First Trace Heating Direct** and
- **Daikin Airconditioning UK Limited.**

A warm welcome to them all! ■



Natalie Grisman
Distribution Sales Manager at Kingfisher Lighting, Luceco Group

Happy 40th birthday to our main lady **Ebony Shuttleworth**.

Thank you for everything that you do for us all, we hope you have the best day and we enjoyed spoiling you yesterday.

Have a lovely day off!

#Birthdaygirl #Celebration Kingfisher Lighting



WHERE ARE THEY NOW?



JACK WHEATLEY

Profit Centre Manager for Electric Center in York, Jack was one of the first to achieve 10 Distinctions in the old-style MOL training modules, which have been replaced by the 12 EDA Product Knowledge Modules.

2013-18 Graduate Trainee, Edmundson Electrical Ltd, Leeds

'I joined Edmundson Electrical on their Graduate Trainee Scheme. I studied Film and Media Production at Sheffield Hallam. The EDA modules helped me understand the business. 'On the Graduate Scheme you get experience in the different departments – stores, trade counter, internal sales, and external sales. After this I was given an external sales rep role which I did for three years.'

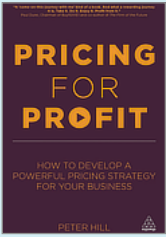
2018-present Profit Centre Manager, Electrical Center, York

'The opportunity for promotion came along and I moved to lead the branch in York. We have a young but experienced team of five. There's a lot of plates to spin but it's a really fun and rewarding job.

'In my spare time I support Doncaster Knights Rugby Union Football Club, I am interested in history and enjoy reading.'

SECTOR INSIGHTS:

UPDATES, PERSPECTIVES, AND RECOMMENDED READING



Pricing for Profit

Chartered and Certified Accountant Peter Hill shows you how to develop a powerful pricing strategy for your business.

£34.99, plus one hour of FREE consultation with the author for EDA businesses

Price is the most significant factor affecting the profitability of every business. When the pressure is on to perform or grow, your instinct may be to discount, undercut your competitors, cut costs and promote through price. Yet these are often the last things you should do.

Pricing for Profit is a practical guide on pricing. It shows you how, by getting your pricing structures right, you can make a huge difference to your bottom line.

Author Peter Hill and has delivered entertaining sessions at EDA Regional Business Forums and at our Power It Up Conference in 2022. ■

EDA businesses get one hour of FREE consultation with Peter Hill if they buy Pricing for Profit in July, August or September. Simply email proof of purchase from Amazon – use QR code, left – to takingstock@eda.org.uk, and Peter will contact you.



Get a grip on GTIN

An online guide to everything you need to know about the numeric codes increasingly used to identify electrotechnical products.

Free

GTIN is the numeric code widely used in retail sectors to identify products (and often represented as a bar code). Its use is now growing in the construction sectors.

EDA supports the use of GTIN codes managed by GS1 as an independent unique identifier for electrotechnical products.

The GTIN is a key part of EDATA used both to call data sheets and to exchange data with other systems. Manufacturers applying GTINs to their products should follow GS1's best practice guidelines in these web pages. ■



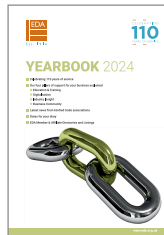
EDA Yearbook 2024

Out now, the latest edition of the EDA's annual Yearbook.

Free to members

The EDA Yearbook is distributed to every branch and business in the EDA member network – more than 4,000 copies in fact. Inside you'll find up-to-date listings and directories of our 260+ Wholesaler Members and 120+ Affiliate Manufacturers, Solution Providers and Service Providers.

2024 is the Association's 110th year, and we've included a reminder of some of the key events and milestones from the past decade, bringing you right up to date. There's also plenty of information about the benefits and opportunities available to your business. ■

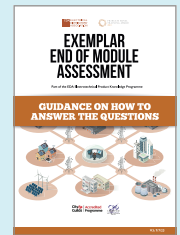


Exemplar End of Module Assessment

Taking the EDA's product knowledge modules? Here's some advice on how to get a distinction in your end of module assessment.

Free

This downloadable PDF booklet is one of several EDA resources to help you get to grips with the way the end of module assessment works, and has plenty of practical advice to help you achieve success. ■



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