

Train to sustain.....



11.45am – 12.15pm Beyond the product: how added value and sustainability in the supply chain produces business benefits for wholesalers

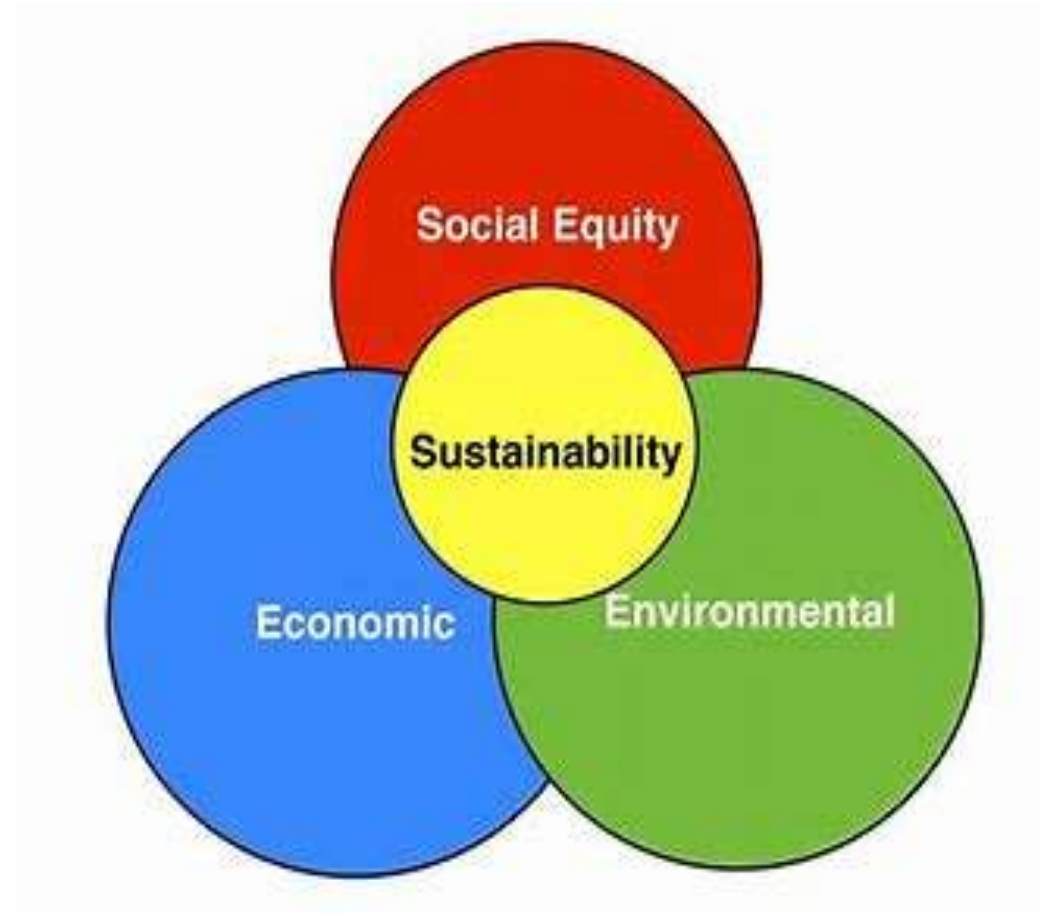
Presenter: Ian Hunter, Head of Sales and Marketing
Electrium Sales Ltd (A Siemens Company)



Care enough to sell it.....

Talking points....

- Myth busters
- A tale of sustainability (based on a true story)
- **We** have the answer!:How the EDA and the professional trade can make the difference for our mutual benefit
- A challenge to the room



Myth busters.....

WE OFFER 3 KINDS OF SERVICES

GOOD • CHEAP • FAST

As a collective of EDA Members & EDA Affiliates we have it within our power to build an industry leading tool, built by us, for our use and for the benefit of our association and for the mutual benefit of ourselves and our industry. The answer is there if we care.

CHEAP & FAST WON'T BE GOOD

- Sustainability is not a boring topic!
- I am not Greta Thunberg's Grandad and this is not

- There is nothing that we can do about it



A tale of sustainability Based on a true industry experience.....

Some of the names (individuals and companies) in this story and certain locations have been changed to protect the identity of those involved

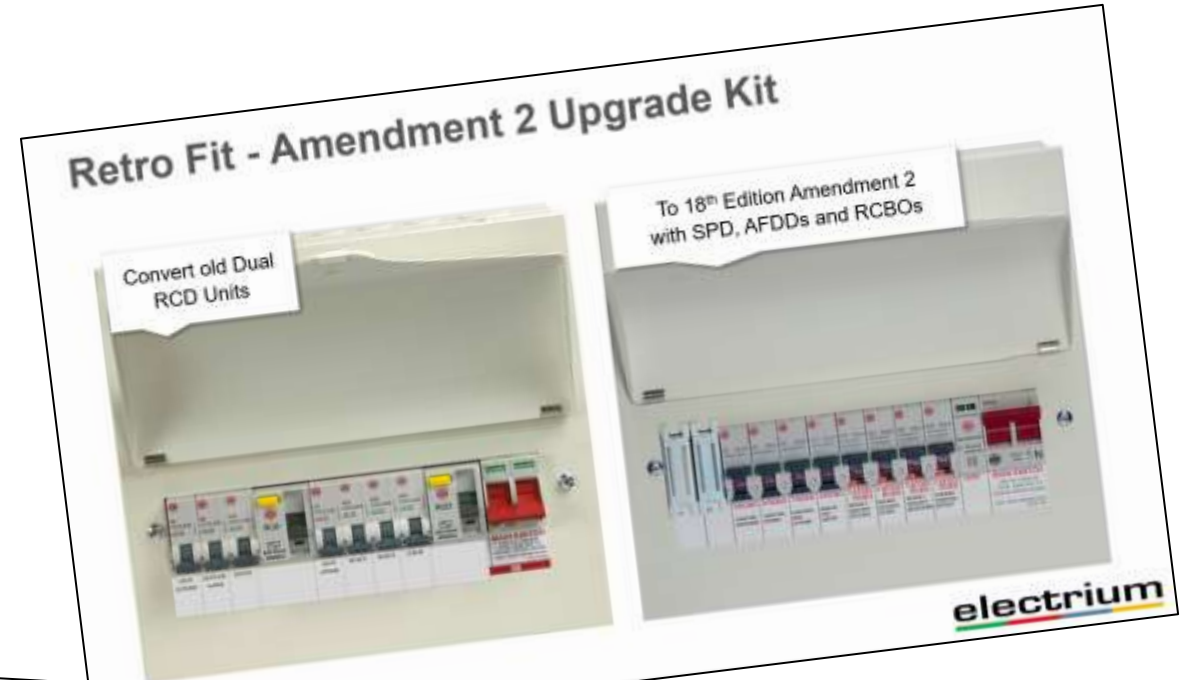
I need a price

- An enquiry for 500 x AM2 compliant consumer units
- Got to be back today
- The customer wasn't bothered about what make it is, wants the best price for equal and approved
- Next day: You lost that order as you were £50/board out, that is £25,000 across the job
- Thankfully, having explored further, there was a sustainable alternative that saved the day.



Did they need a price or did they need a solution?

- Customer was changing 500 boards of their 1000 housing stock to bring them up to AM2 requirements
- They wanted to do all 1000 but didn't have the budget
- Luckily (when we asked) we discovered that they had chosen a sustainable product when they last upgraded their stock



Mutual benefit.....

- The boards had been designed to be flexible (futureproof)
- Reconfiguring the existing board saved 60%

By working together to deliver added value, the distributor/manufacturer relationship provided a solution that delivered benefit for every part of the supply chain. Added safety to the tenants on all properties rather than half, achieved the budgetary requirements for the client/end customer and resulted in a bigger order & increased profitability for the distributor and manufacturer!

- Improved tenant safety achieved
- And that is only part of the story.....

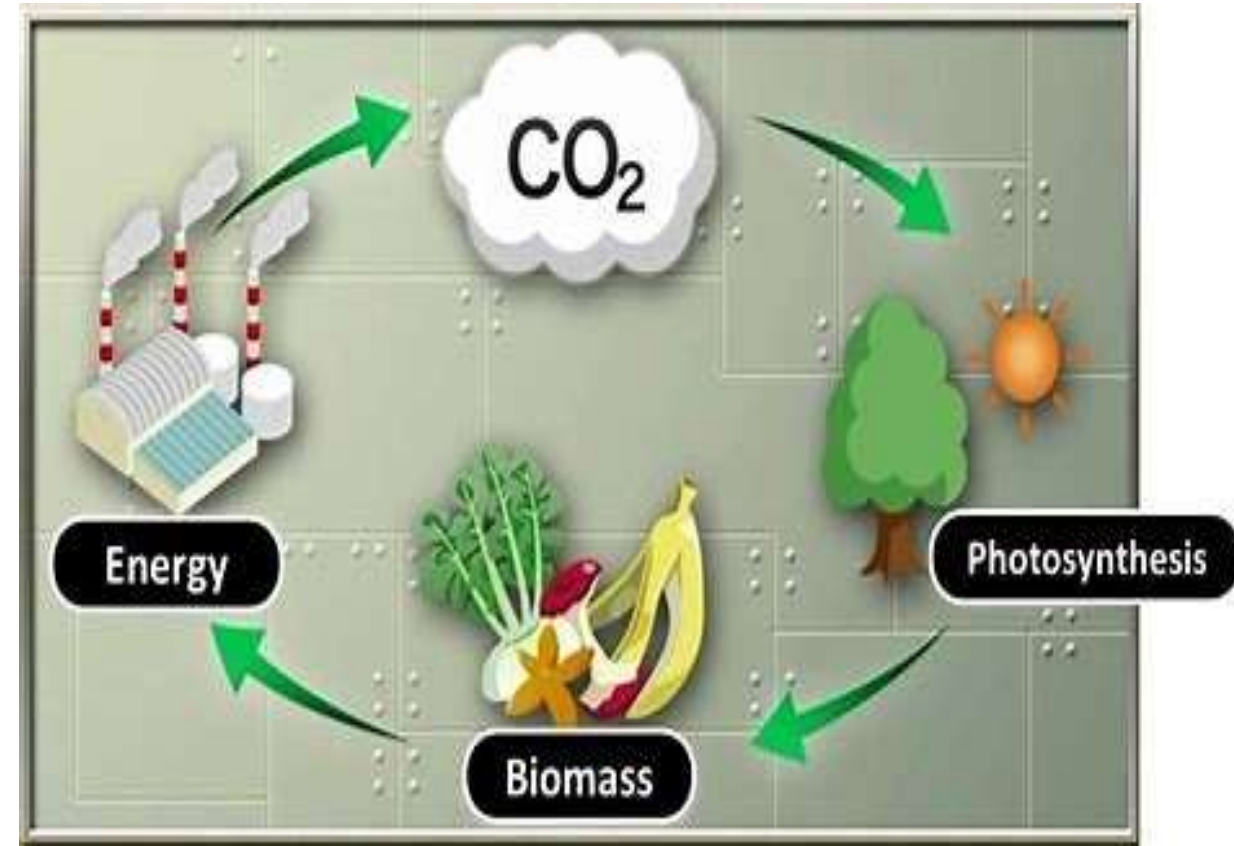
Let's talk rubbish....

- Sustainable product avoided 500 (or 1000) perfectly good enclosures and switches being scrapped
- It removed the need for 500 (or 1000) outer cartons for the unnecessary replacement boards
- We have since introduced ECO pack quantity to remove all unnecessary cardboard on all fast moving devices (55% reduction on loose items)
- And on the few instances where full boards had to be replaced (resident damage) the installer could promote zero plastic packaging



And there is more.....

- Clear commitment on carbon neutrality (with evidence)
- Paperless provision of all data and product information
- **Ongoing flexibility of product for further change**
- Warranty and long term viability of supply chain: able & willing to withstand potential issues
- CSR commitments: Giving something back



A happy ending for all involved...

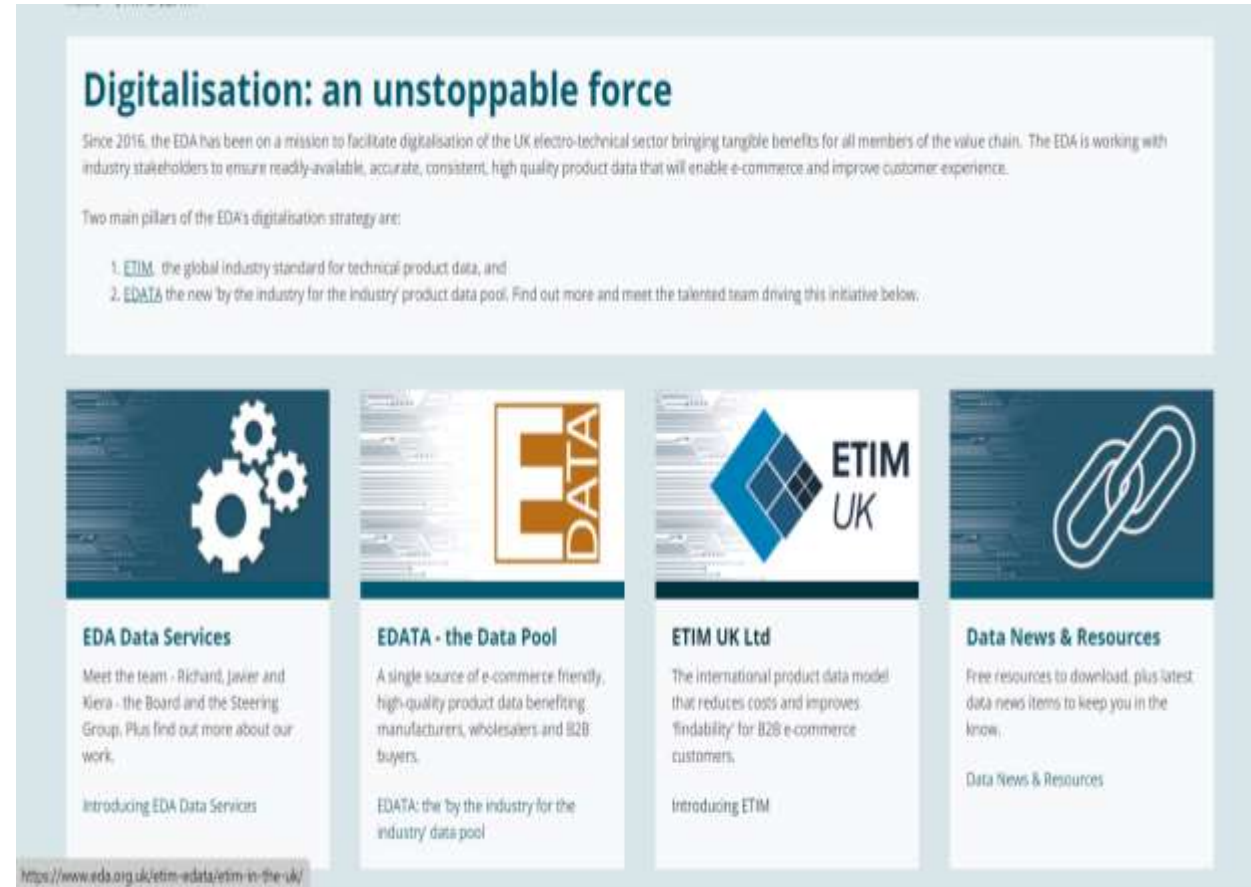


- Many EDA Affiliate manufacturers are making the same commitments, but not all.
- Many unaffiliated manufacturers make little or no commitment to sustainable development
- That is a minefield for EDA members and their customer base
- But how can you compare these attributes across such a wide range of suppliers?
- There is an answer if **we care enough** to support it

The collage features two overlapping browser window screenshots of the EDATA website. The left window shows a 'Manufacturers' section with profiles of Edgar Aponte (CEO, Basel UK Ltd), Richard Baxter (Director of Systems & Procedures, Edmundson Electrical Ltd), Richard Moyes (Marketing, Intelligence & Development), and Richard Paine (Product and Marketing Director). The right window shows profiles of Margaret Fitzsimons (CEO) and Richard Appleton (Head of Digitalisation), along with a 'KEEP UP TO DATE WITH EDA NEWS' sign-up form. A circular inset in the center shows a child in a dunce cap writing 'I will be good' repeatedly on a chalkboard. The bottom of the collage displays a row of logos for various electrical supply companies: ABB, aico, Ansell, BBD ELECTRICAL DISTRIBUTIONS, Bemco, CEF YOUR ELECTRICAL EXPERTS, deta, EATON Powering Business Worldwide, EDMUNDSON ELECTRICAL, and electrium.

EDATA: Do we care enough?

- It has come a long way in a short space of time
- It isn't happening quickly enough
- All EDA members need to get behind it and commit
- ALL EDA Affiliates need to support it
- All new affiliates need to demonstrate they have the required collateral to be part of it
- We need to get behind it and maximise it's potential



Digitalisation: an unstoppable force

Since 2016, the EDA has been on a mission to facilitate digitalisation of the UK electro-technical sector bringing tangible benefits for all members of the value chain. The EDA is working with industry stakeholders to ensure readily-available, accurate, consistent, high quality product data that will enable e-commerce and improve customer experience.

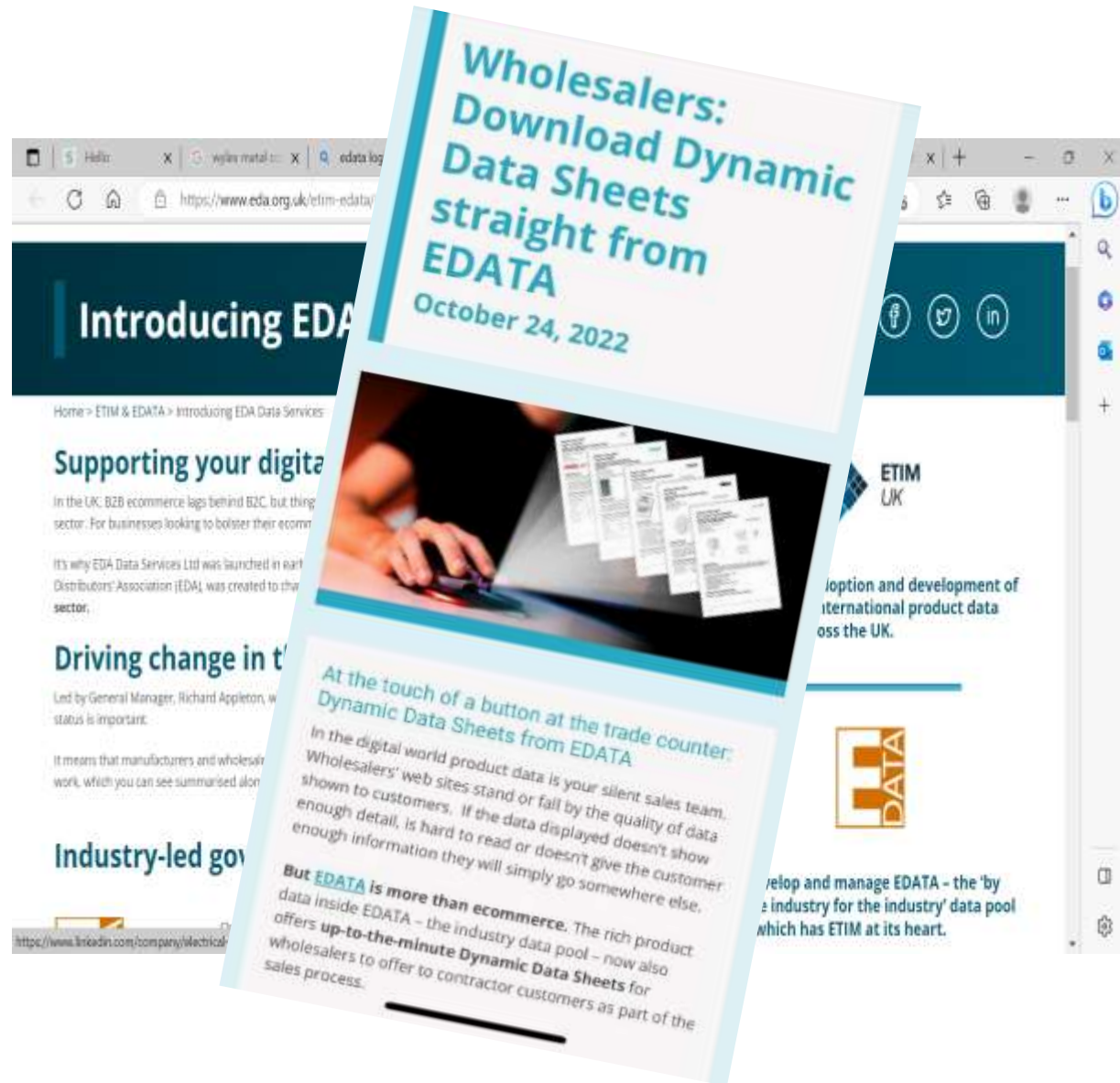
Two main pillars of the EDA's digitalisation strategy are:

1. **ETIM**, the global industry standard for technical product data, and
2. **EDATA**, the new 'by the industry for the industry' product data pool. Find out more and meet the talented team driving this initiative below.

			
EDA Data Services Meet the team - Richard, Javier and Kiera - the Board and the Steering Group. Plus find out more about our work. Introducing EDA Data Services	EDATA - the Data Pool A single source of e-commerce friendly, high-quality product data benefiting manufacturers, wholesalers and B2B buyers. EDATA: the 'by the industry for the industry' data pool	ETIM UK Ltd The international product data model that reduces costs and improves 'findability' for B2B e-commerce customers. Introducing ETIM	Data News & Resources Free resources to download, plus latest data news items to keep you in the know. Data News & Resources

<https://www.eda.org.uk/etim-edata/etim-in-the-uk/>

What's in it for us all.....



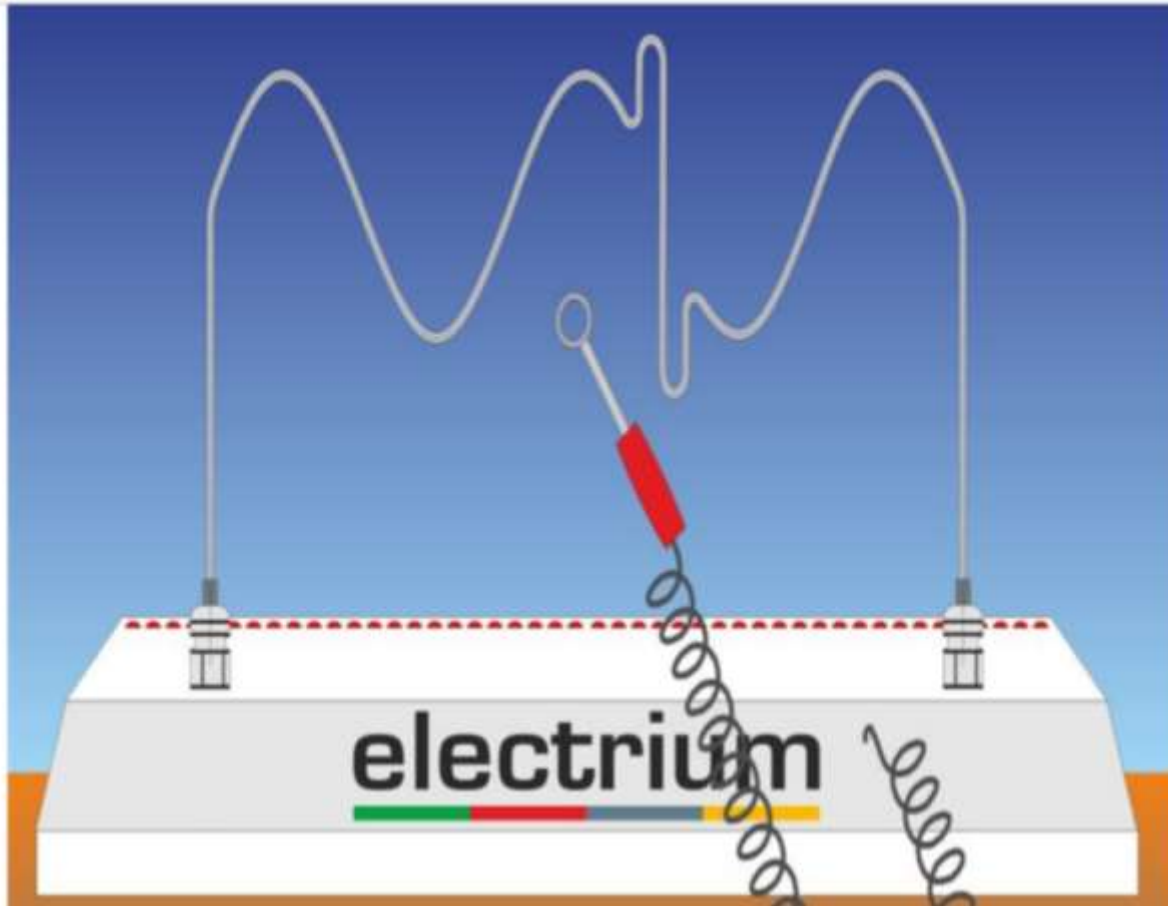
- Downloadable datasheets in a consistent format: Compares apples with apples (or lamps with lamps!)
- Free access to EDA member wholesalers
- Planned areas to focus on/highlight sustainable & environmental credentials
- An industry leading & complete data pool **exclusive** to the EDA membership to promote to & provide support to your customers

Sustainable filters.....

- Imagine if your staff wanted to find a flexible, reconfigurable consumer unit from a carbon neutral supplier offering waste reduction process and CSR initiatives.
- Imagine if you could log onto a portal and obtain that information in a like for like format from all those who could meet the criteria.
- If we all commit to developing EDATA to it's true capability we can have that information for our industry and for our benefit.



Challenge to the room....



- EDA Members: Commit to EDATA and encourage your suppliers to do likewise
- EDA Affiliates: If you are not already signed up, get it done
- Select: Work with us to tell us what you would need from this so that it can give you everything that you & your members are looking for
- Let us build a sustainable platform to protect & develop our industry and our long term future

Thank you & questions

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