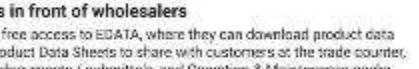


Selling the EDATA data pool



By us and for us.....

← ⌂ ⌂ https://www.edata.org.uk/en/login



SPONSOR

Wholesalers:



Chair: Edgar Aponte
CEO
Rexel UK Ltd



Richard Baxter
Director of Systems & Procedures
Edmundson Electrical Ltd



Mark Ashworth
Director
ABM Electrical Wholesale Ltd



To Be Confirmed



Manufacturers:



Sean Jordan
UK&I Data & Commercial Analytics
Director
Schneider Electric Ltd



Ian Hunter
Head of Sales & Marketing
Electrium Sales Ltd (A Siemens Company)



Andrew Pegrum
Senior Technical Manager
Deta Electrical Company Ltd



Michael Wright
Product Development Manager
Aico Ltd

EDA

[reset password](#)

[log in](#)

Access to EDATA is subject to our [Terms & Conditions of Use](#)



Margaret Fitzsimons
CEO

Richard Appleton
Head of Digitalisation

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 Member Wholesalers & Affiliate Manufacturers 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 its 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. **EDM** 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.



EDATA 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

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



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

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



Wholesalers: Download Dynamic Data Sheets straight from EDATA
October 24, 2023

EDATA data pool's link with Agathos Chalice gives wholesalers faster access to rich product information and PDF sheets
March 12, 2024

EDATA data pool wins Innovation of the Year at 2024 Trade Association Awards
February 27, 2024

At the tour Dynamic E DATA Wholesaler shown to be enough dynamic enough!
But E DATA offers whole sales!

Richard Appleton, Head of Digitalisation at the EDA
Tim Blake, Managing Director of Agathos Chalice

Richard Appleton, Head of Digitalisation at the EDA said, "Making the rich product information that's inside EDATA available in other software systems is the next phase of our journey. Product data is a valuable resource and it makes sense to maximise its usage to grow business."

Ettore Blake, MD of Agathos Chalice said, "example and carries meaning, and distributors are using product information to

The Electrical Distributors' Association (EDA) and Affiliate Member Agathos Systems Ltd have announced the integration of the [EDA's existing EDATA data pool](#) and the Chalice ERP system. EDA Wholesalers and branches already benefit from fast access to the EDATA data pool, but this latest technical integration gives Chalice customers controlled access to rich product information, images and PDF product data sheets for thousands of products from leading manufacturers.

The Electrical Distributors' Association (EDA) has picked up the award for Innovation of the Year at the prestigious Trade Association Forum Awards for the innovative [EDATA data pool](#), which features the [EDATA product data standard](#).

Now in its 21st year, the [Trade Association Forum \(TAF\) Awards 2024](#) are supported by the [Confederation of Business and Trade](#), and recognise influential innovation and best practice amongst Trade Associations in the UK.

Richard Appleton, EDA's Head of Digitalisation, said, "This Award is a welcome endorsement of the work the EDA is doing to highlight the UK's electromechanical sector. To win it from among 173 leading UK business associations was a very proud moment for us."

The EDA's mission is to support its members in 2024 and continue to support the industry in its mission to deliver a sustainable future for the UK's electromechanical sector.

- Downloadable datasheets in a consistent format: Compares apples with apples (or lamps with lamps!)
- Free access for every EDA Member Wholesaler & Branches
- Planned areas to focus on/highlight sustainable & environmental credentials
- An industry leading & complete data pool **exclusive (and FREE)** to EDA Wholesalers 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 its true capability we can have that information for our industry and for our benefit.



Promoting The Portal



- All EDATA Sponsors and Affiliate members should commit to promoting EDATA and supporting the use of it as their primary source of data via a consistent presentation (to be created by the EDATA team).
- EDA Members and Affiliate Company websites should promote EDATA and provide a link to the portal
- Should we provide contractor access?

Exclusivity

- EDATA is only available to EDA Member Wholesalers – and it's FREE!
- EDATA is open to EDA Affiliates (at a preferential rate) and to other manufacturers operating in this sector
- EDATA was created by the EDA for the benefit of the electrical industry and is exclusively available within this channel.
- EDATA offers Professional Product Data for the professional market.



Get involved

- The EDATA team is here today and can demonstrate the EDATA Data Pool
- **Wholesalers**
 - claim your free access to EDATA today – it can be set up in minutes
- **Manufacturers:**
 - Talk to the EDA team today about joining
 - If you're already in EDATA, ask for a log in so you can see what your wholesaler customers see



Richard
Head of Digitalisation



Javier
Data and Onboarding Manager



Brigette
Customer Success Manager



Billy
Digitalisation Marketing Manager

We are at a tipping point.....

