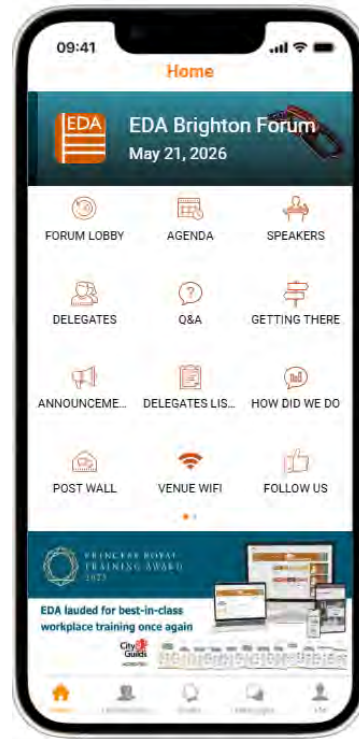


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EDA Brighton Forum

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Welcome to the
EDA's Brighton Business Forum

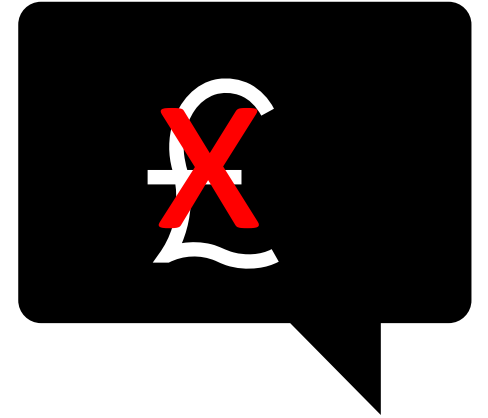
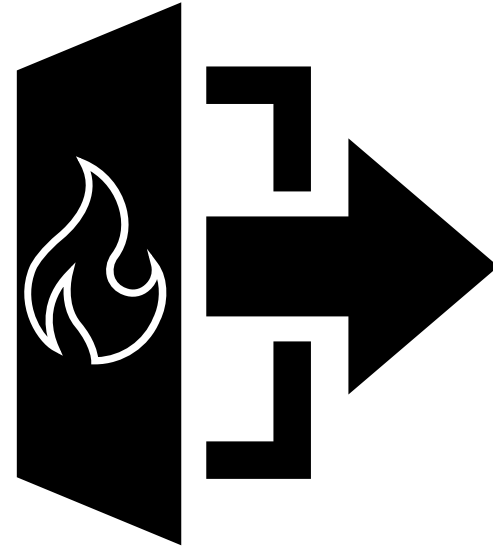
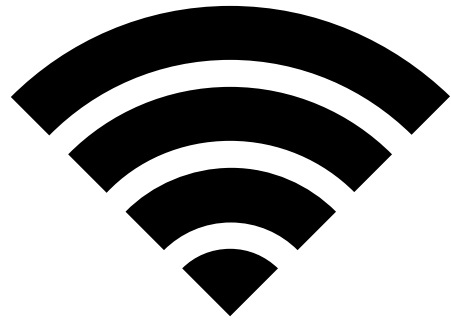
Thursday 21 May 2026



Welcome & Introductions

Tom Barton
Director of Supplier Relations
Edmundson Electrical Ltd
EDA Board of Management






Free Wi-Fi available: Leonardo Guest Wifi
Connect and follow the steps on-screen

UK Economy and Construction Q2 2026 EDA State of the Sector Survey Results

FOR AFFILIATES – STAY IN MAIN ROOM
Networking with intention: practical tips to help you realise the power of the right connections

FOR WHOLESALERS – MOVE TO SHELLY ROOM
Top-rated EDA Affiliate Exhibitors from our visit to Light+Building 2026, Frankfurt

Agenda
until
Lunch



Essentials for Wholesalers: what you need to know for your branch, your business, and your contractor customers. Presentations + Q&A



Driving Sales in Challenging Times

2.00pm – 2.30pm: Choose 1 of 3 options
2.30pm – 3.00pm: Swap



After
Lunch

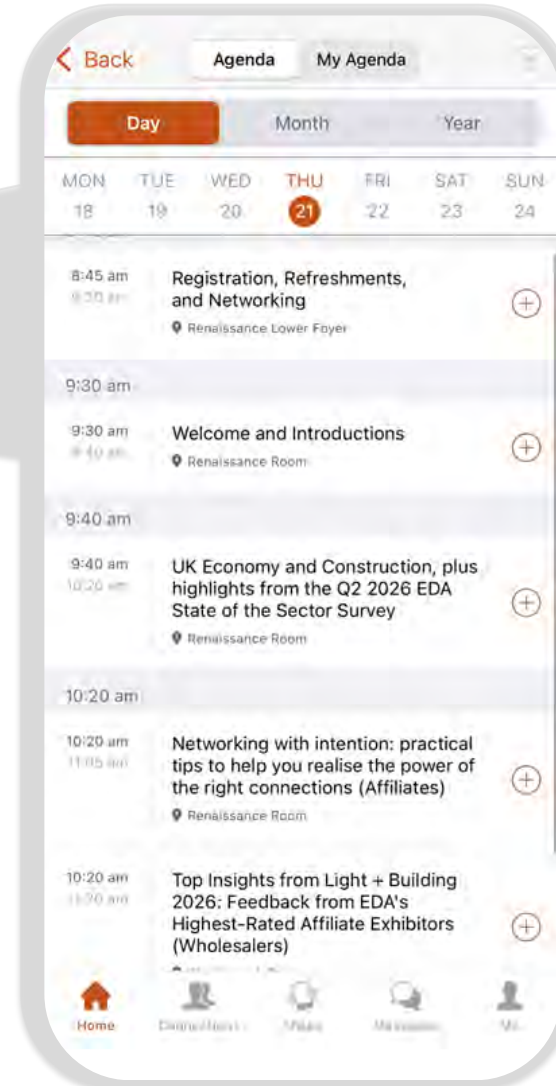
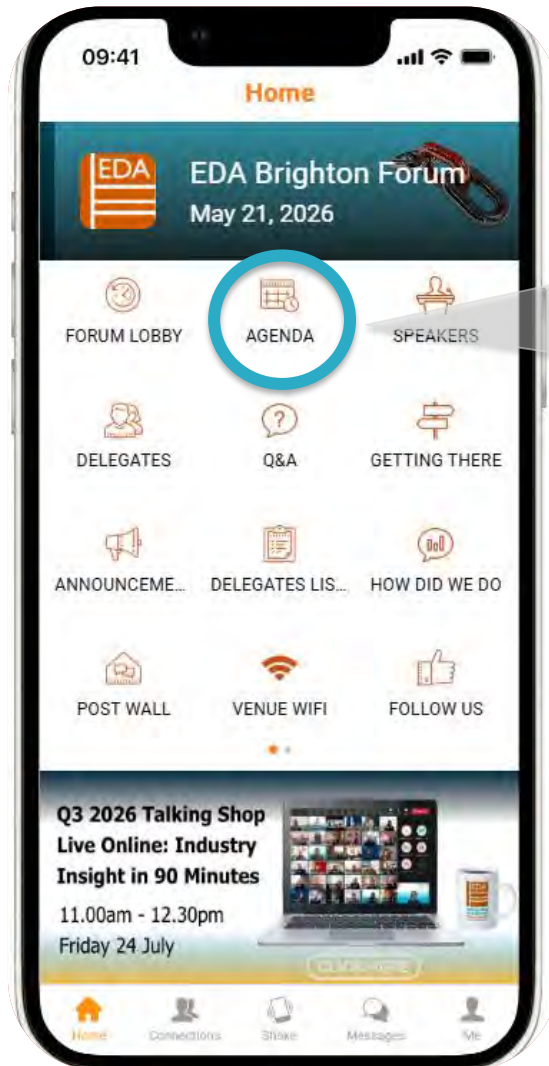
The graphic features a large white circle with a grey border. At the top of the circle is a black icon of a fork and knife crossed. Three dark red circles are connected to the right side of the white circle by a thin orange line. Each red circle is connected to a dark red rounded rectangular box containing text.

MAIN ROOM: Expert Drop-in Clinic for the EDATA data pool
Richard Appleton and Javier Garcia

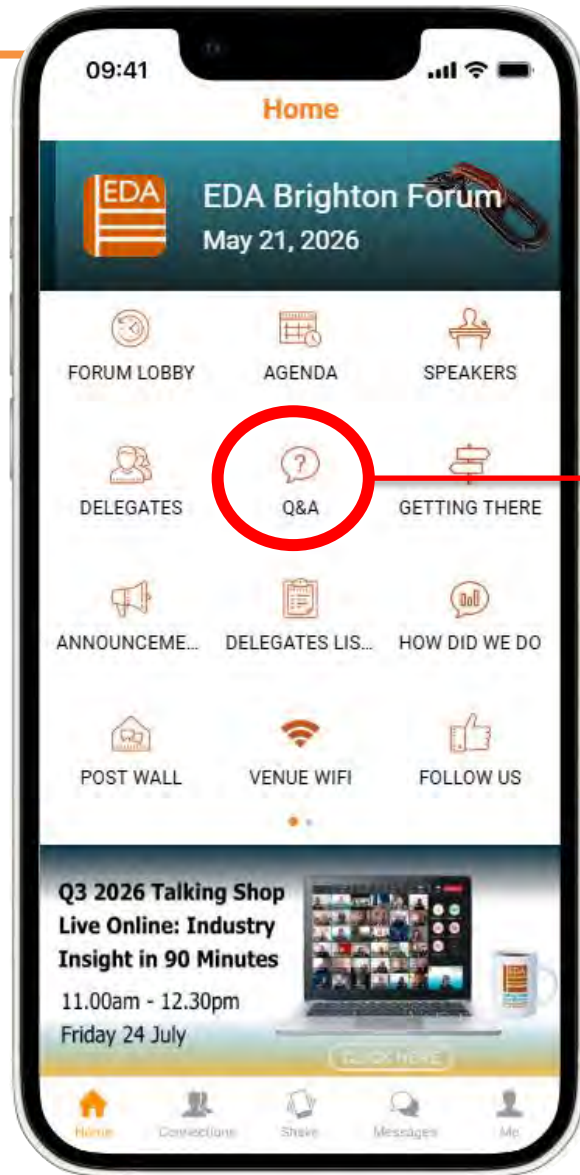
SHELLY ROOM: Expert Drop-in Clinic for
EDA Training and Apprenticeships - Tracy Hewett

WORDSWORTH ROOM: Expert Drop-**in Clinic for EDA's**
new Recruitment Campaign and Resources for
Wholesalers - Anne Vessey

Access the Agenda via your phone



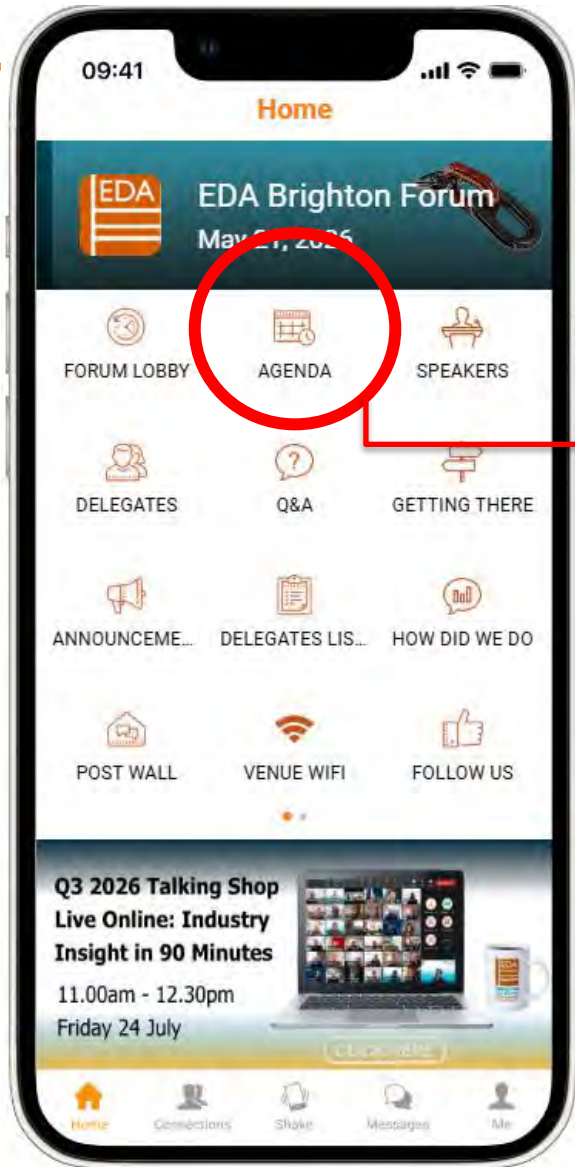
Ask a question



Live questions very welcome

Or use the Q&A function on our EDA Event App

Rate the presentation

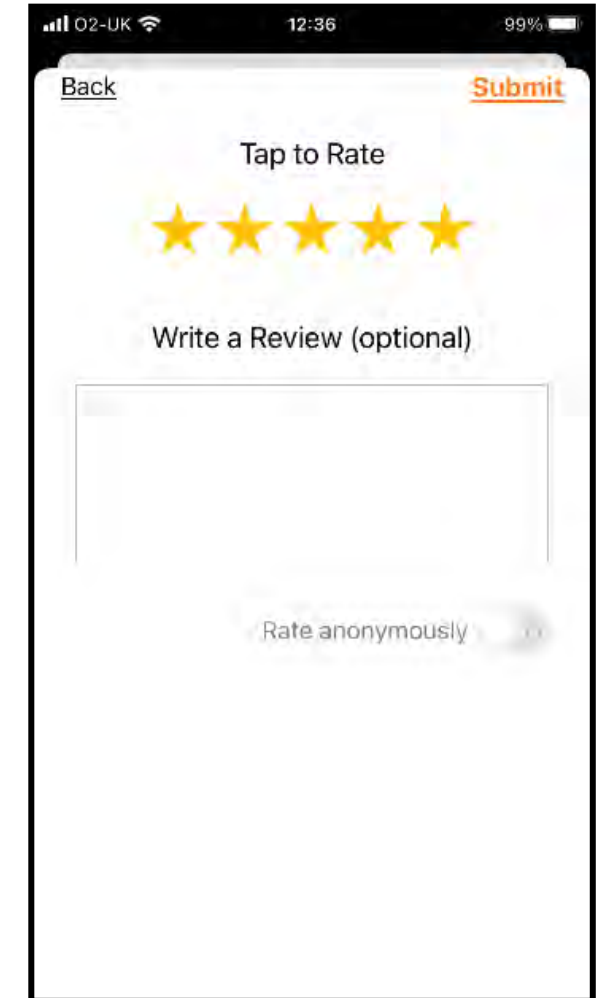


Go to Agenda

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UK Economy and Construction

Margaret Fitzsimons
CEO



EDA Pillars of Work and Team

Business Community



Nancy Adolpho
Executive Assistant



Diana Gaina
Marketing & Events Executive

Industry Insight



Anne Vessey
Head of Marketing
& Communications

Education & Training



Tracy Hewett
Head of E&T



Sabina Shaid
E&T Administrator



Nikki Hunt
Business Operations Officer

Digitalisation



Richard Appleton
Head of Digitalisation



Javier Garcia
Head of Systems & Processes
/Onboarding & Data Manager



Julie Houghton
Data Consultant



Industry Insight in 90 Minutes (Talking Shop)

- Construction Industry Forecasts
 - Important updates from our supply chain association colleagues
 - State of the Sector Survey
 - Quarterly
 - Q1 2026: Friday 30 January
 - Q2 2026: Friday 24 April
 - Q3 2026: Friday 24 July
 - Q4 2026: Friday 23 October
- 11.00am – 12.30pm

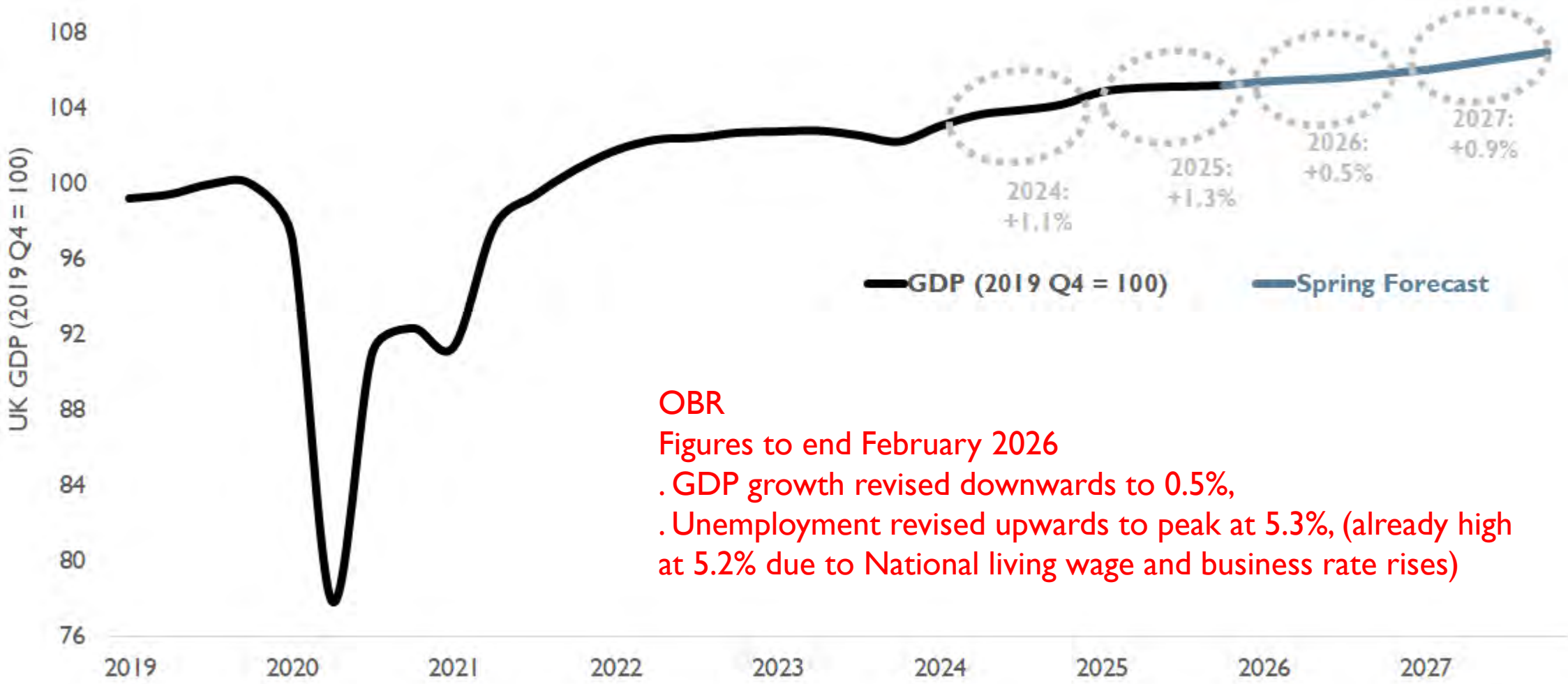


UK Economy & Construction Slides For the EDA

(Updated 15th May 2026)



Spring Draft GDP Forecast – Marginal Growth At Best in 2026

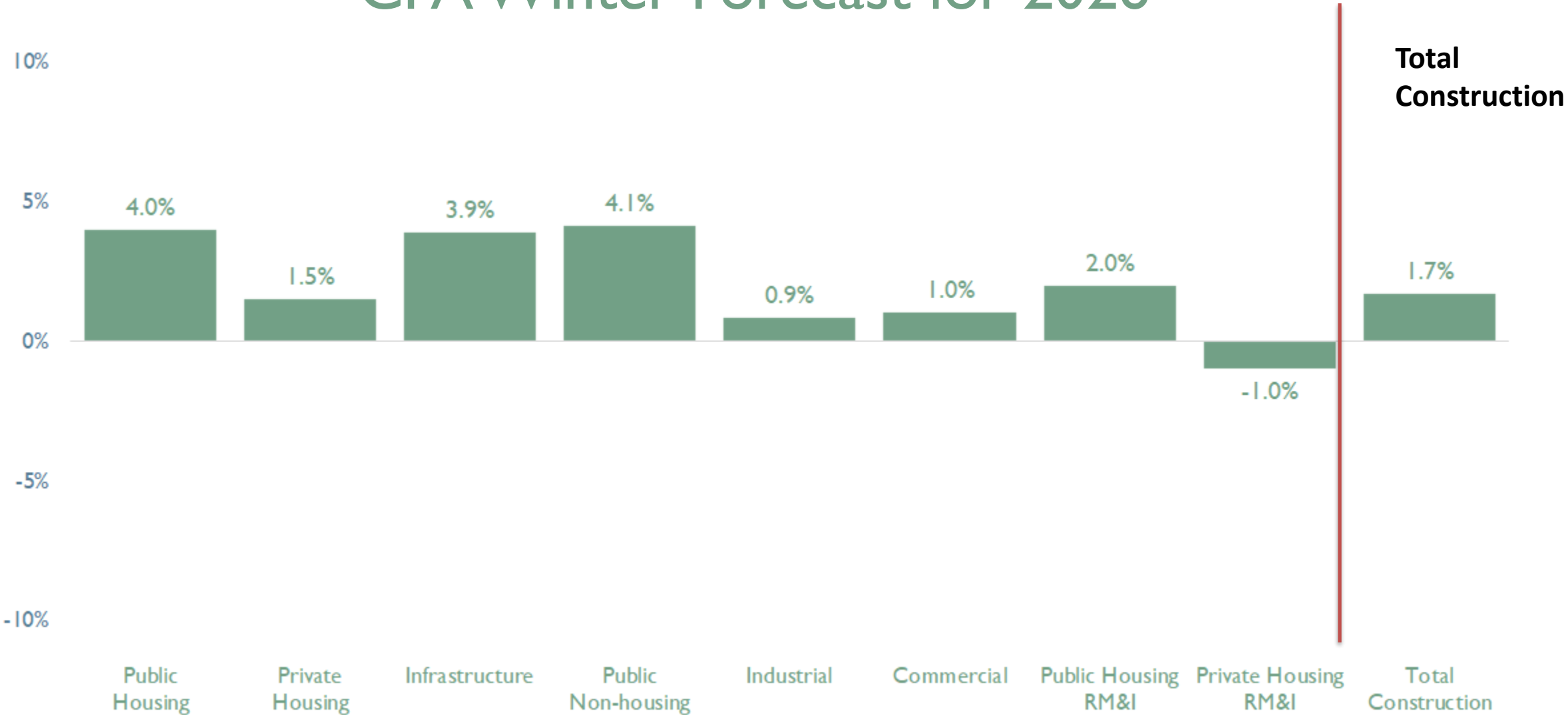


OBR
Figures to end February 2026
. GDP growth revised downwards to 0.5%,
. Unemployment revised upwards to peak at 5.3%, (already high at 5.2% due to National living wage and business rate rises)

Source: ONS, CPA Estimates

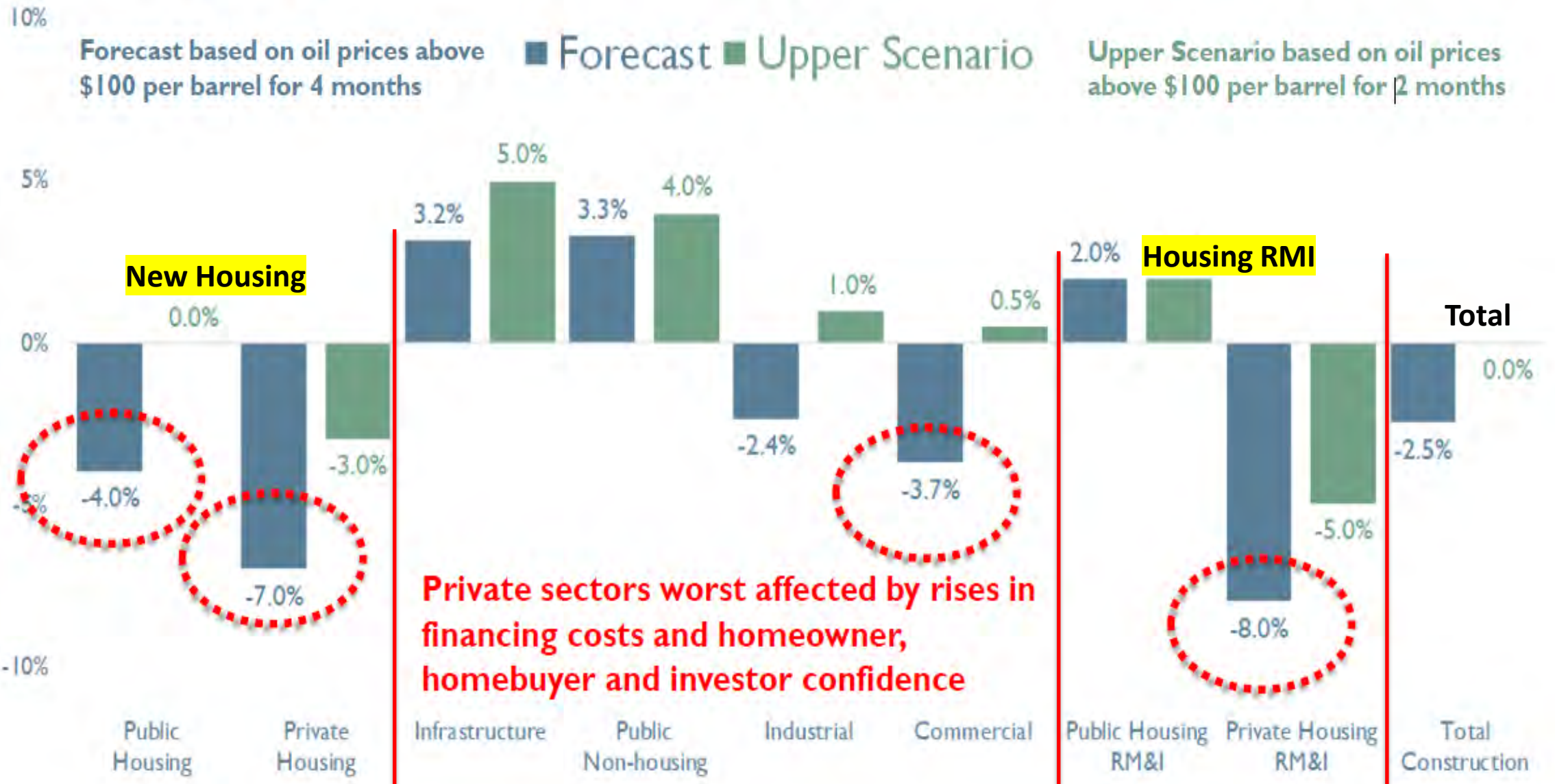
Construction Forecast and issues

CPA Winter Forecast for 2026



Source: CPA

Spring Forecast and Upper Scenario for 2026



Private sectors worst affected by rises in financing costs and homeowner, homebuyer and investor confidence

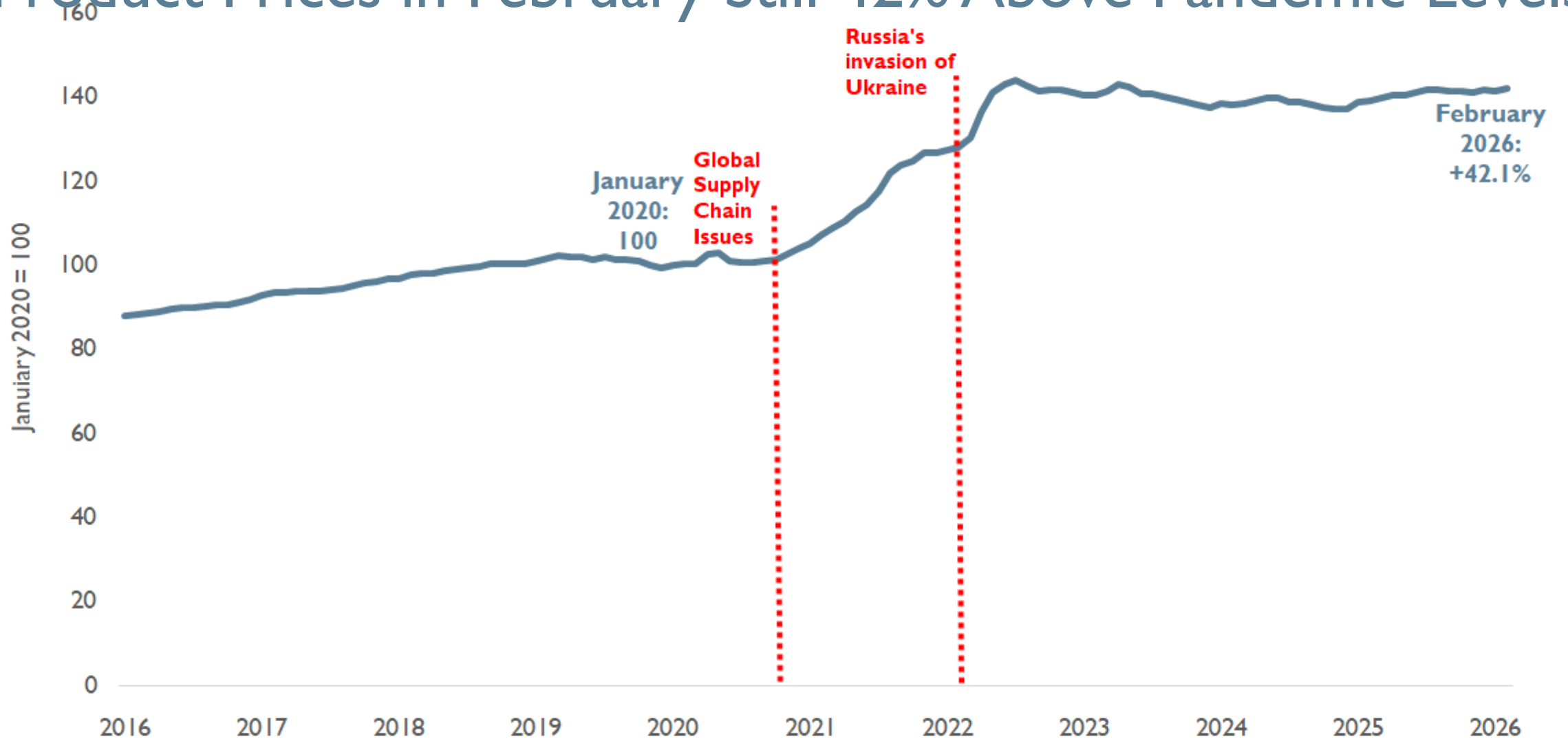
Key Risks – Heavily Weighted to the Downside

- **Significant revisions down to UK economic growth and private sector construction growth due to Middle Eastern conflict**
- **Costs** – the Landfill Tax lower rate doubled in April, the Building Safety Levy starts in Autumn and the Future Homes and Building Standards come in March 2027
- **Homebuyer and homeowner confidence** – expected to fall due to economic uncertainty and interest rate rises
- **Small house builder, specialist contractor and merchant insolvencies** – expected to rise in 2026

Middle Eastern Conflict Issues

- It is dependent on how long disruption lasts, how long oil and energy prices remain high
- Risk and uncertainty negative effect on consumer, homebuyer, homeowner, business, client and investor confidence – continue to ‘wait-and-see’, not sign off new projects
- Imports prices from China (electrics, lighting) are also likely to rise double-digit as it relies on Iranian energy and shipping costs have also risen sharply
- Double-digit price rises and surcharges initially on oil-based products, but also on energy-intensive heavyside products, input materials and component prices

Product Prices in February Still 42% Above Pandemic Levels



Other Raw Material issues

Existing issues

- Record high copper prices
- Silver Prices increased by 139% in last 12 months (normally £20 tonne, now £58. Record high of £74 at end Jan 2026) widely used in electrical switches, contacts and circuit protection components)
- High brass and sheet metal prices (enclosures)

Issues that could develop due to conflict

- Many electrotechnical components rely on oil derived materials including:
 - PVC insulation for cables
 - Plastic conduit and trunking
 - Electrical enclosures
 - Wiring accessories



A sustained oil price increase would feed into material costs over time.

Higher energy prices influence manufacturing costs particularly for metals and component manufacturing. Prices rises may have to be implemented in due course.

The situation is fluid and communication is key

Transparency about delays, price increases or surcharges is crucial to enable each step in the supply chain to plan and to share with customers and build long term trust.

Opportunity for building better long-term relationship.

Impact of Steel Tariffs and Quotas



- 72 page document published 19th March 2026 taking supply chain by surprise.
- Major areas that could significantly impact steel procurement:
 - Tariff-free quotas reduced by 60% from 1st July
 - 50% tariffs imposed on sale price of all categories exceeding the reduced quotas
 - Covers all product codes. Excludes fabricated products

<https://assets.publishing.service.gov.uk/media/69bbd096f7b1c24d8e23ce06/uk-steel-strategy.pdf>

Impacts of Quotas and Tariffs

- Reduced market competition.
- Price Increases: immediate 10-12% increase. Talk of increasing from £800 to £1500 per tonne.
- Lead Time Delays: Increased reliance on a handful of UK mills (Tata Steel or British Steel)
- Lead Time and Costs for steel products not manufactured in UK:
- Low Carbon targets for buildings may not be achievable with UK Steel.
- Some sizes and grades not available in UK so may have to deliver more to achieve same strengths.
- **'Pre-Fabrication' Loophole** - Loose drafting may allow minor processing (e.g., drilling or small plate fixes) to qualify as 'fabricated' steel and avoid intended protections. Some talk of taking minor fabrication off-shore and importing into UK.

Talks ongoing with minister to make implementation gradual to allow industry to gear up.

Latest Construction Industry Forecasts from the CPA

**Talking Shop
Live Online:
Industry Insight
in 90 Minutes**



CPA Quarterly Forecast – Spring 2026
Edition

Published: Tuesday 4 May 2026

Normally £250

Copies available from
Margaret.fitzsimons@eda.org.uk

Highlights from the
EDA's Q2 2026
State of the Sector Survey

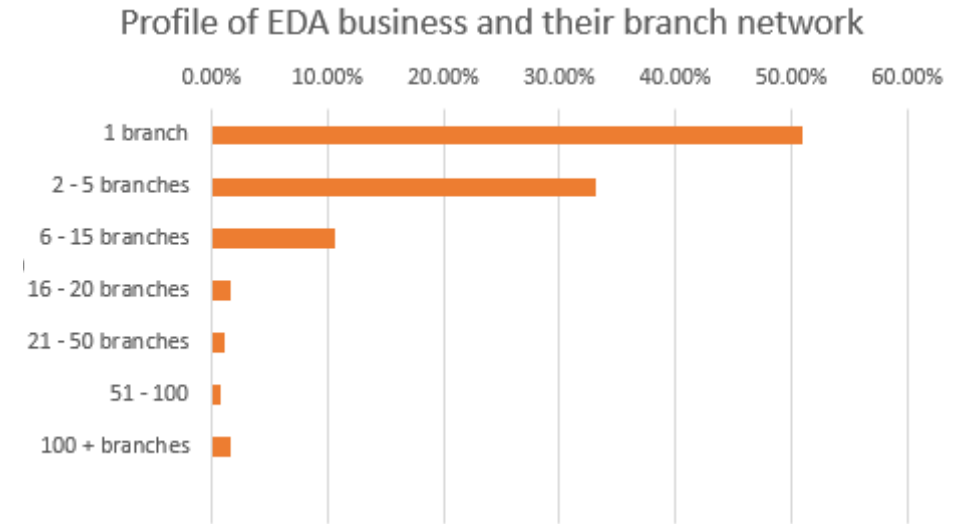
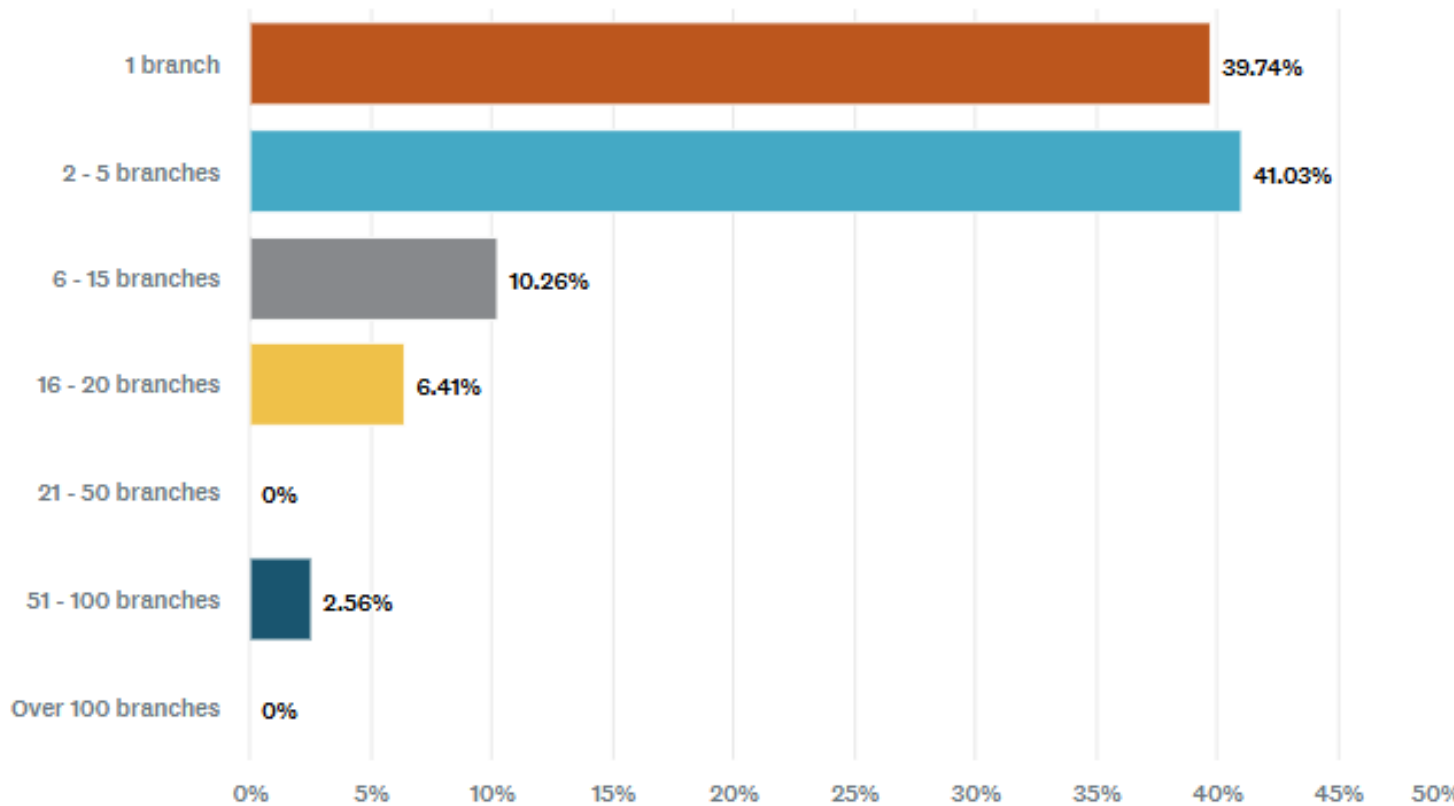
EDA Member Wholesalers
EDA Affiliated Manufacturers



Anne Vessey
Head of Marketing
& Communications



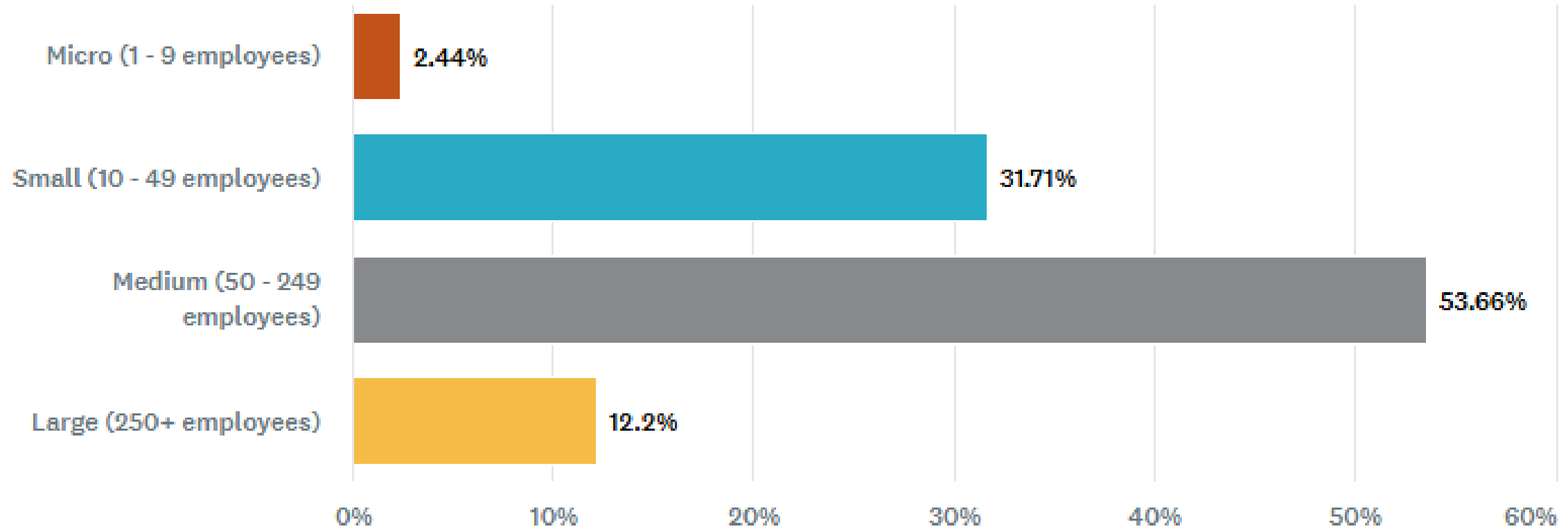
Wholesaler responses: 78/ 267 businesses
Response rate: 29%



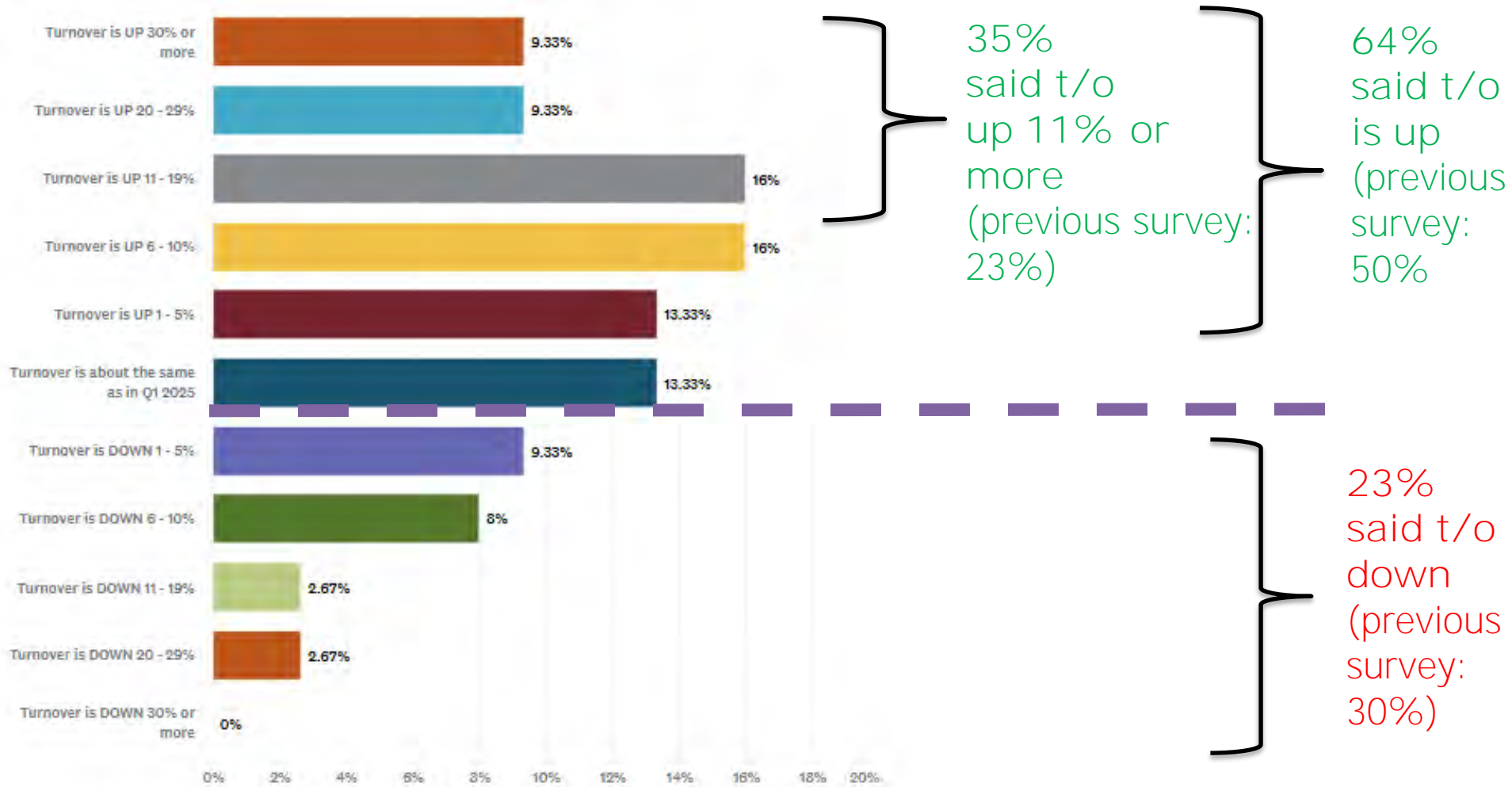
Respondents represent
c. 500 branches

Collectively, EDA business
run 1,916 branches

Manufacturer responses: 41 / 118 businesses
Response rate: 35%



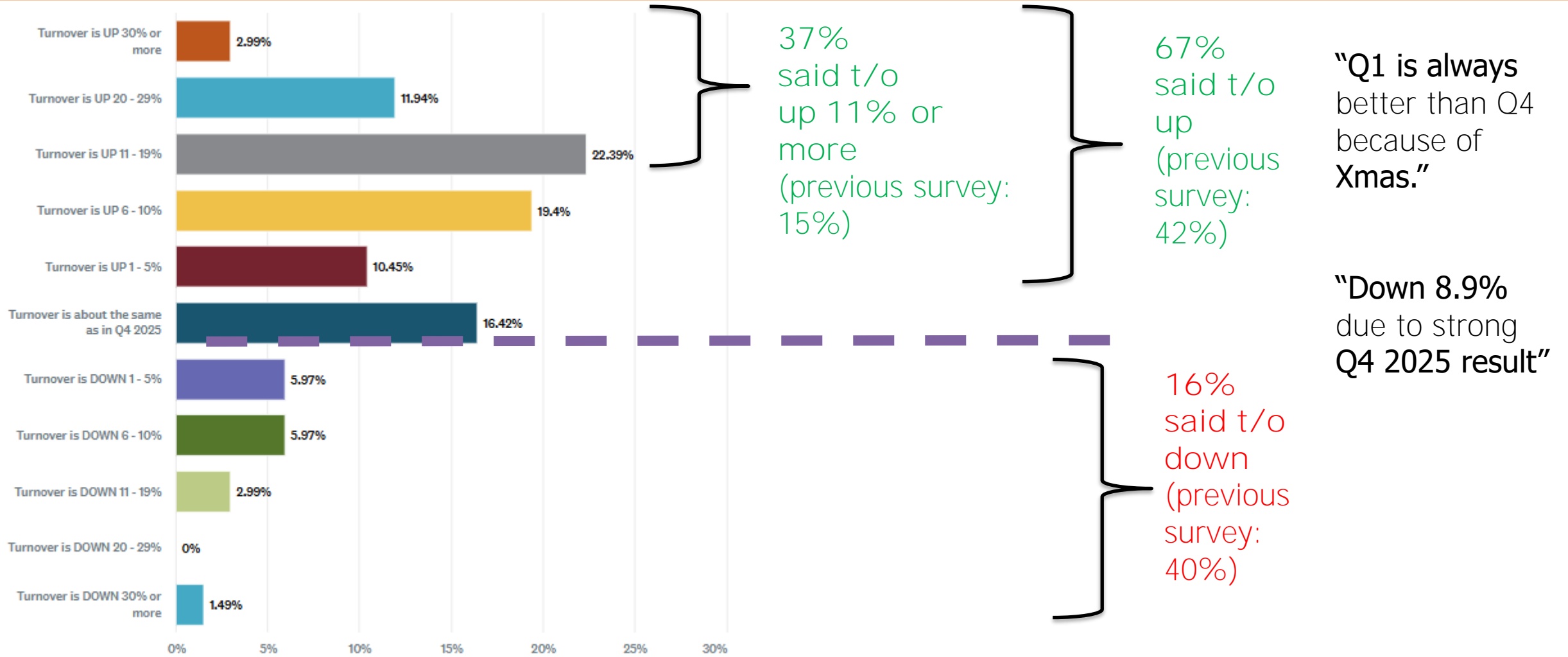
Wholesalers: Comparing turnover in Q1 2026 with Q1 2025



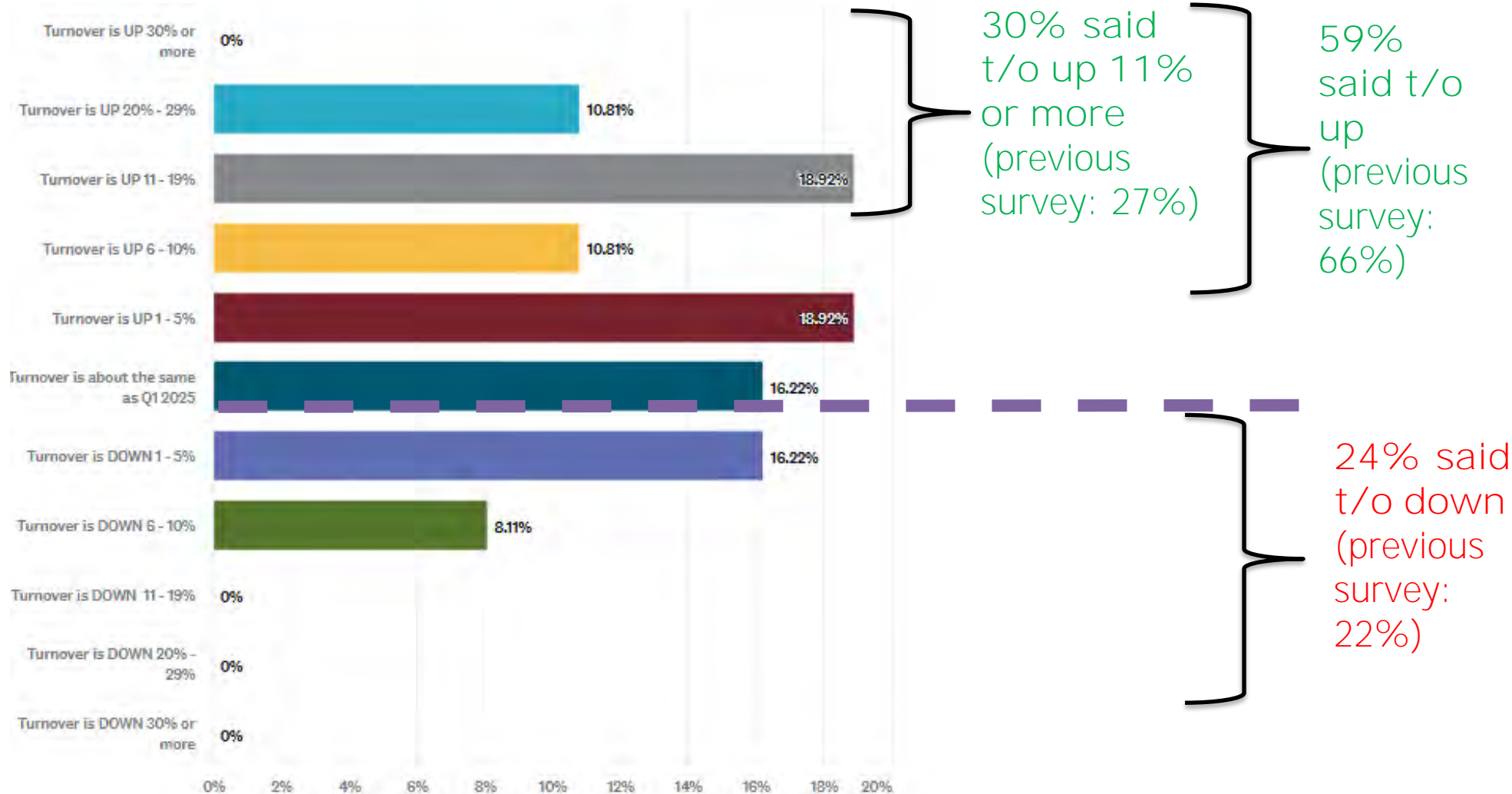
“Turnover has increased but margin is under heavy pressure from on-line sellers and wholesalers desperate for business.”

“Down 5.8% - driven by an unusually large Jan 2025 figure which was a number of large lighting projects kicking off in commercial sector.”

Wholesalers: Comparing turnover in Q1 2026 with previous quarter Q4 2025



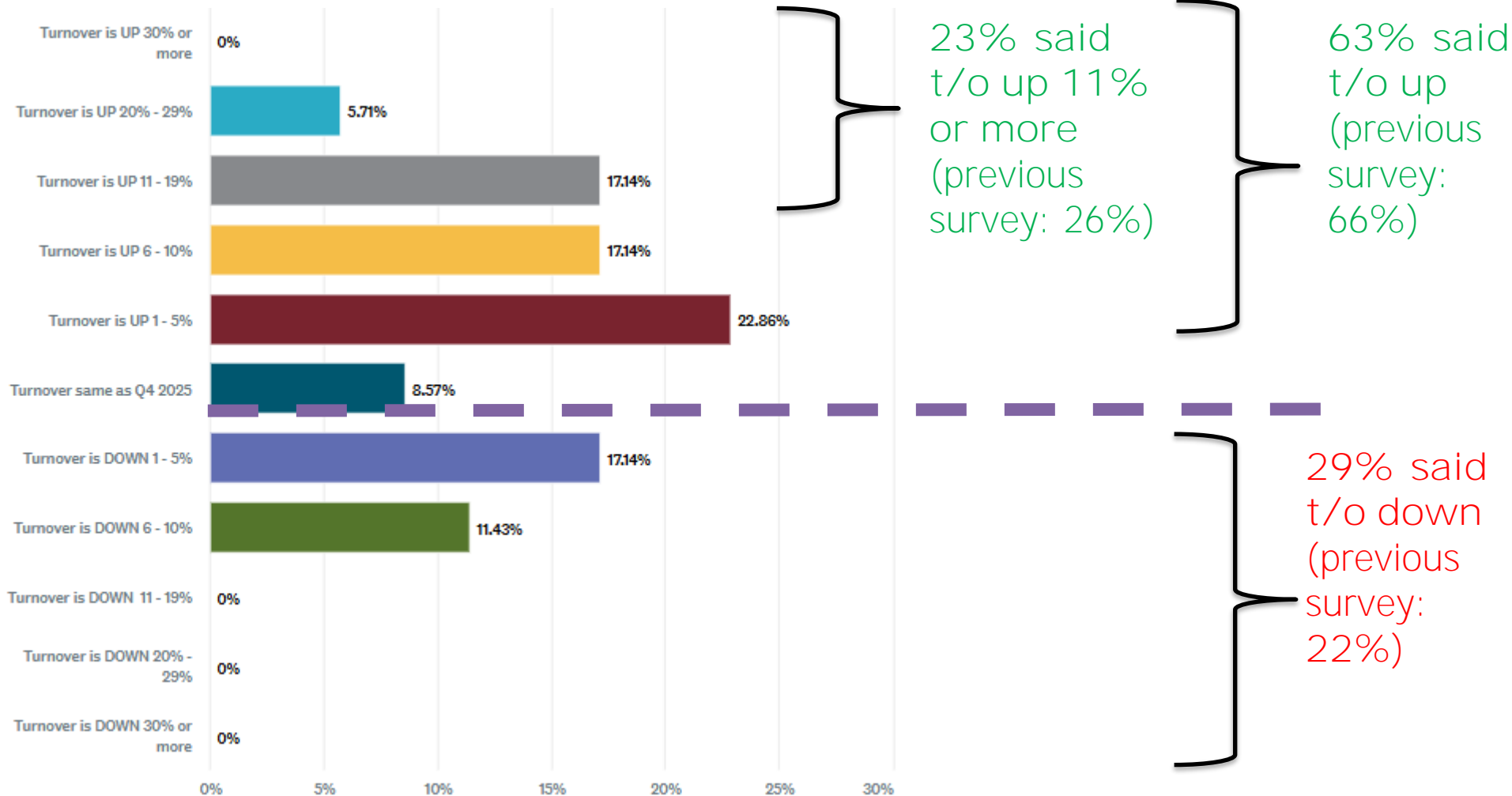
Manufacturers: Comparing Q1 2026 turnover with Q1 2025



“2026 has closed as a Record Q1”

“Poor January, business improved in February and March. Concerned about April due to consumer confidence.”

Manufacturers: Comparing Q1 2026 turnover with Q4 2025

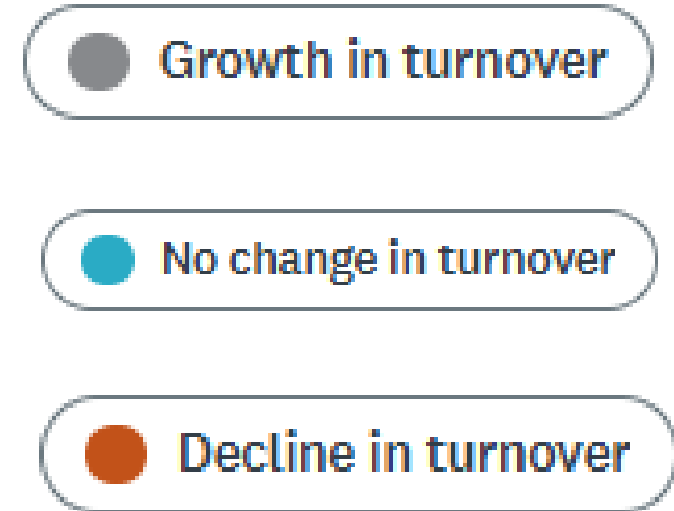
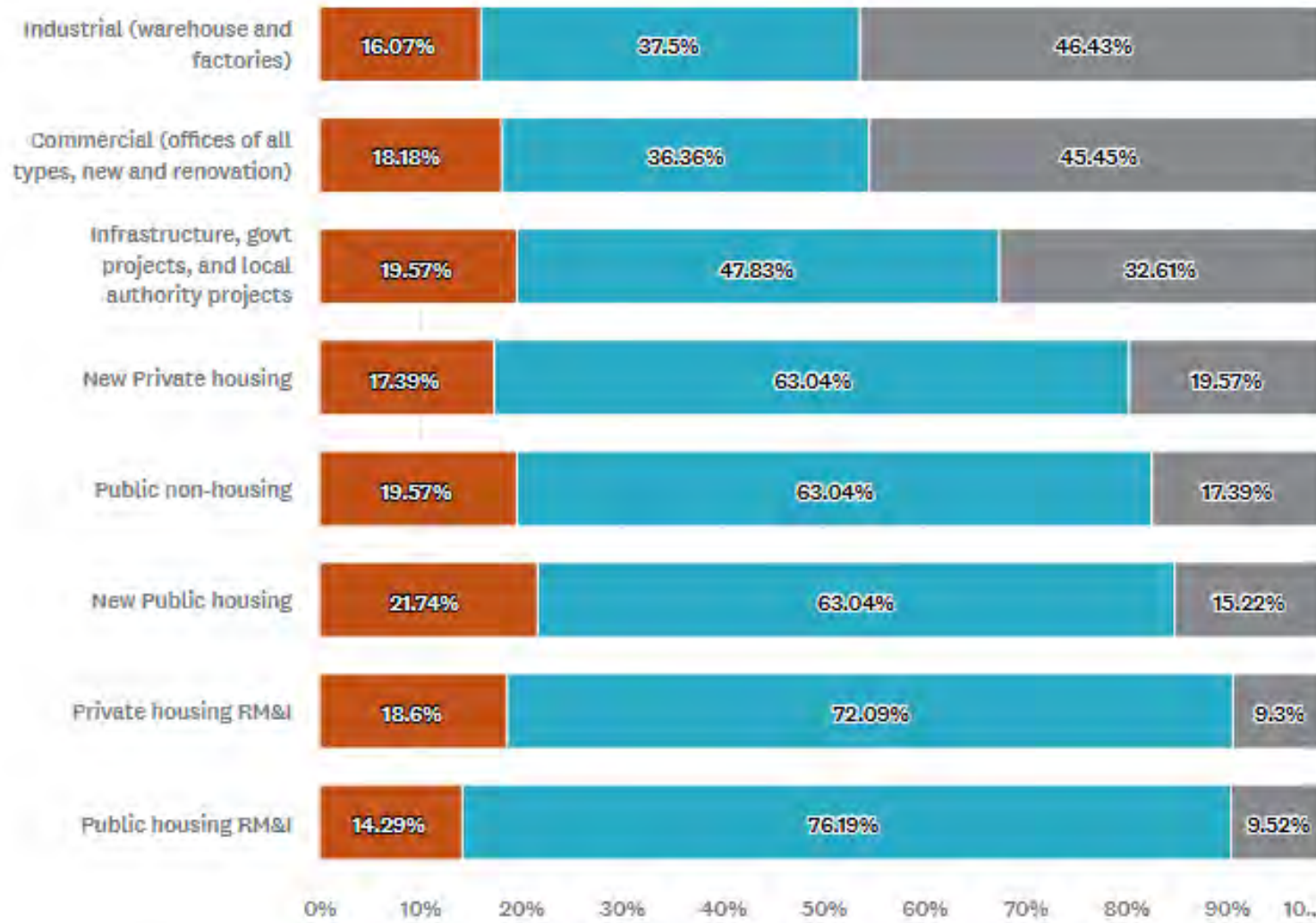


"We don't compare.
This include no account of reasonability and would be **misleading."**

"This is a typical year on year trend for our business."

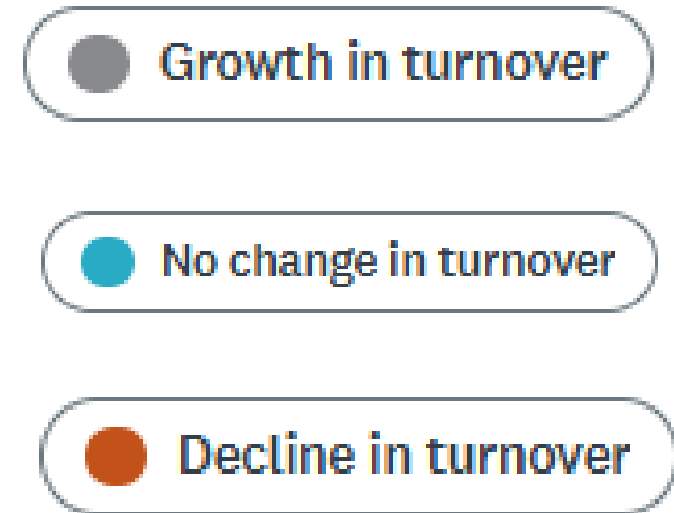
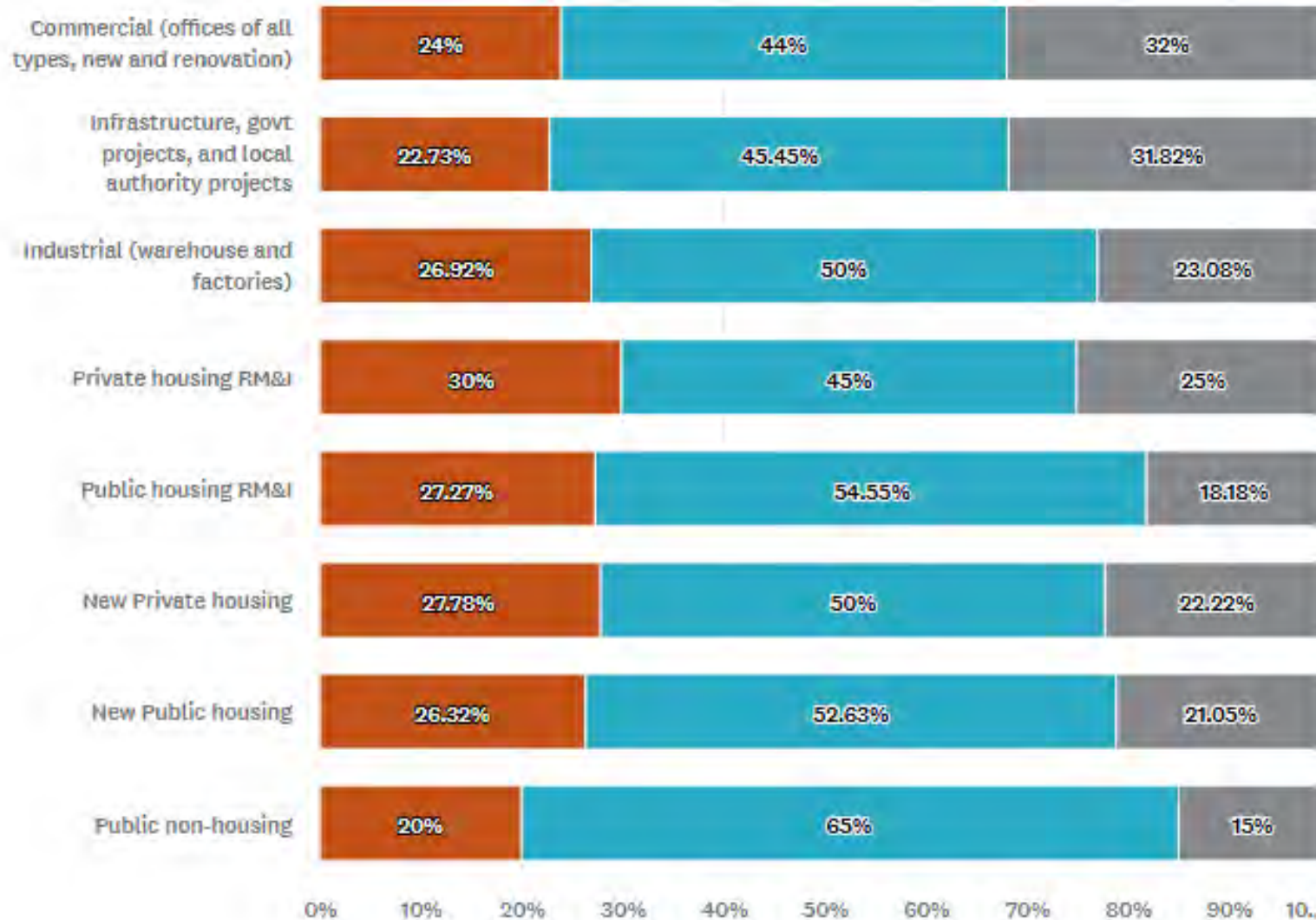
"Q4 is our busiest period due to seasonality."

Wholesalers: Have you experienced a change in turnover in Q1 2026 compared to Q4 2025 for the following sectors?
 Grey band indicates growth



Manufacturers: Have you experienced a change in turnover in Q1 2026 compared to Q4 2025 for the following sectors?

Grey band indicates growth



Comments on particular areas of growth

Wholesalers

“Renewable projects, EV Chargers.”

“Commercial, steel cable management and power cables. Private housing with heat pumps, PV and battery storage.”

“Renewables.”

“Data centres.”

Manufacturers

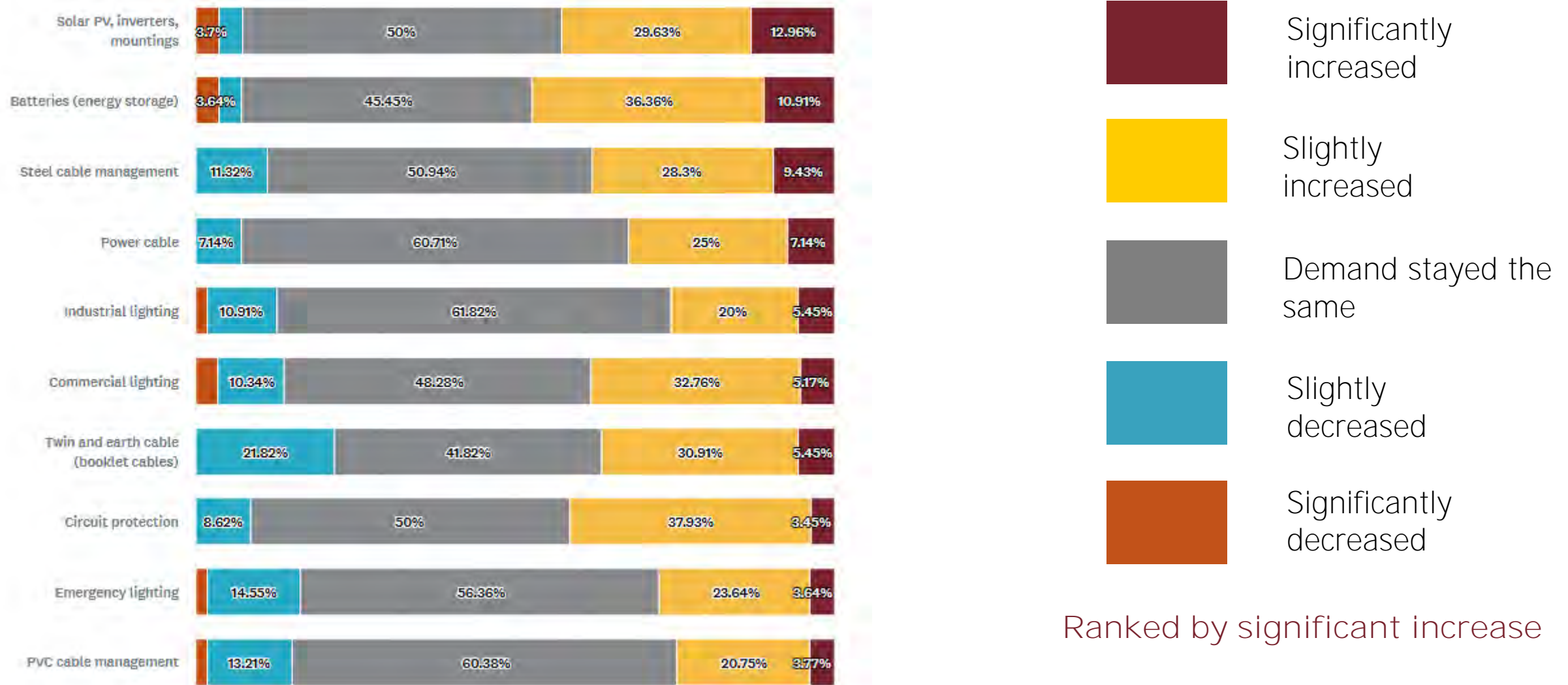
“Generally we are informed that the sectors we interact with are down. If we grow sales in a period our concern is we are overstocking our customers leading to future slow sales months.”

“Renewables.”

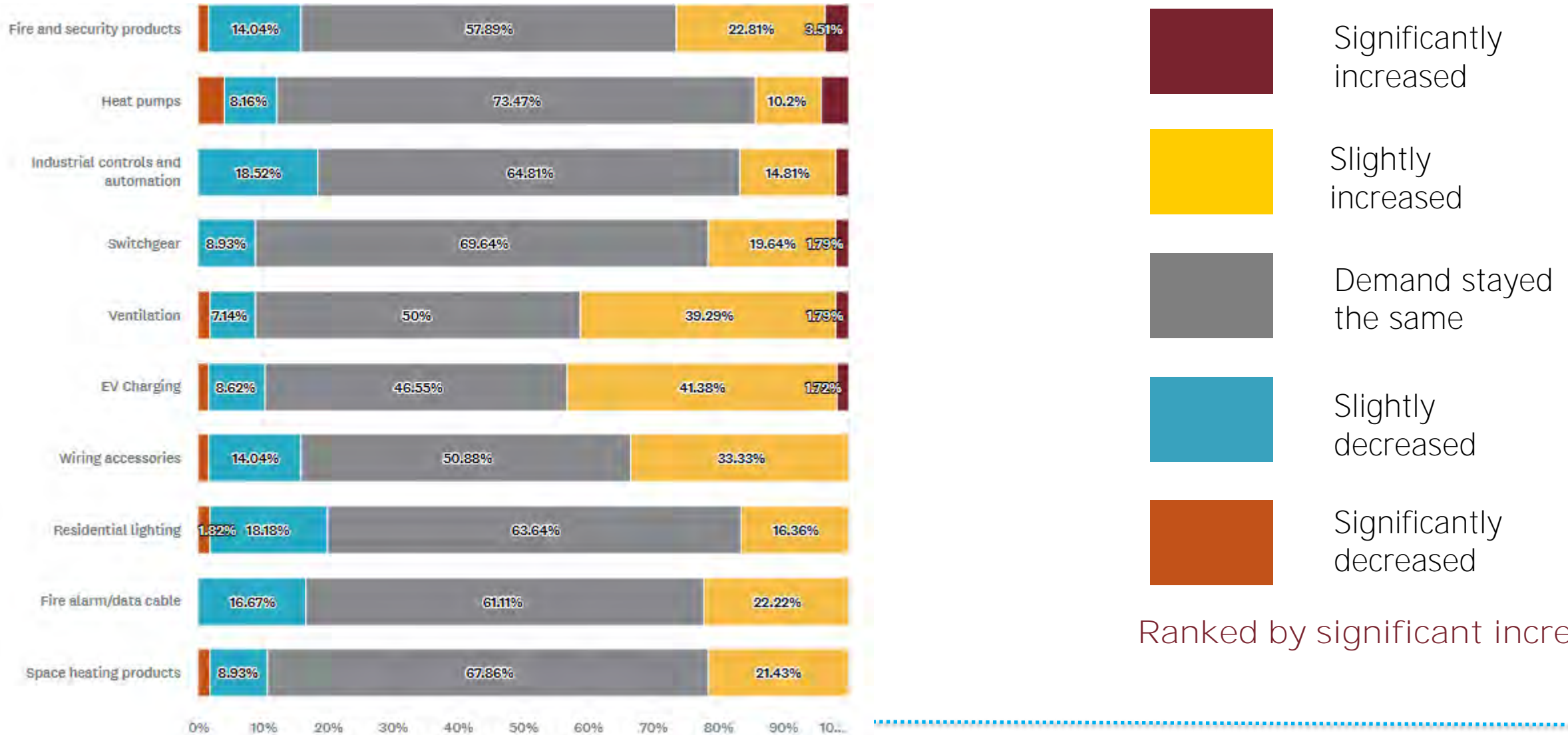
“Data centres continue to grow, both in the UK & Globally.”

“Due to a bulk stock order that we are up.”

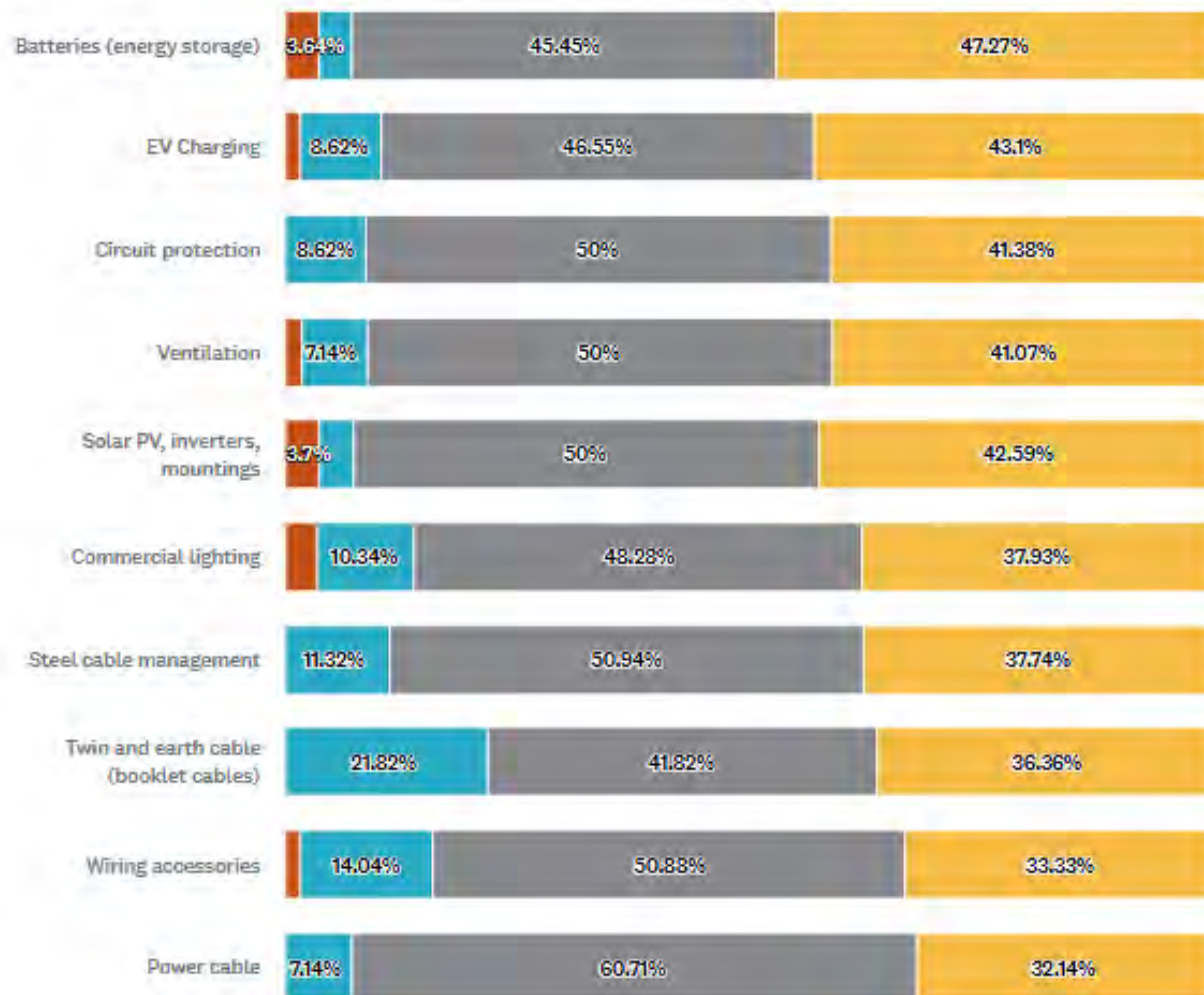
Wholesalers: has there been any change in demand for the following products in Q1 2026 compared to Q4 2025?



Wholesalers: has there been any change in demand for the following products in Q1 2026 compared to Q4 2025?



Wholesalers: has there been any change in demand for the following products in Q1 2026 compared to Q4 2025?



Merging 'Significantly Increased' with 'Slightly increased' to show a general growth profile.



Significantly increased



Slightly increased



Demand stayed the same

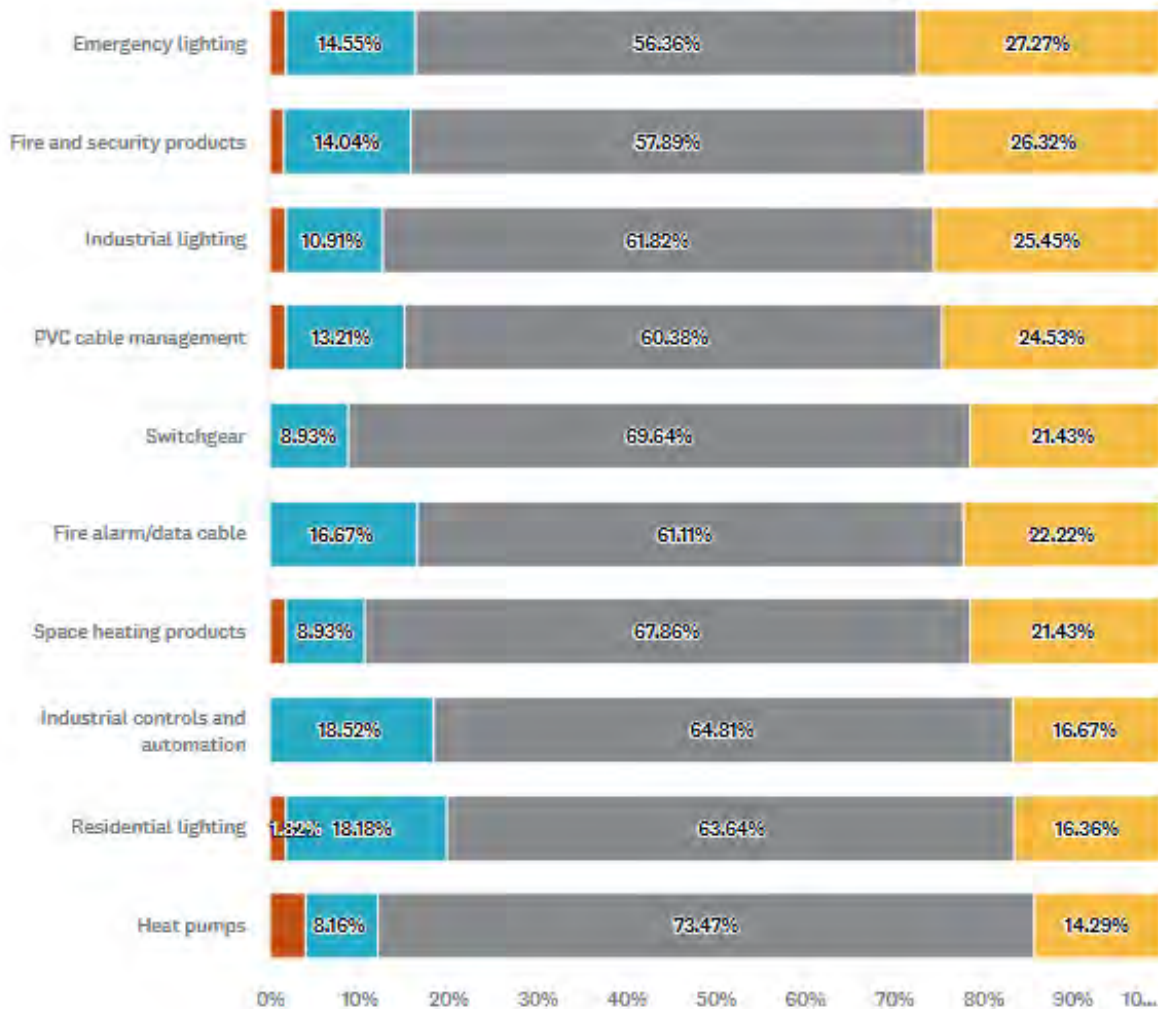


Slightly decreased

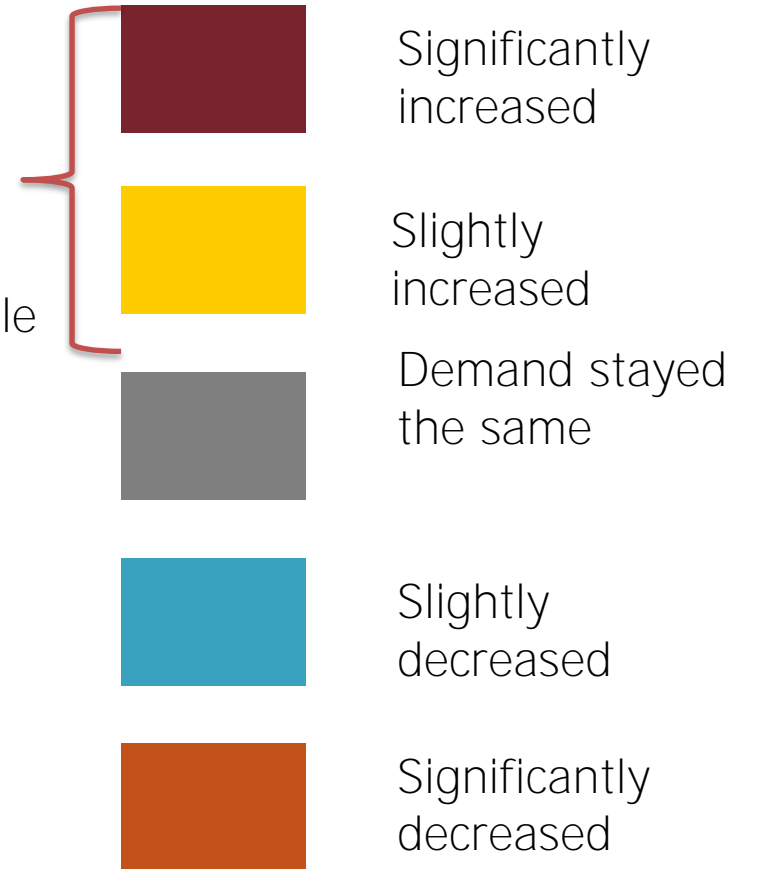


Significantly decreased

Wholesalers: has there been any change in demand for the following products in Q1 2026 compared to Q4 2025?



Merging 'Significantly Increased' with 'Slightly increased' produces this profile



Wholesalers: Your 5 most pressing operational challenges

	April 2025	July 2025	October 2025	January 2026	April 2026
1	<p>Inflation in business overheads and passing these on to customers</p> <p>+</p> <p>Upward pressure on all wages driven by the increases in National Living Wage and National Minimum Wage on my overall wage bill</p>	<p>Online prices making margins tight</p>	<p>Increasing business overheads</p>	<p>Increasing business overheads</p>	<p>Increasing business overheads</p>
2	<p>Online prices making margins tight</p>	<p>Inflation in business overheads and passing these on to customers</p>	<p>Delays to project starts</p>	<p>Downturn in market demand</p>	<p>Middle East Crisis</p>
3	<p>Difficulties attracting and recruiting staff</p>	<p>Upward pressure on all wages driven by the increases in National Living Wage and National Minimum Wage on my overall wage bill</p>	<p>Downturn in market demand</p>	<p>Delays to project starts</p> <p>+</p> <p>A slowdown in my traditional market segments</p>	<p>Downturn in market demand</p>
4		<p>A slowdown in the start of projects</p>	<p>Cash flow related issues</p>	<p>Difficulties attracting, recruiting or retaining staff</p>	<p>Difficulties attracting, recruiting or retaining staff</p>
5		<p>Product price increases and passing these on to customers</p>	<p>Difficulties attracting, recruiting or retaining staff</p>	<p>New competitors entering the market</p>	<p>Delays to project starts</p>

Manufacturers: Your 5 most pressing operational challenges

	April 2025	July 2025	October 2025	January 2026	April 2026
1	Upward pressure on all wages driven by the increases in National Living Wage and National Minimum Wage on my overall wage bill	Slowdown in the start of projects + Upward pressure on all wages driven by the increases in National Living Wage and National Minimum Wage on my overall wage bill	Increasing business overheads + Delays to project starts	Increasing business overheads	Increasing business overheads
2	The slowdown in my traditional market segments	Inflation in business overheads	Downturn in market demand	Downturn in market demand	Middle East Crisis
3	Inflation in business overheads	The slowdown in my traditional market segments	Difficulties attracting, recruiting or retaining staff	Delays to project starts + A slowdown in my traditional market segments	Downturn in market demand
4		Transport and logistics costs + Difficulties attracting and recruiting staff	The slowdown in my traditional market segments	Difficulties attracting, recruiting or retaining staff	A slowdown in my traditional market segments
5.		Product price deflation	New competitors entering the market	New competitors entering the market	Delays to project starts

Wholesalers

“Rising costs, in particular staff costs, outstripping our ability to retain profit as the internet chips away on the other end.”

“Continual price erosion caused by online re-sellers.”

“Continued legislative burdens from the government, increasing admin workload.”

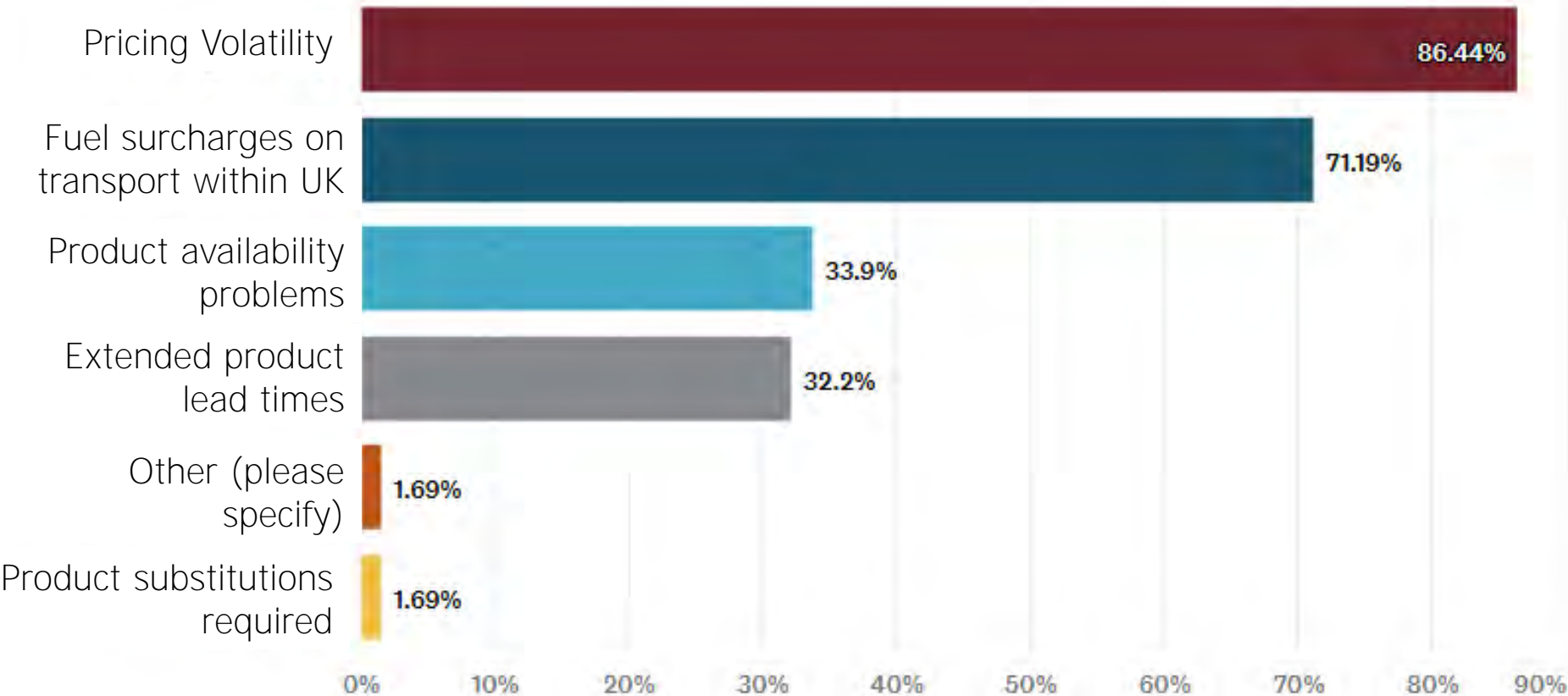
“Middle East crisis probably makes top 5 in 3-6 months time if not resolved.”

“Dealing with fast growth.”

Manufacturers

“We are concerned about customer debt, even if we are paid this does lead to de-stocking. Project delays can always be an issue.”

Wholesalers: As a result of the Middle East conflict, which of the following have you experienced? Please tick all that apply.

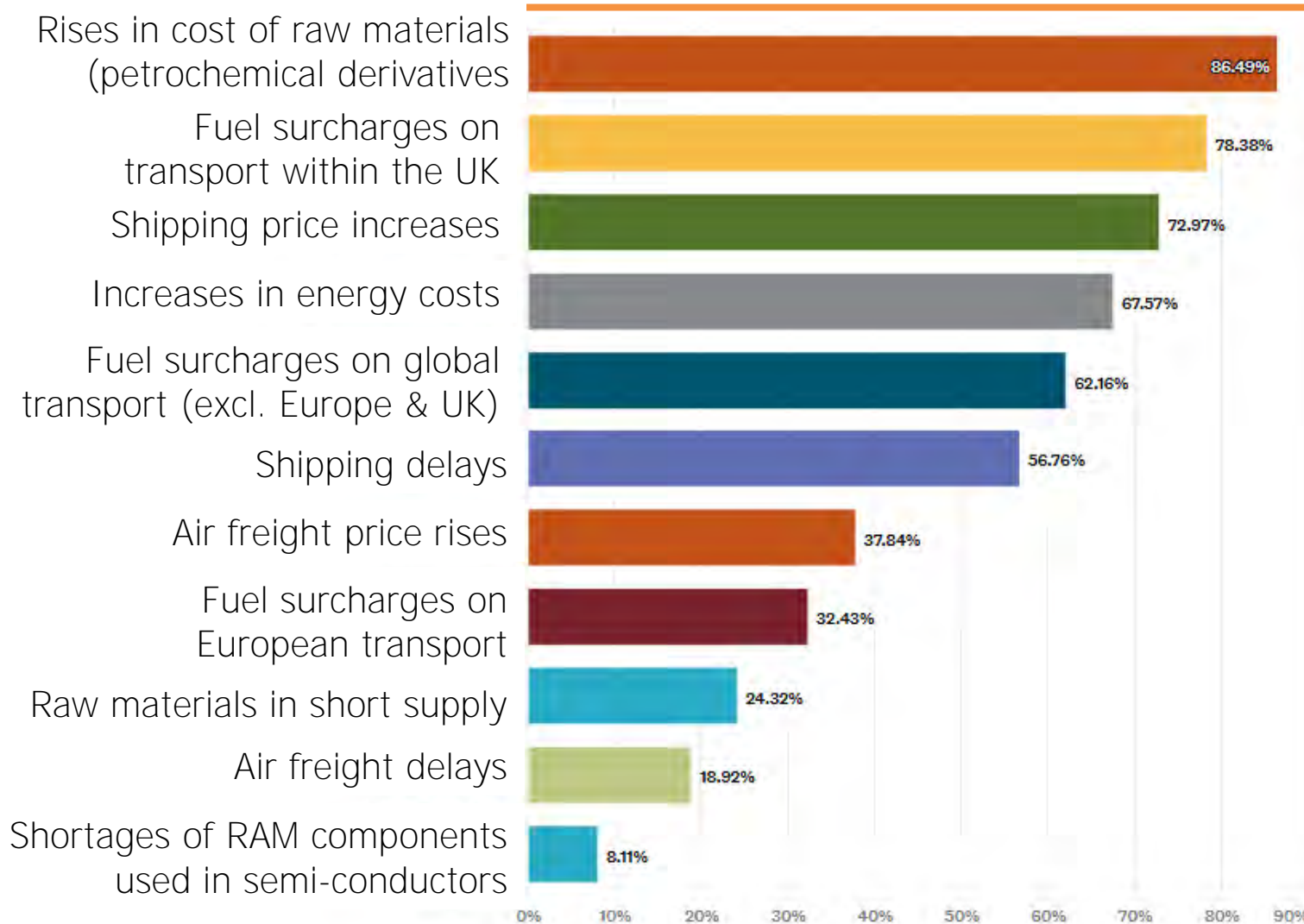


“Some suppliers
delaying price
increases and multiple
price increases already
year to date. Likely
delayed price
increases to go higher
than expected or
surcharges.”

**“Increased demand for
renewable products”**

**“Customers’ spending
confidence. Likely
impact on running
costs e.g. bills”**

Manufacturers: As a result of the Middle East conflict, which of the following have you experienced? Please tick all that apply.



“Just adds more uncertainty to an already fragile level of investor confidence.”

“Customer confidence.”

“Lowering of consumer confidence.”

“Uncertainty with customers.”

“Travel to FE is more difficult.”

Manufacturers: What raw materials are most at risk or are already in short supply?

- Steel
- Electronics
- Oil is a key component in the production of PVC / Plastics (multiple responses)
- Metal die casting
- Precious metals
- Tungsten is where we are seeing significant increases
- Electronic components supply was already under pressure. Whether the conflict is used as an excuse for further delays remains to be seen.
- European copper lead times increasing weekly, all now 26wk
- Resins
- Aluminium

InvestorNews

Why Tungsten Has Jumped to No. 1 on the World's Critical Minerals Hot List

In an era when supply chains are weaponized and stockpiles have quietly vanished, tungsten has moved from an obscure industrial input to the...

23 Jan 2026



Reuters

Tungsten rises to record highs as export curbs turn up supply heat

Tungsten prices have rocketed to record highs in January, fuelled by tightening inventory, Chinese export controls and industrial demand,...

28 Jan 2026



Bilget

Tungsten prices have surged more than fourfold in over a year, marking a critical period for industry chain transformation

Recently, companies across the tungsten industry chain have launched a new round of price adjustments, covering tungsten raw materials...

1 month ago



TradingView

Tungsten Prices Surge 557% as China Export Limits Tighten Global Supply

A metal rarely discussed outside mining circles is suddenly commanding attention across defense and technology supply chains. Tungsten...

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Investing News Network

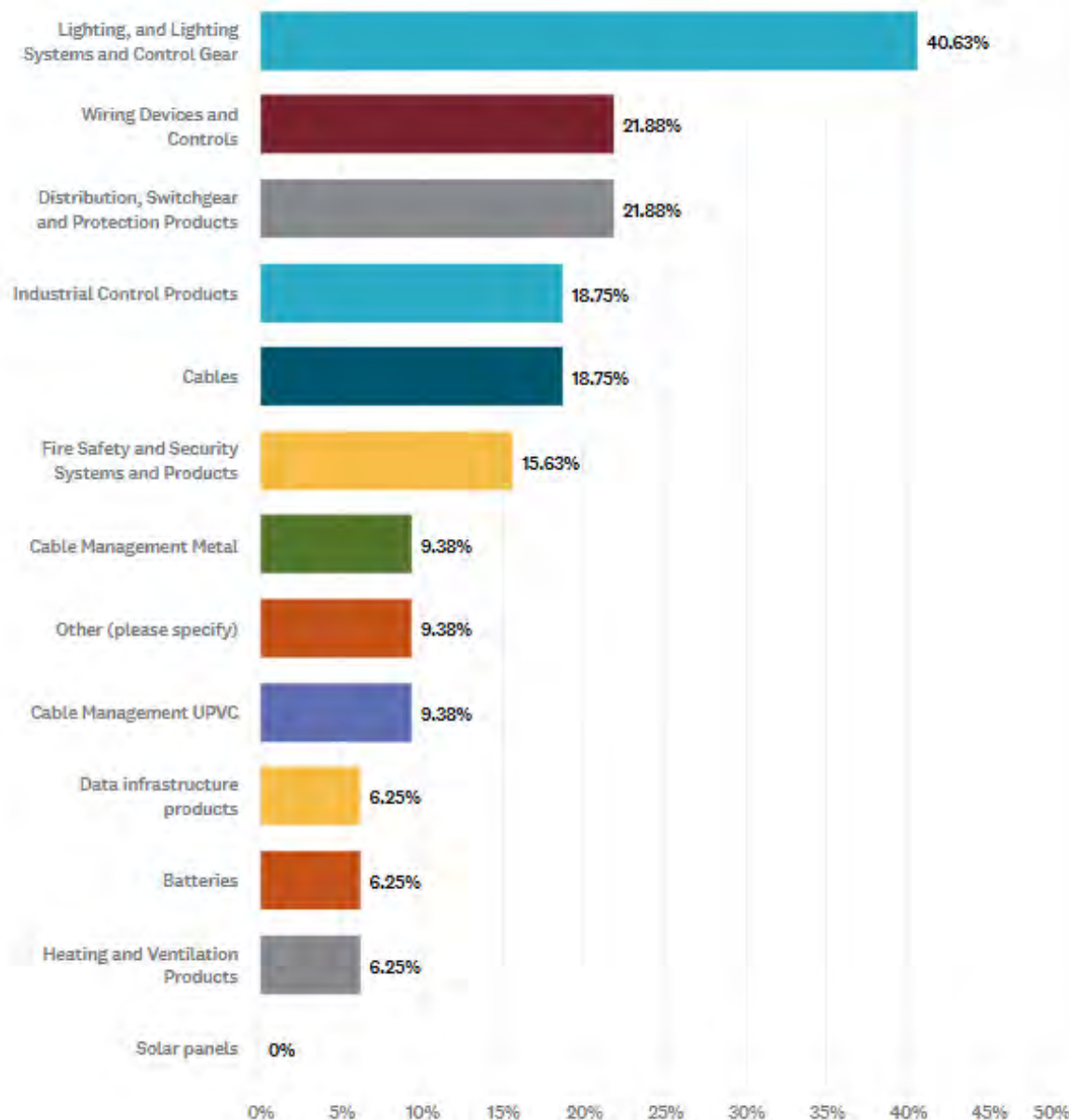
Defense Metal Tungsten Outpaces Gold, Copper in Massive Price Rally

Tungsten is widely used in armor-piercing ammunition, aircraft components, drilling equipment and industrial cutting tools. Close-up of...

1 month ago



Manufacturers: Which of your product types are most likely to be impacted by the conflict in the Middle East? Please tick all that apply.

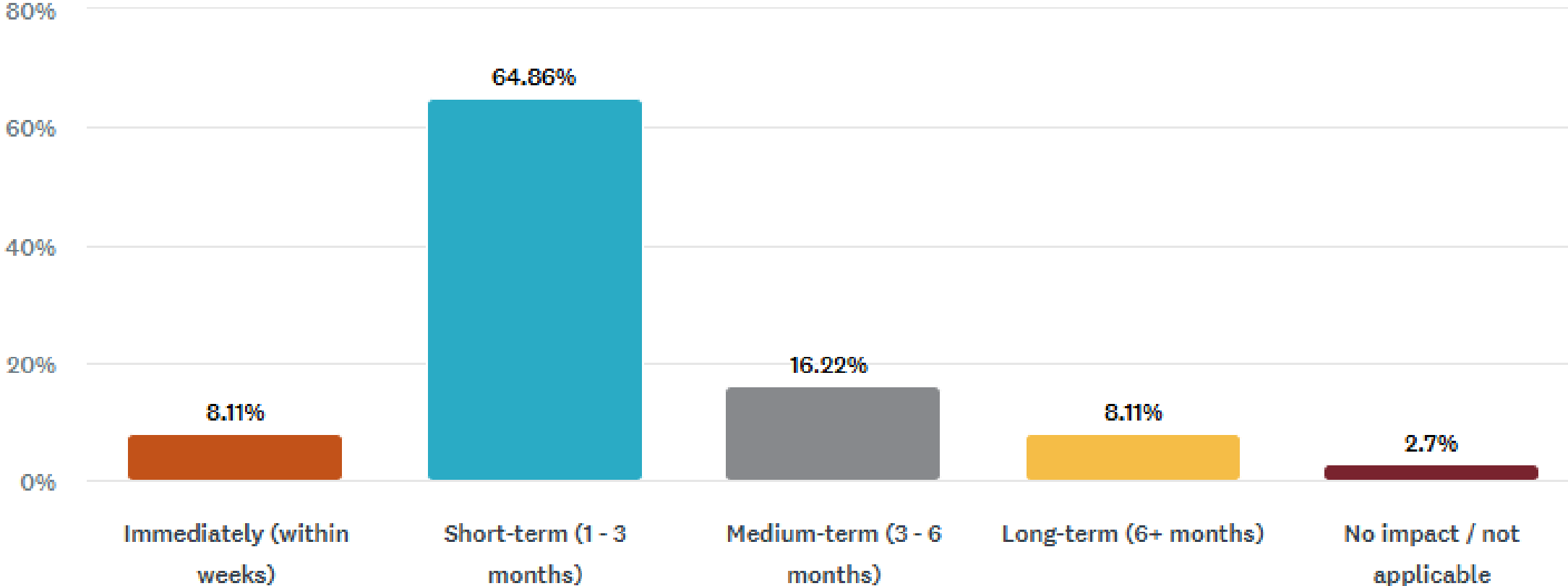


“The majority of our products use electronic components.”

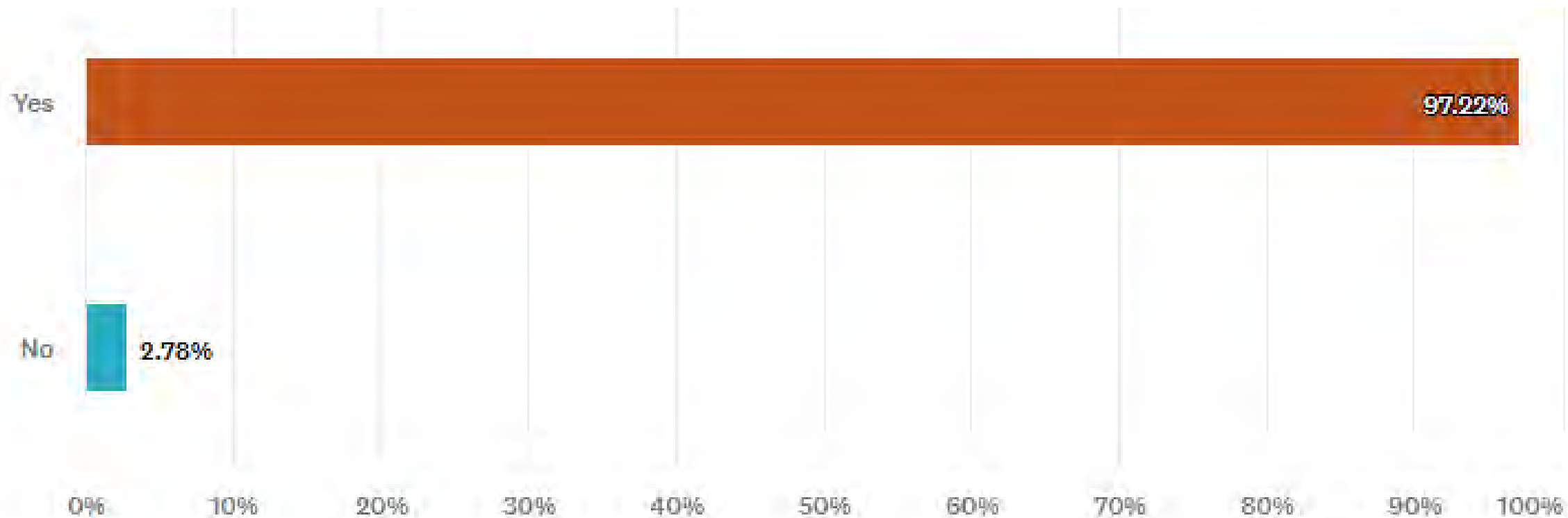
“Raw materials”

“All of them!”

Manufacturers: How quickly do oil price changes feed into your production costs?



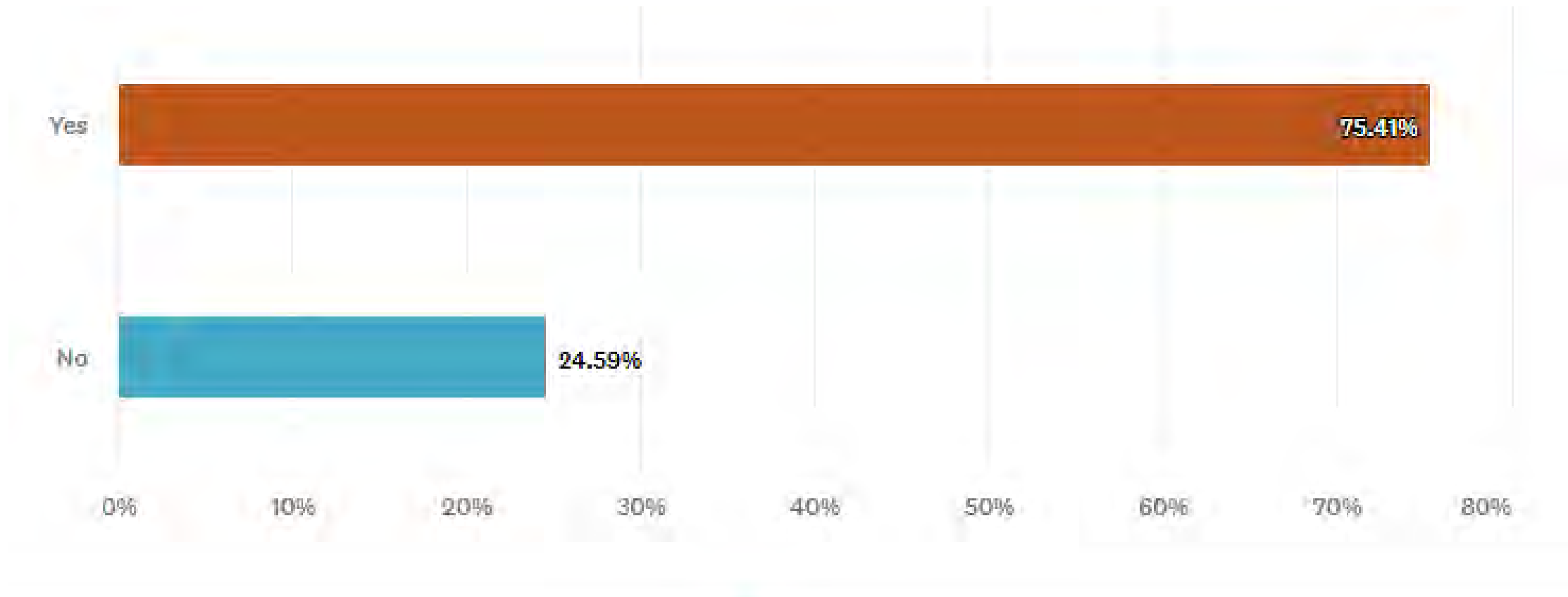
Manufacturers: Have any of your suppliers already notified you that they will be introducing price increases?



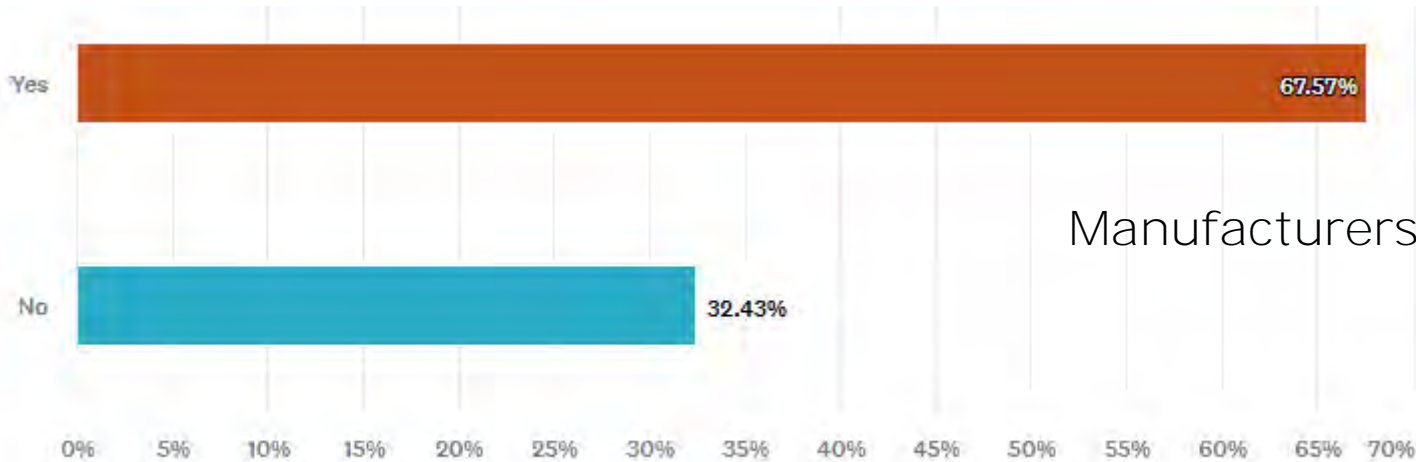
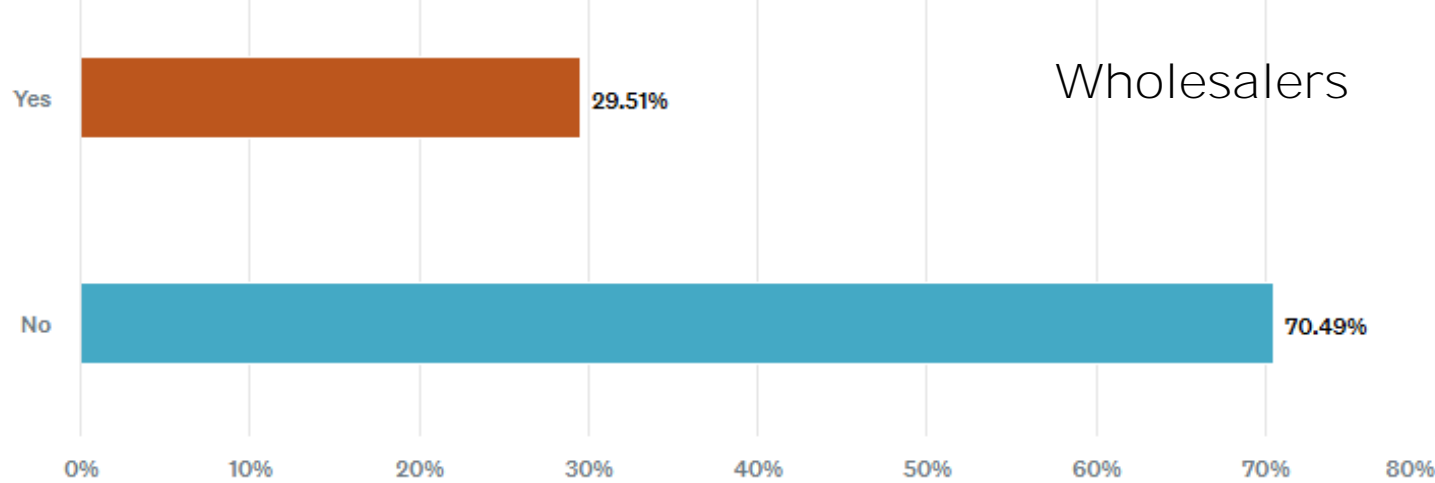
Manufacturers: Comments about your suppliers and the topic of price increases.

- Silver and copper is constantly being reviewed
- There was already discussion about price increases and the ME conflict just added to the pressure
- Expect the costs to continue to soar as the impact of oil price and supply challenges on China continue to grow.
- Typically 3-5% currently
- Plastics / Price increases of 10%+ in plastics
- Nearly every supplier, or our own factories, have price increases. We are shouldering some of these, our price increase to the Wholesale market does not cover them all
- It is mostly transportation suppliers, but products containing tungsten and shortly other metals as well, are seeing increases (whether the latter is due to Middle East I'm not sure)
- Price increases vary based on the amount of copper or plastic they contain.
- We are being advised of increases in excess of 20%
- Copper pricing volatile, 44% increase since the start of the year

Wholesalers: Have any of your manufacturer suppliers already notified you that they will be introducing price increases as a result of the Middle East crisis?



Do you have a contingency plan in place for dealing with the volatility of costs which may result from the ongoing Middle East crisis?



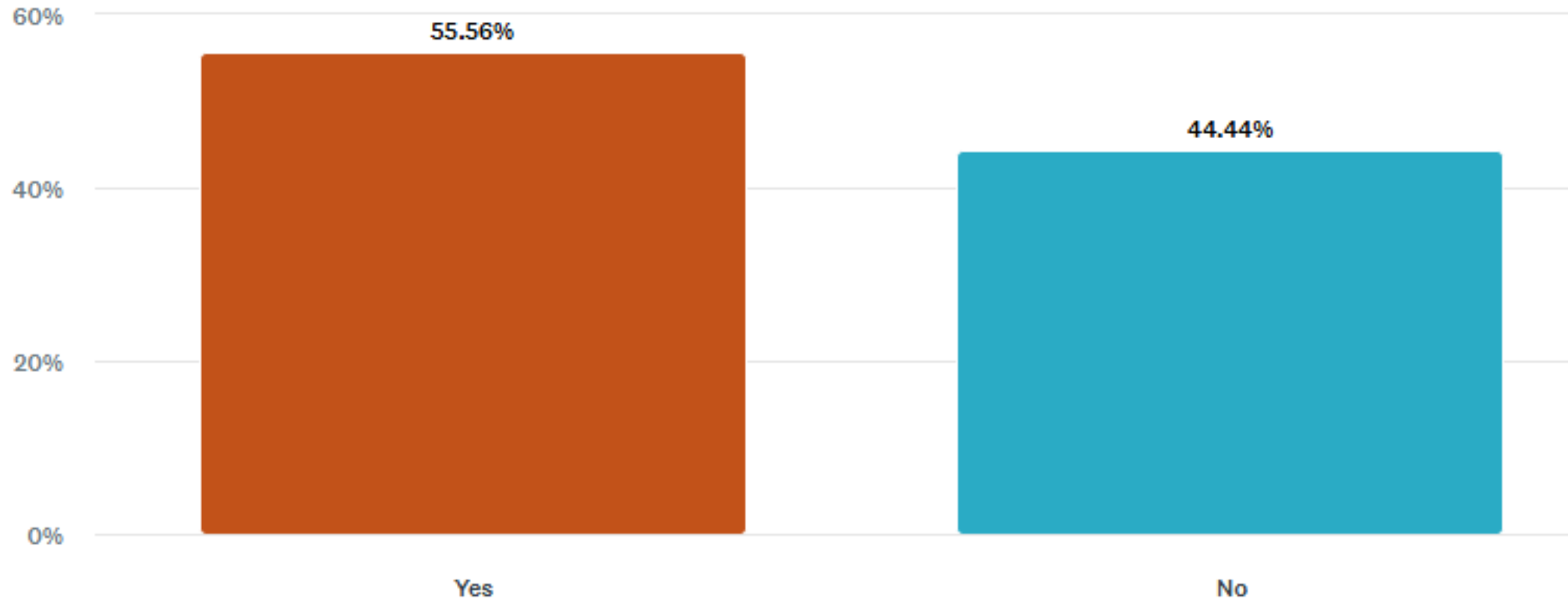
Wholesalers: If applicable, what does that contingency planning involve?

- Constantly monitoring incoming costs and acting proportionately within our own pricing structure
- Bulk ordering fast moving lines prior to increases with a view to increasing margin when price increases take hold in the market
- Contingency plan would be buying more of certain stock to hold margin in the future.
- Raising Prices / Put our prices up / Passing on invoice costs
- Reviewing existing contracts
- Alternative suppliers
- Sourcing from alternative suppliers
- Increase selling prices where necessary
- We must only purchase from EU GB companies
- FYI no supplier has cited the Middle East crisis as the main reason but they have done price increases.

Manufacturers: If applicable, what does that contingency planning involve?

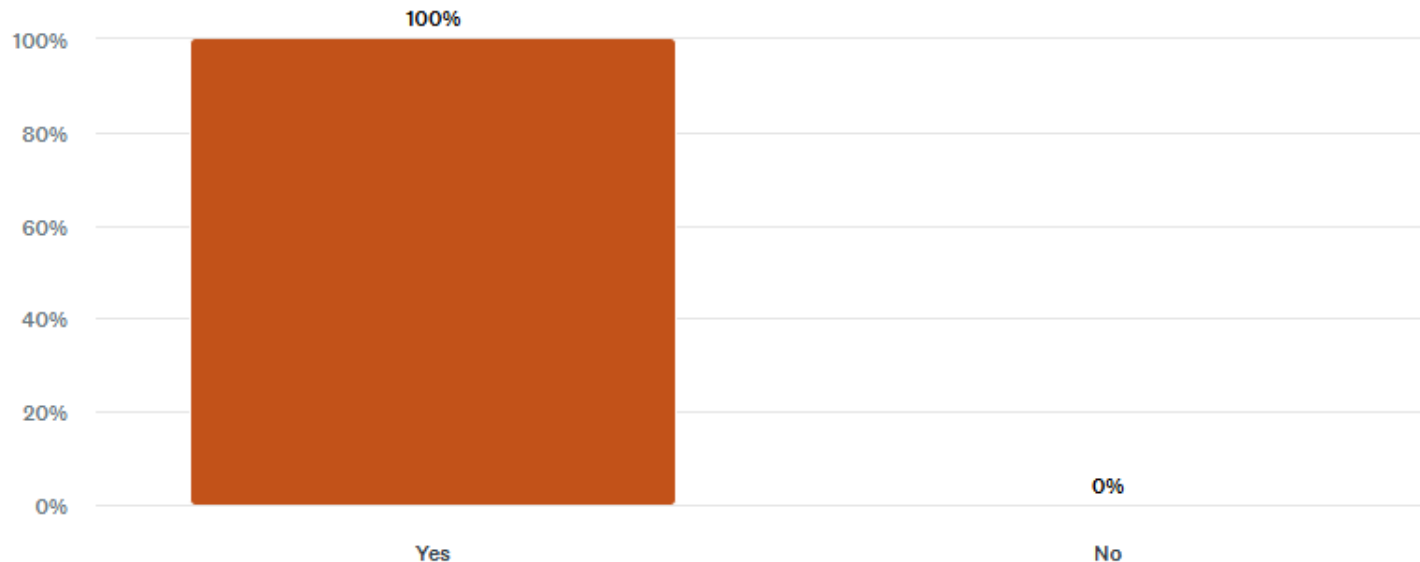
- Increasing our sales prices accordingly / Putting up prices
- Re-routing supply
- Purchasing 6 months stock in March at original prices
- Introduced solar panels to deal with local energy costs - other than that may have to consider further price rises
- Some contingency is safety stock levels
- Alternative supply chain options
- Stock levels, hedged supply pricing
- Alternative sourcing where appropriate.
- Price increase deferments, which is only delaying the inevitable.
- Longer lead times, drawing stocks from parent company
- We generally hold around 6 months of raw materials, so impact may be avoided IF there is a swift resolution, confidence not high on that one
- How can you plan for something like this!

Manufacturers: As at end March 2026, had you already implemented a price increase this year?



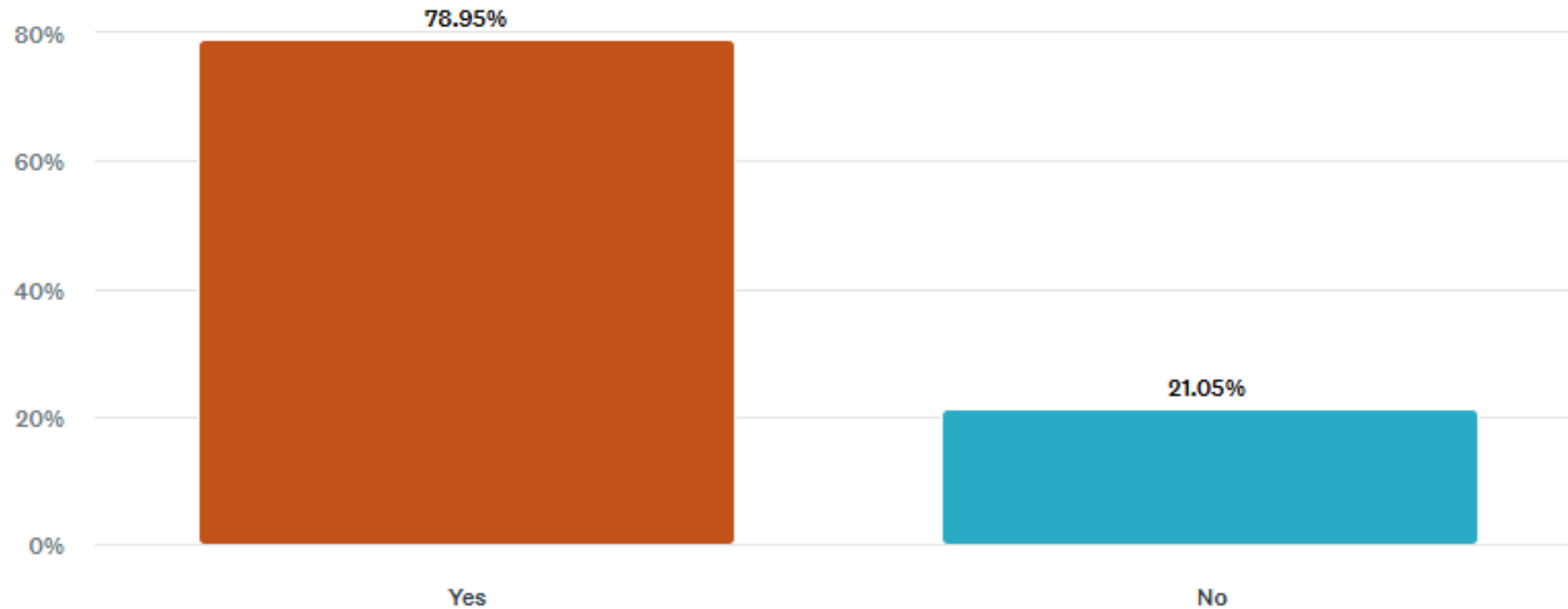
Manufacturers: To those that had not implemented a price increase as at end March 2026 we asked...

Are you planning a price increase (or more than one) in 2026?

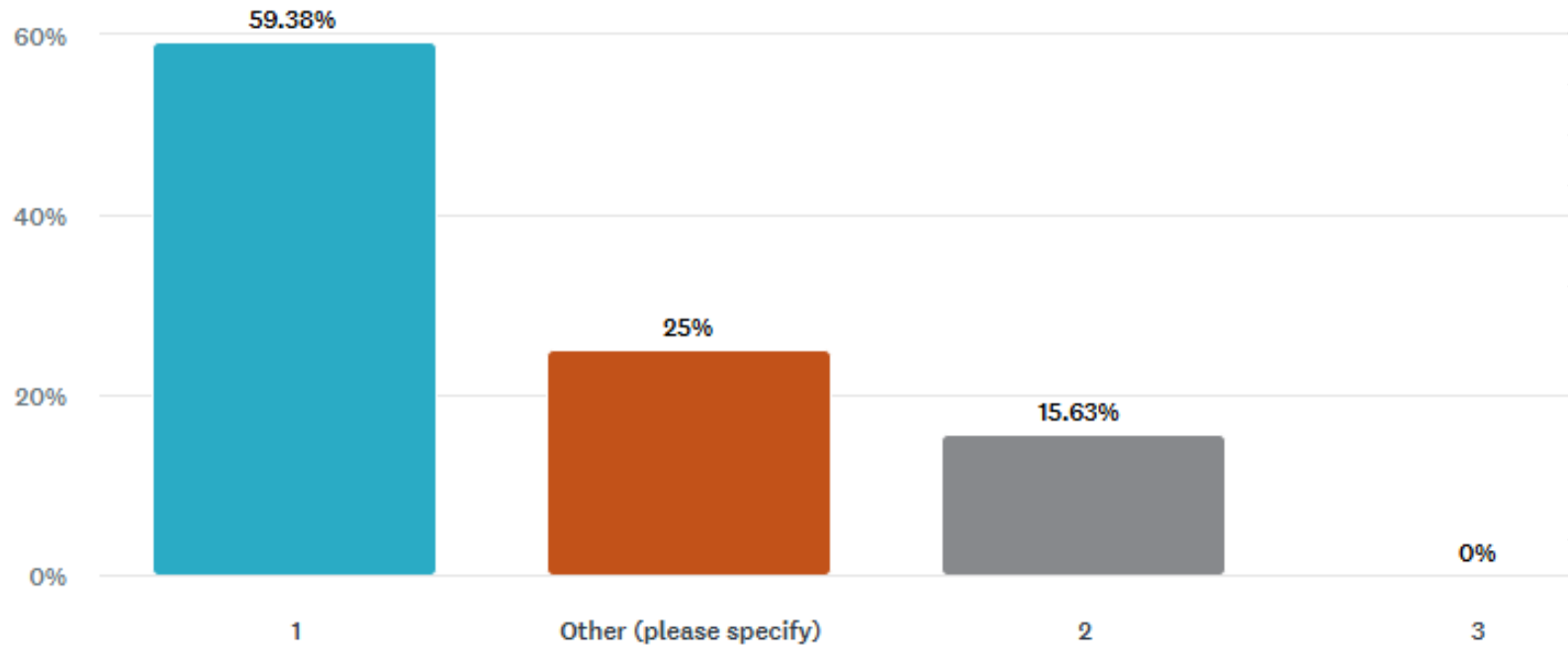


Manufacturers: To those answering YES, as at end March 2026 we had already implemented a price increase this year, we asked...

Are you planning a further price increase (or more than one) in 2026?



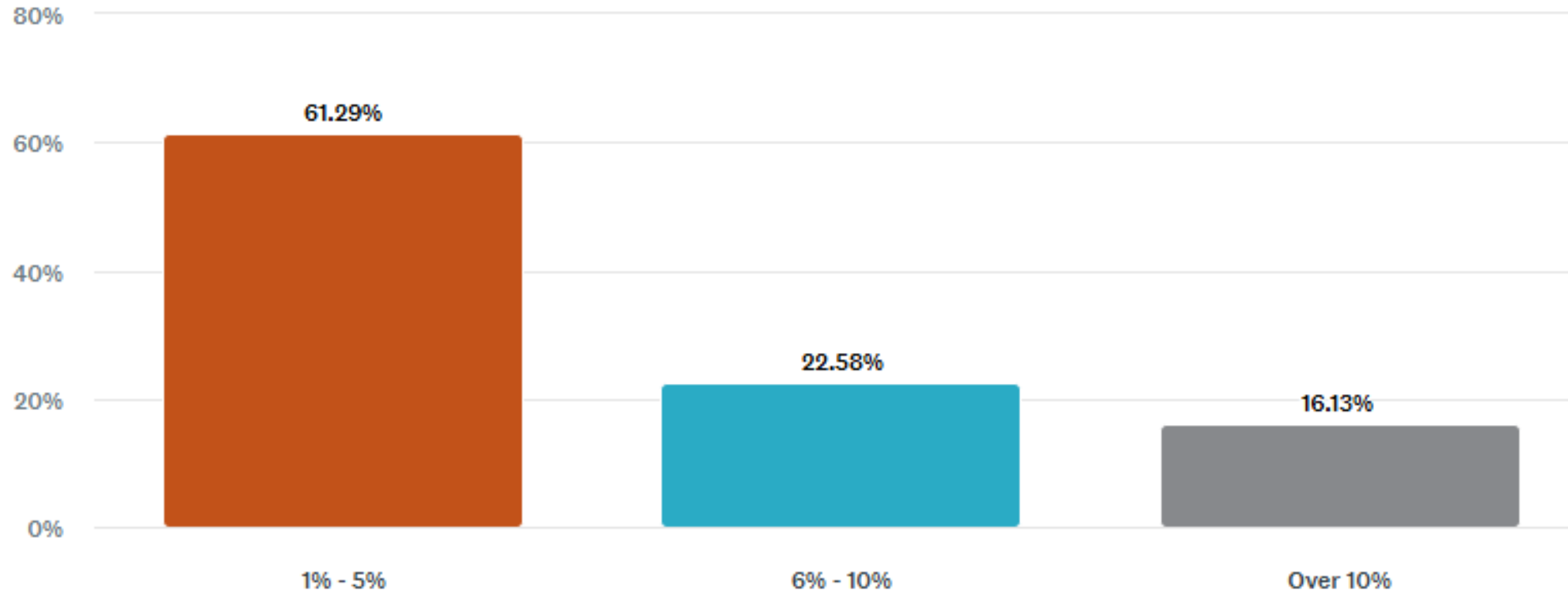
Manufacturers: From 1 April 2026, how many price increases do you anticipate your business will introduce in the remainder of the year?



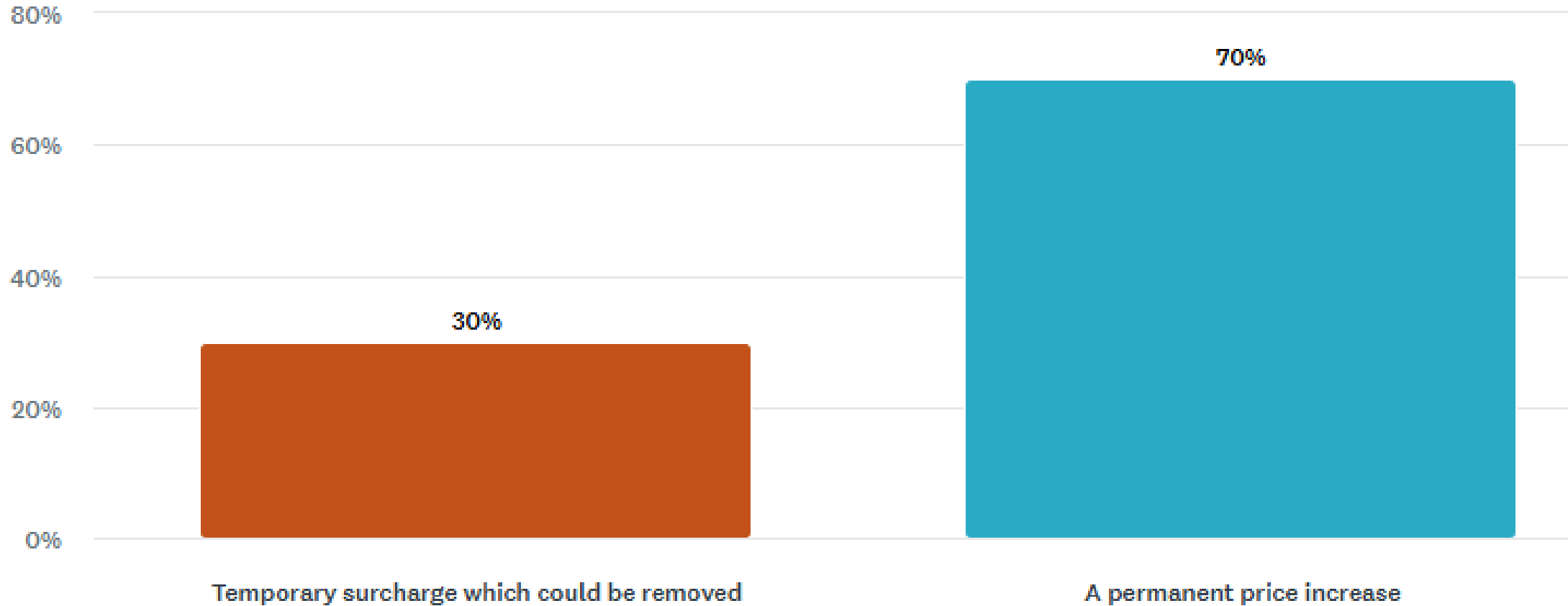
Those choosing "Other" said:

- Will depend on the developing situation
- One in November if we can wait
- very fluid
- Unclear yet. Depends on many factors including competitors / market.
- The reality is we do not know. We are planning for a July 1st increase and are monitoring costs to decide what this increase should be. The question below is range dependent.
- This is a global economic and geopolitical issue, it is evolving and as it does, this will impact costs and market conditions. So price increase assumptions cannot be made and will be reactive based its impact on global supply, demand and energy availability.
- It is very difficult to comment due to the volatility of the market
- Multiple

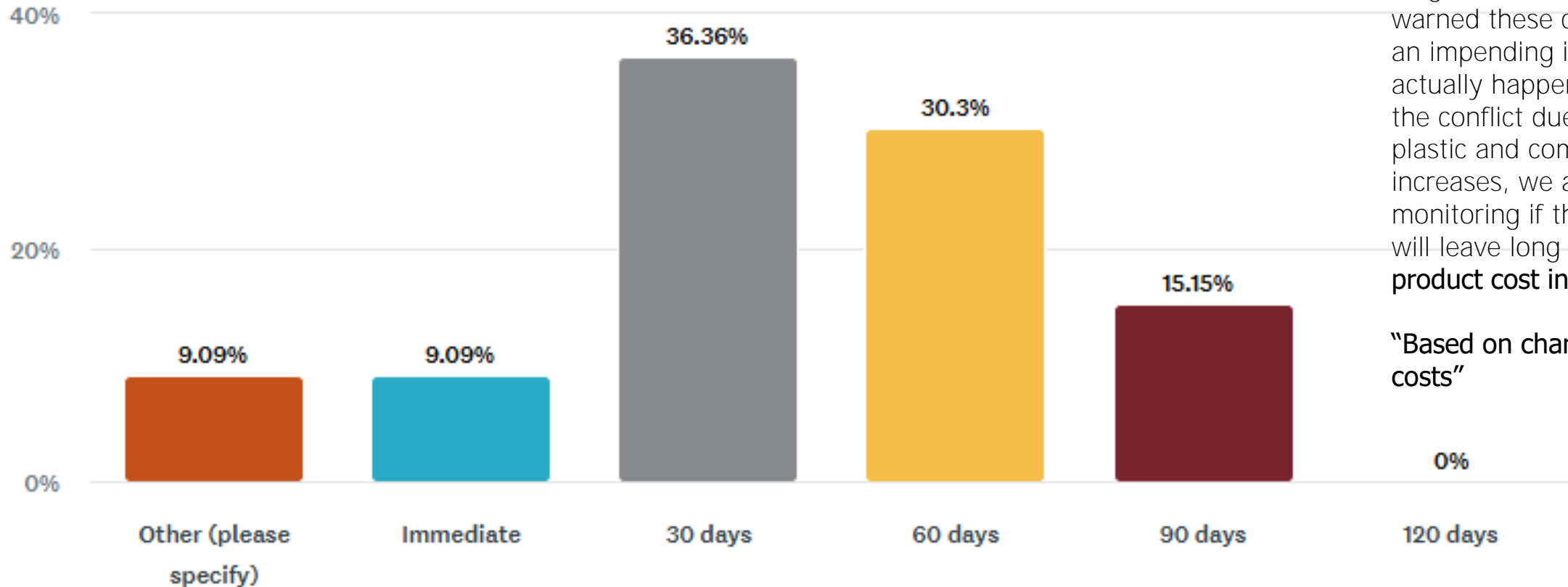
Manufacturers: What level of price increase do you anticipate implementing for your products in the next cycle?



Manufacturers: Will the increase be a temporary surcharge which could be removed, or a permanent price increase?



Manufacturers: What notice period will you give on price changes?



“Some customers require longer notice. We have warned these customers of an impending increase, this actually happened prior to the conflict due to copper, plastic and component cost increases, we are now monitoring if the conflict will leave long term product cost increases.”

“Based on changes in stock costs”

Wholesalers: As the Middle East crisis unfolds, where do you see the biggest risk for your business?

Increased Costs / Rising Prices

- Price increases (multiple responses)
- Prices slowing down business
- Rising costs impact confidence and reduce sales and profits
- Higher price, decreased demand
- Decline in demand due to higher prices
- Price increase, raw material shortages
- Fuel cost & delayed delivery times transport costs
- Fuel costs/energy costs (multiple responses)
- **Fuel costs increasing transportation costs...lead times, fuel availability, increase in costs**
- Cost of living
- Indirect cost increases
- Price increases to operational costs
- Increase in min wage from April
- Rapidly rising overheads
- **The oil price increase will lead to increased prices on plastic...**
- Increased prices, steel shortages
- Shipping delays, price rises

Supply Chain / Availability / Shortages

- **Pricing and remaining competitive...**
- Potential difficulties in stock availability
- Slowing of supply chain
- Availability & Price Increases
- impact on cash flow
- Price inflation, stock shortages Availability
- Main areas are consistency of product availability
- Shortages
- Supply chain availability and price increases
- Supply from China
- Price and Product availability
- Stock Availability Transport Costs

Wholesalers: As the Middle East crisis unfolds, where do you see the biggest risk for your business?

Lead Times / Delays / Logistics

- Extended lead times due to panic buying / delays in shipping
- Delay receiving goods
- Supply lead times and pricing volatility
- Delayed deliveries
- Fuel cost & delayed delivery times
- Indirect cost increases and stock lead times

Demand Reduction / Project Slowdown

- Projects being put on hold
- **Project cancellations...**
- Reduction in demand for all sectors

Economic Conditions / Uncertainty

- Economic slowdown , market uncertainty
- UK recession
- **Project cancellations... risk of company's liquidating...**

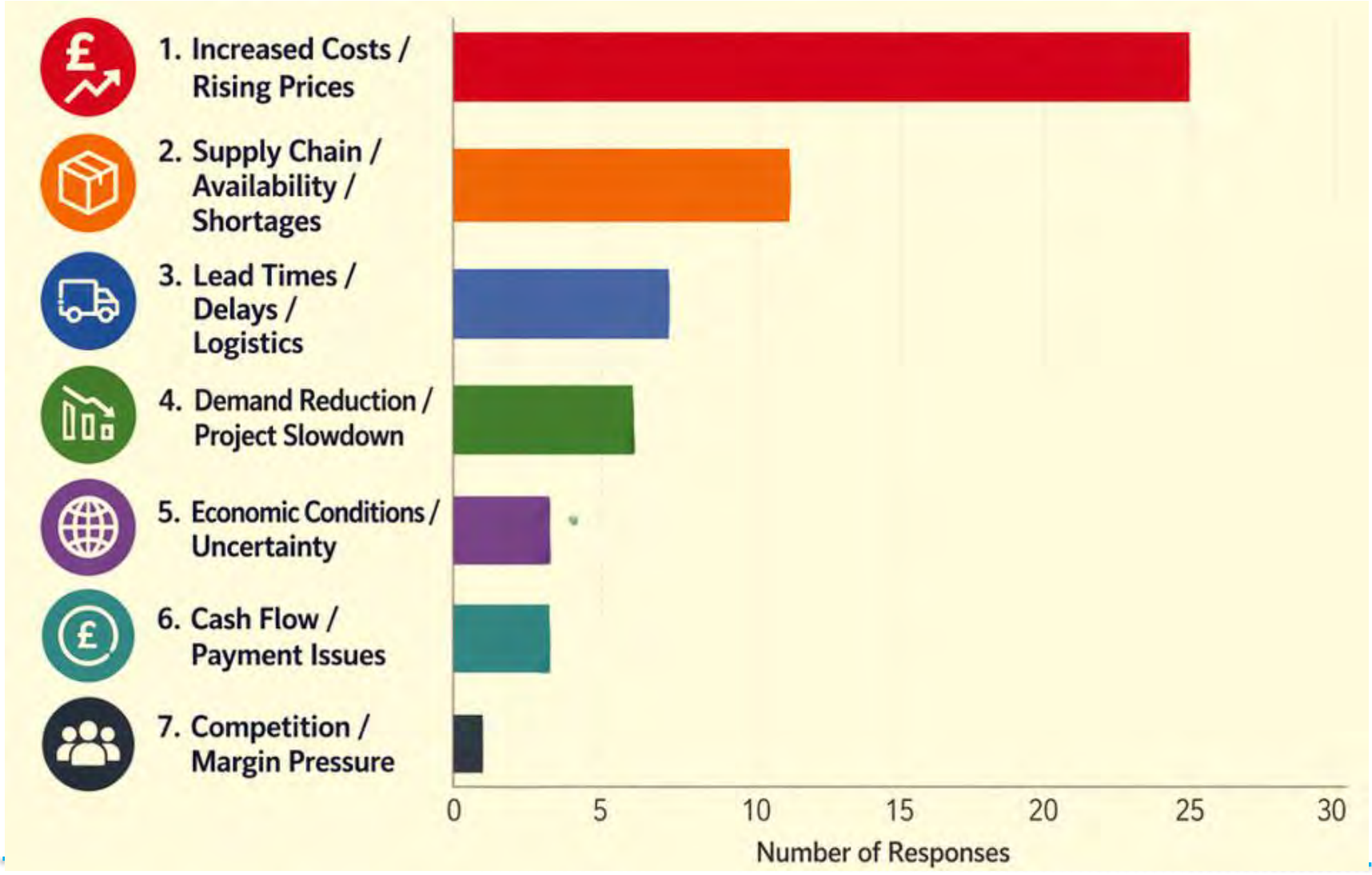
Cash Flow / Payment Issues

- Availability & price increases, impact on cash flow
- longer payment time from customers
- Slow payment from contractors

Competition / Margin Pressure

- Pricing and remaining competitive with larger entities such as Screwfix whilst retaining a **margin...**

Wholesalers: As the Middle East crisis unfolds, where do you see the biggest risk for your business?



Manufacturers: As the Middle East crisis unfolds, where do you see the biggest risk for your business?

Rising Costs & Pricing Pressure

- Cost of product / goods
- Cost of materials
- Ongoing price increases
- Increased material, manufacturing, and distribution costs as well as slower production causing bottle neck delays to distribution.
- Materials Cost & Availability
- Price rises
- Cost of energy, transport costs
- Manufacturing and shipping costs as well as market uncertainty
- Increasing costs of transportation and raw material
- Rising costs & margin pressures
- Oil prices and raw materials
- Inflation and costs increasing, quickly

Supply Chain & Availability Issues

- Supply of product
- Extended delivery - having to increase UK stock holding
- Shipping. We have secured the products at pre conflict prices so we just need to get it to the UK
- Continuity of supply in the medium long term at a cost/price that the market will accept
- Supply of key materials
- Raw material deliveries
- Fuel Prices and Freight disruption plus Currency.
- continued rising costs along with delay in RM
- Raw material supply disruption and volatile pricing

Manufacturers: As the Middle East crisis unfolds, where do you see the biggest risk for your business?

Market Demand & Customer Behaviour

- Lack of public confidence
- Consumer confidence = less spending on RMI and potential interest rate disruption.
- Demand decrease amid inflation and uncertainty
- Production increases outstripping what the market is prepared to pay for our goods leading to customers finding cheaper alternatives (which may be of a lower quality).
- Confidence
- Market inertia, inflation = Loss of business investment and confidence spending power

Economic Conditions

- Impact on economy
- Further negativity for growth in the UK market

Manufacturers: As the Middle East crisis unfolds... how will this impact your wholesaler customers?

Price Increases & Cost Pressures

- Rising costs & margin pressures
- Prices will increase / Potential price increases (multiple responses)
- Some of the increases will need to be passed on
- No further planned increases at this time but this is monitored on weekly basis due to rising material costs.
- Will have to accept price increases and pass them on to their customer base - distributors might hold higher stocks in anticipation of further price increases and possible issues
- Costs will have to be passed on but we are building increased stock to hopefully negate availability issues.
- Will mean price increase but if they pass on will result in a positive impact on revenues.
- Supply will continue, Pricing will be come more of an issue, especially with long term projects
- Increase in prices, greater scrutiny of relationships that are adding value

Stock Availability & Supply Chain Issues

- Erratic supply of goods and price uncertainty
- Stocking of product
- Possible stock shortages waiting for stock to arrive
- Due to the recent economic state we have seen a general reduction in stock held at wholesalers.
- Reluctant to commit to stocking

Demand & Business Activity Decline

- Contractor demand and bad deb risk
- Less contract and domestic business
- Less business
- No enquiries

Project Delays and Lead times

- Increased lead times on projects

Wholesalers: As the Middle East crisis unfolds... how will this impact your contractor customers?

Loyalty / Shopping Around

- When prices rise contractors shop around
- Struggling to get increases over to builders/end clients. Shopping around more.
- They might go elsewhere who has stock
- They will shop around

Pricing / Cash flow

- Lack of understanding affects their pricing
- Price increase, pressure to keep to costs previously quoted and cash flow issues
- Price increases / Price (multiple responses)
- Price increases will be passed on
- Increased cost & possible reduced availability
- Cash flow, jobs being postponed, cost issues

Demand Reduction / Project Slowdown

- Slow down of work due to increase in borrowing money.
- Cash flow, jobs being postponed, cost issues
- Less business
- Fewer projects, investment delay.
- Fear in the market makes customers wary
- Delivery dates not being fulfilled, completion of projects being overdue and overbudget
- Expected fall in activity levels

Struggling businesses

- Lack of work, staff being laid off
- Increased costs
- **Negatively / Won't help, but everyone will be struggling**
- If they are carrying out works, on a price, they could make losses and this would impact our collections and ultimately our payments to suppliers. Any businesses already under stress could fail.
- Hard to say, depends on their level of planning

Deliveries to contractors

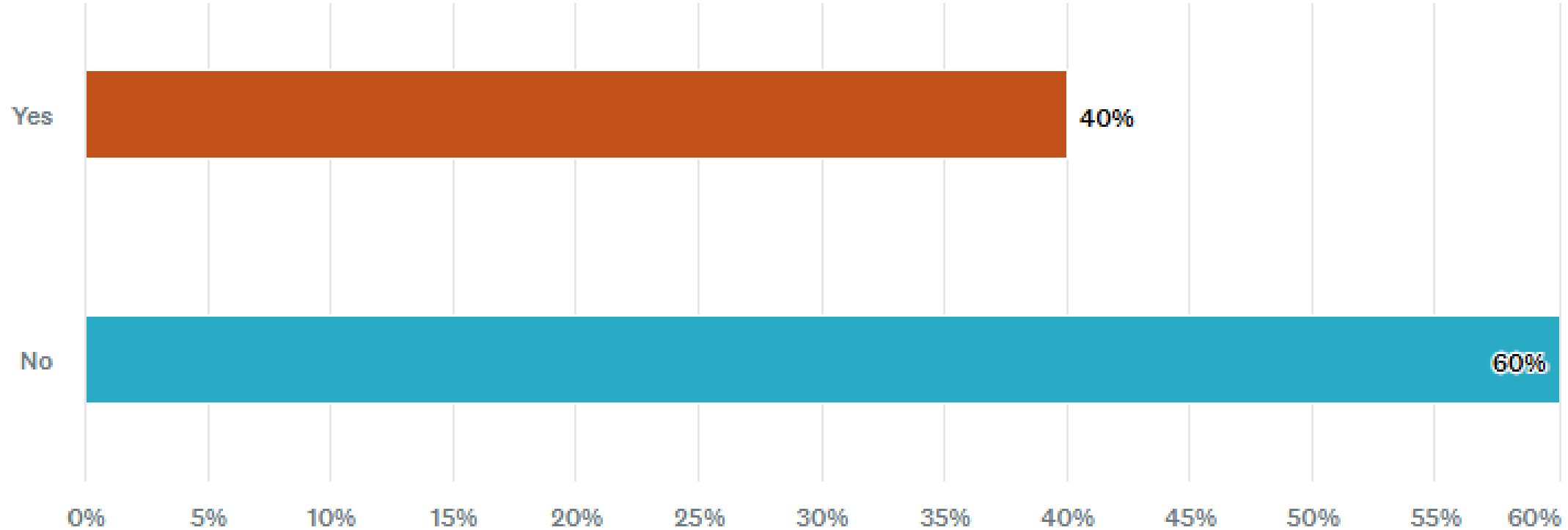
- Possibly fewer deliveries
- More site deliveries

Wholesalers: How will this impact your contractor customers?

Miscellaneous

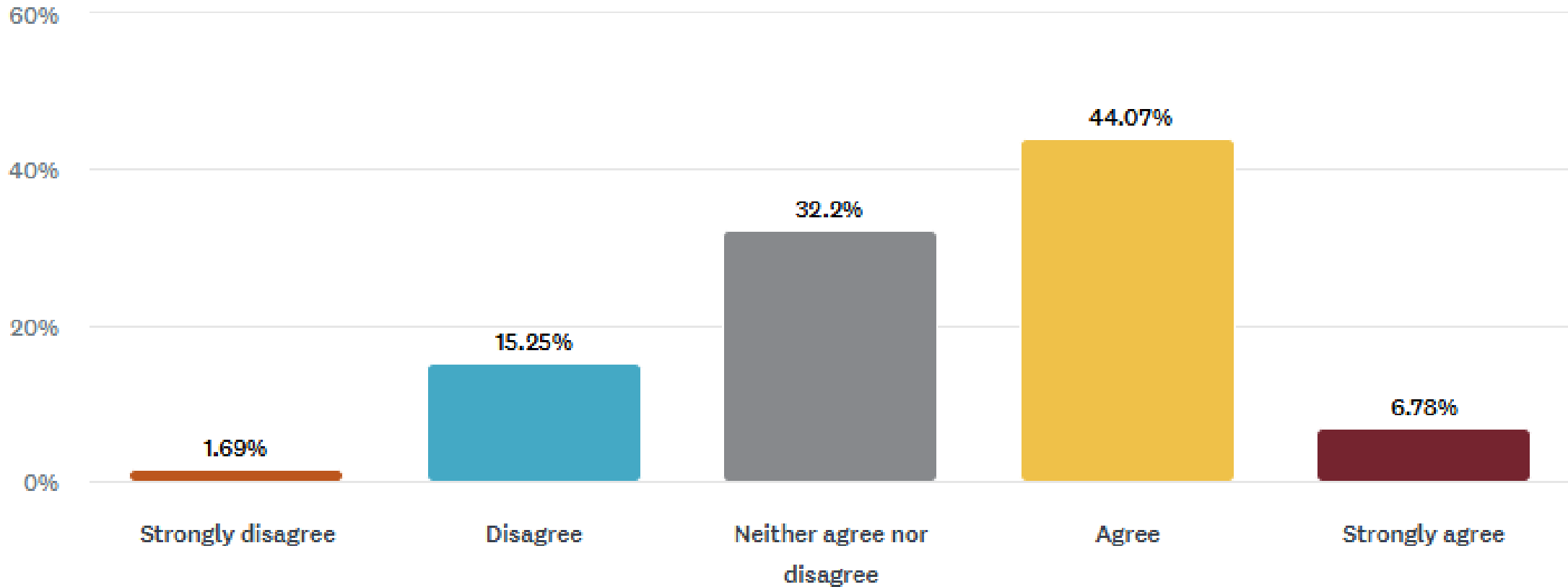
- Hopefully with our management it won't affect them
- Still unknown but we will have to work with them to supply products to suit their requirements that are available.
- As ever the wholesaler will bear the brunt as manufacturers increase the cost but contractors don't want any increases.

Manufacturers: Since the Middle East crisis began, are you receiving more enquiries from your wholesaler customers regarding product supply and cost?



Wholesalers: To what extent do you agree with this statement?

"My manufacturer suppliers are keeping me well informed about current or potential impacts on product supply and costs"



“Manufacturers need to communicate with the wholesalers as soon as a potential issue arises. If we don’t know the details it makes forward planning very difficult.”

Wholesalers: What do you see as the wholesalers' role in helping your manufacturer suppliers plan demand better?

Not wholesaler role

- I do not see the wholesaler having a significant role in this.
- None (multiple responses)
- We can tell them about upcoming projects, but they should be coming to see us to discuss their own demand concerns.
- Demand has not increased greatly so the suppliers should be in a good position to manage expectations.

Manufacturer led

- Happily will respond to any information requested
- Difficult question as demand will move around all suppliers now based on there stock and pricing situation
- The large jobs, the Manufacturer should be leading this information

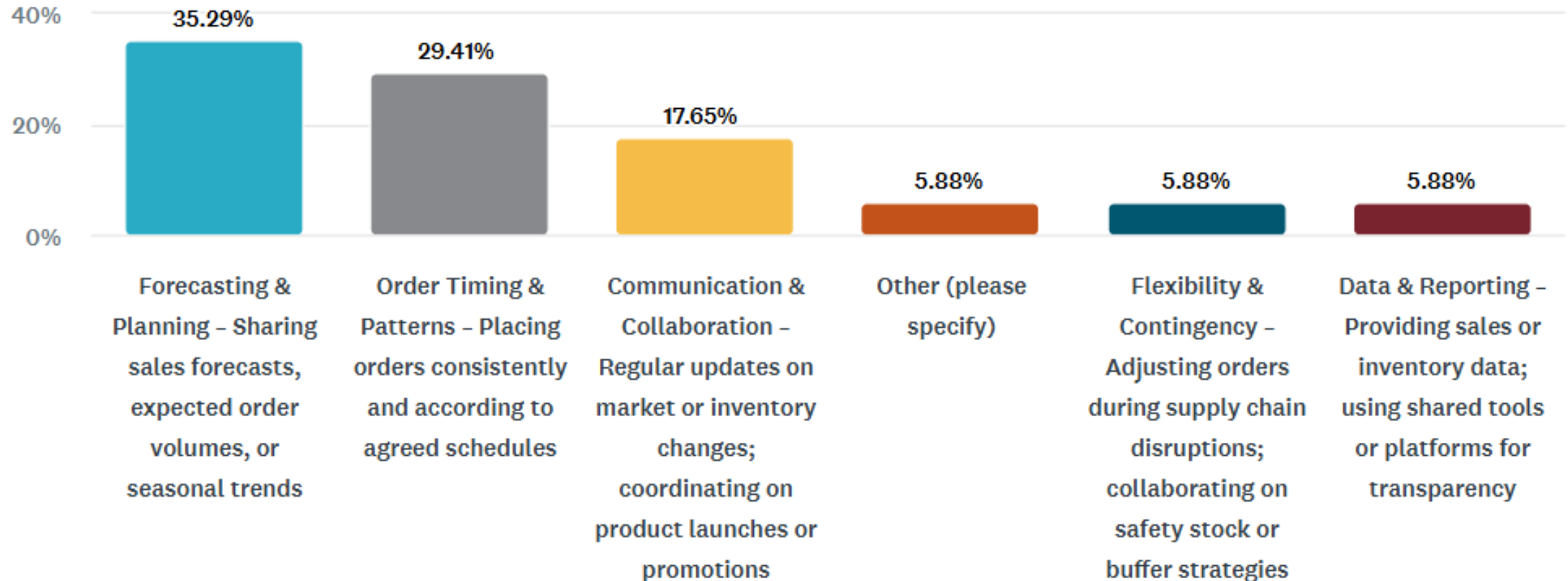
Collaborators

- We need to work more closely with suppliers to plan stock requirements over the short - medium term whilst the crisis goes on
- Keep them informed of contractor requirements and up our stocks
- Advice on upcoming projects / Advising on specific issues
- Accept price increases and work with them
- Clear communication
- Keep them informed with feedback from our customers
- To be effective communicators and realistic expectation management.
- We try to give as much notice as possible
- Forward ordering so key suppliers have guaranteed orders in place and not bulk buying for immediate delivery as others attempt to stockpile and control the market
- Providing forward orders where possible (multiple responses re forward ordering, call off)
- Forward order schedule, on time payments
- Place stock orders, advise of demand
- Keeping good stock levels

Wholesalers: What do you see as the wholesalers' role in helping your manufacturer suppliers plan demand better?

“We are seeing moves by many suppliers to review costs over the next few months. As it stands, we are not experiencing significant product shortages. In the main the communication I have received on lead times and stock levels from suppliers is that it is currently not a major issue but it could be in the near future.”

Manufacturers: What actions, if any, could your wholesaler customers take to help you plan demand more effectively? Please select all that apply.



“All of them”

Manufacturers: What actions, if any, could your wholesaler customers take to help you plan demand more effectively? Please select all that apply.

“Wholesalers advising their customers to plan/order in advance as last minute orders are more likely to be the ones that will be harder to fulfil. Plan - Communicate – Collaborate”

“Without seeming critical, with a few exceptions our customer base seems very reactive to contractor orders not general stock (this is a general statement there are exceptions).”

Manufacturers: Given the fluid situation, what additional steps are you taking to manage expectations within your wholesaler customer base?

Customer Communication & Transparency

- Reminding them of our current availability and service, plus the fact we have not increased our price as yet
- We have notified of a potential increase, but are waiting to see if we have to implement. At the moment we are absorbing increased costs
- Regular dialogue with key partners / Better conversations
- Official letters, updates on our situation
- We are communicating through our extensive external sales team
- Where possible we are warning customers that prices will rise
- Soft Messaging
- Given this is global issue, one would hope they are well versed on the wider impact of the conflict, to both our industry but the wider global economic and political instability, threat and impact on global inflation.
- Keeping them informed
- Transparent conversations
- Regular dialogue, assurance of current manufactured stock levels with transparency in any factors changing the daily situation

Data & Monitoring

- Regular data flows

Pricing Strategy & Cost Management

- Minimising any increases applied at production

Supply Chain & Sourcing Adjustments

- Sourcing from alternative locations
- Increase in supply
- Bought additional stock lines and secured better shipping services

Inventory & Stock Management

- Just managing our stock levels
- Increasing stock levels

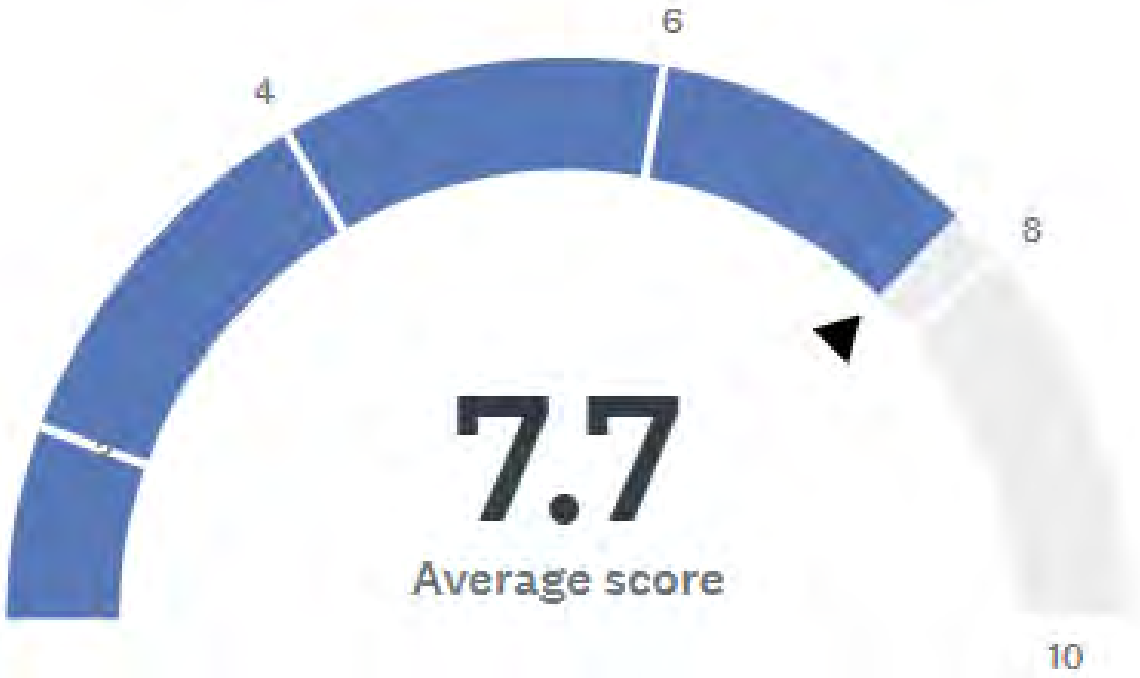
Order & Demand Management

- Asking them to place call off orders
- Ensuring we can sustain the supply for our 'supporters' and whilst being more selective on one-off enquiries.

Product Strategy & Substitution

- Offering to substitute better products where applicable

Wholesalers: How important is your role in helping your contractor customers navigate supply chain disruption?
Where 1 is not at all important and 10 is extremely important.



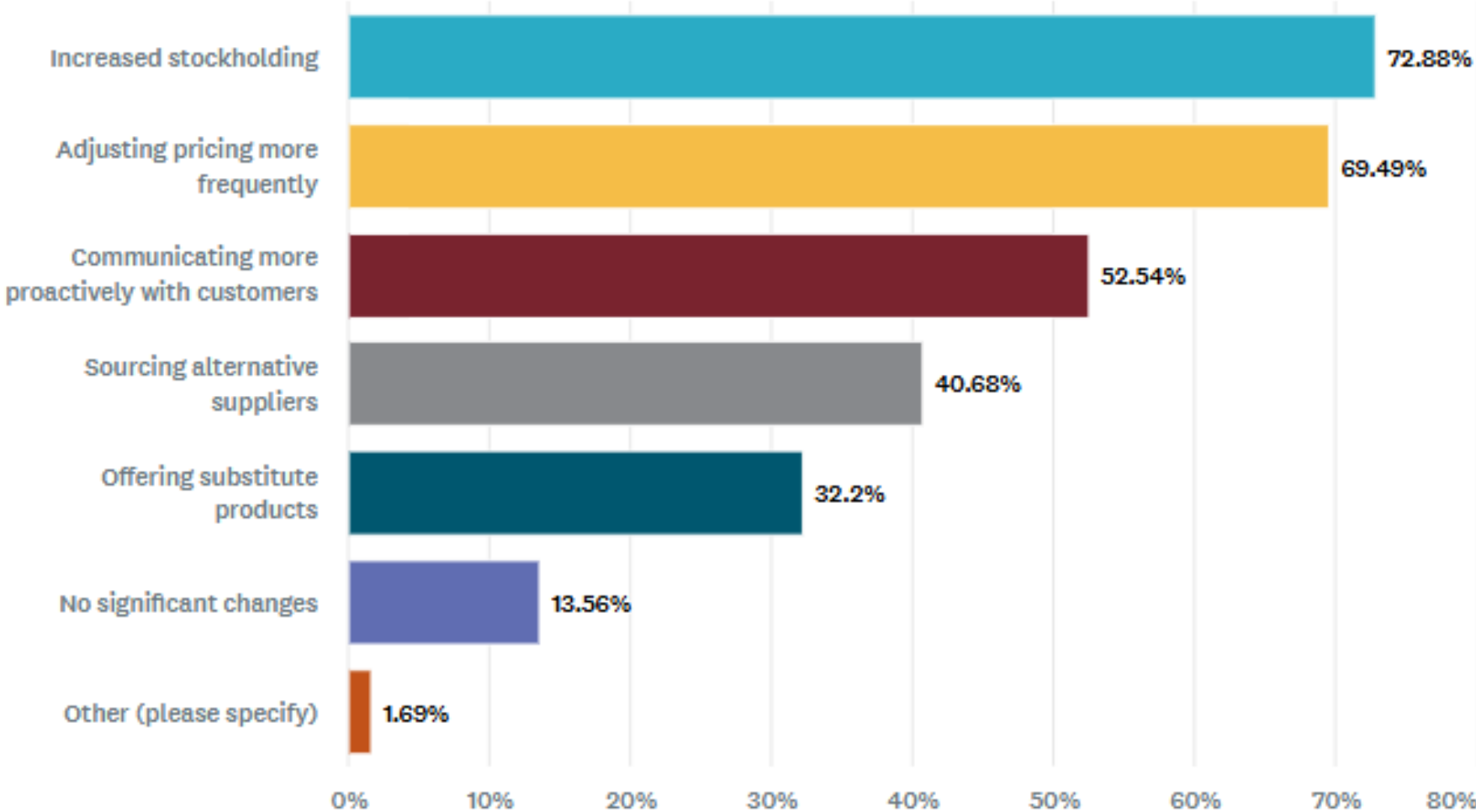
Wholesalers: Given the fluid situation, what additional steps are you taking to manage expectations within your contractor customer base?

- Being transparent and passing on as much information as possible.
- Being as transparent as possible with delays and price increases.
- All we can do is advise them on rising costs and lead times. We are also increasing our stock levels.
- Over stocking / Holding more stock / Maintain good levels of inventory
- As in the Covid pandemic, we are increasing our stock holding to maintain continuity of supply to contractors
- Purchasing additional stock before price inflation. Especially when it comes to PV products.
- Notifying them of upcoming increases. Sharing things like copper charts to show them the trends. Generally making sure they are aware of what's happening.
- Very mixed bag on real information and not just scaremongering. However more is coming though given there is no end in sight to the Middle East Problems
- Greater communication with key accounts to assess demand moving forward.
- We are just using our normal policy of being honest and working with them where needed.
- Forward ordering with manufacturers.
- Stock updates to what they purchase consistently
- we are informing contractors of the future price increases

Wholesalers: Given the fluid situation, what additional steps are you taking to manage expectations within your contractor customer base?

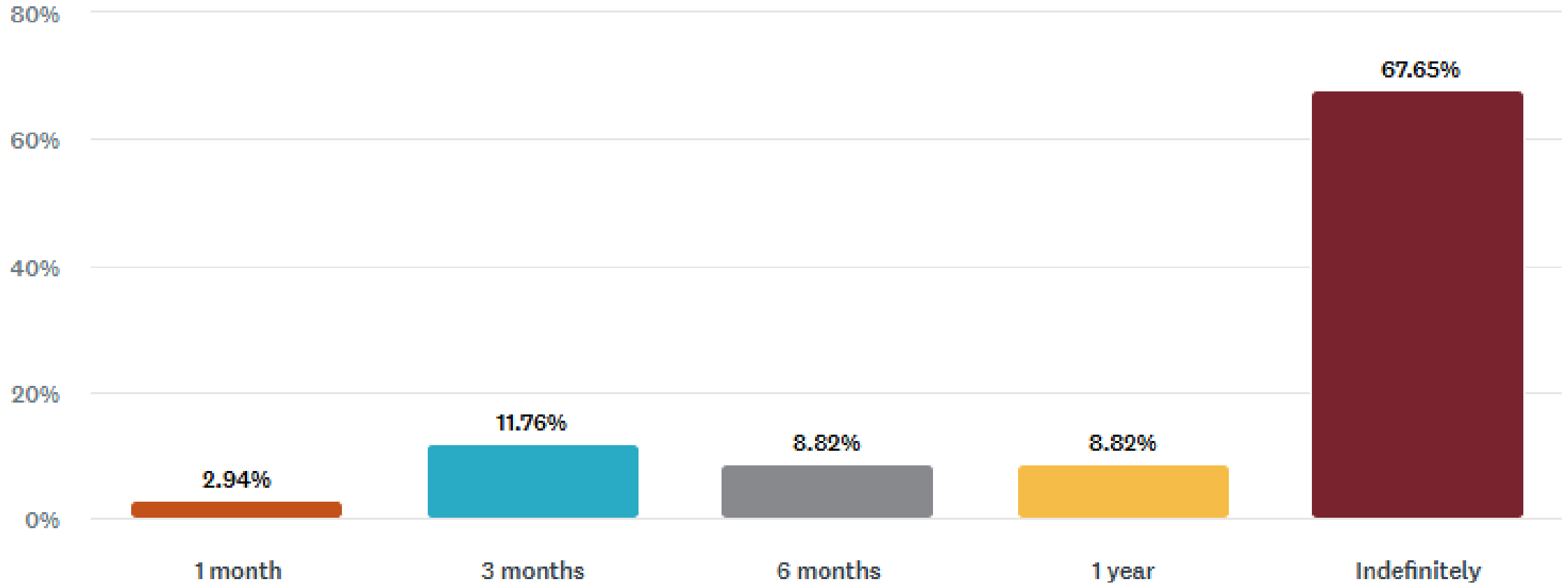
- Managing customer expectations on cost and delivery is a challenge. Our own transport costs are increasing, although it is difficult to pass that on.
- Pre-warned all customers of potential price increases, giving them an opportunity to stock up prior
- Communicating supplier price increases as they are notified.
- Monitoring delivery schedules to optimise routes.
- Keep them informed
- None so far. It is what it is!

Wholesalers: What actions has your business taken in response to supply chain disruption?



“Nothing as yet, but this will change.”

Manufacturers: If the conflict were to continue to the end of 2026, how long would you be able to assure continuity of supply?



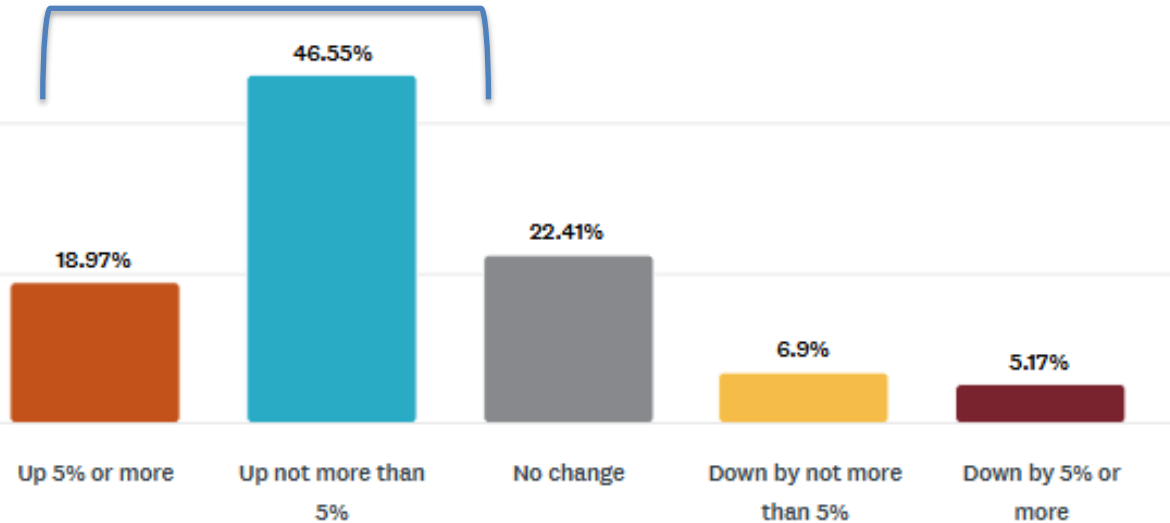
Manufacturers: Comments on product supply.

- We have secured stock until Q1 2027
- Product manufacture is unlikely to be affected the logistical problem grows ie Getting to and around UK
- Generally supply unaffected, just pricing
- I don't see our product availability being cut to zero at all, though there might be some interruption to supply due to longer transit times.
- We currently hold around 5 months stock based on individual product forecast, with supply which is already in the water we could supply 6-8 months if production stopped immediately (this comment is a based on current forecasts).
- The majority of our product is from Mainland Europe
- Depends on the war and shortages that may occur for components over this period
- Unknown

How do you anticipate sales volumes (like for like sales) will change... during Q2 2026

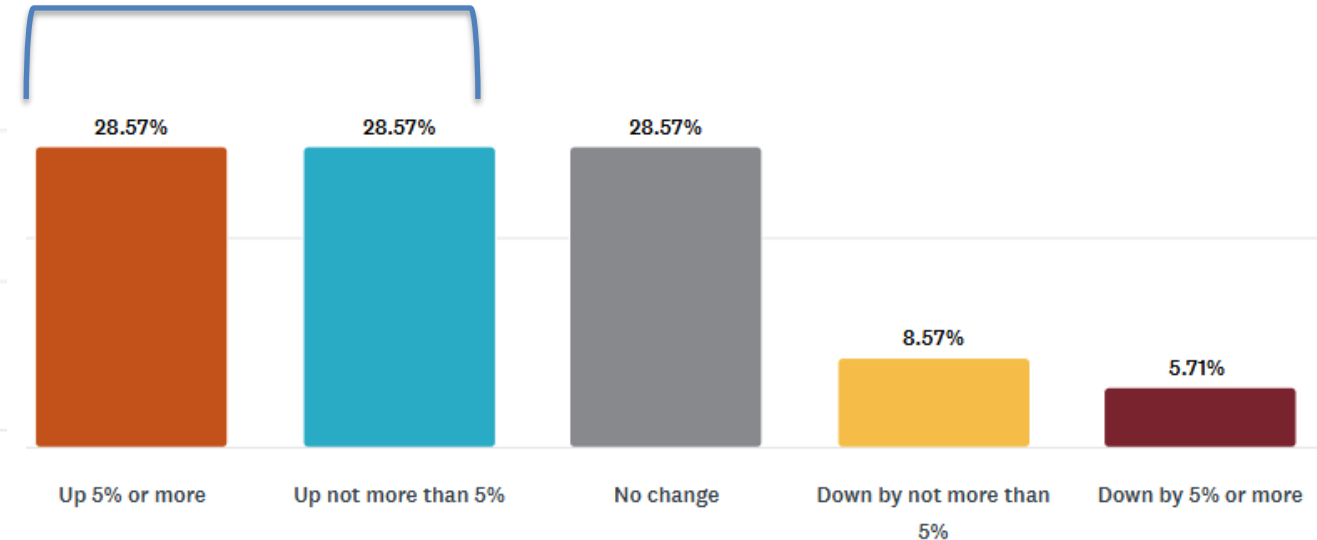
Wholesalers

66% predict sales volume increase



Manufacturers

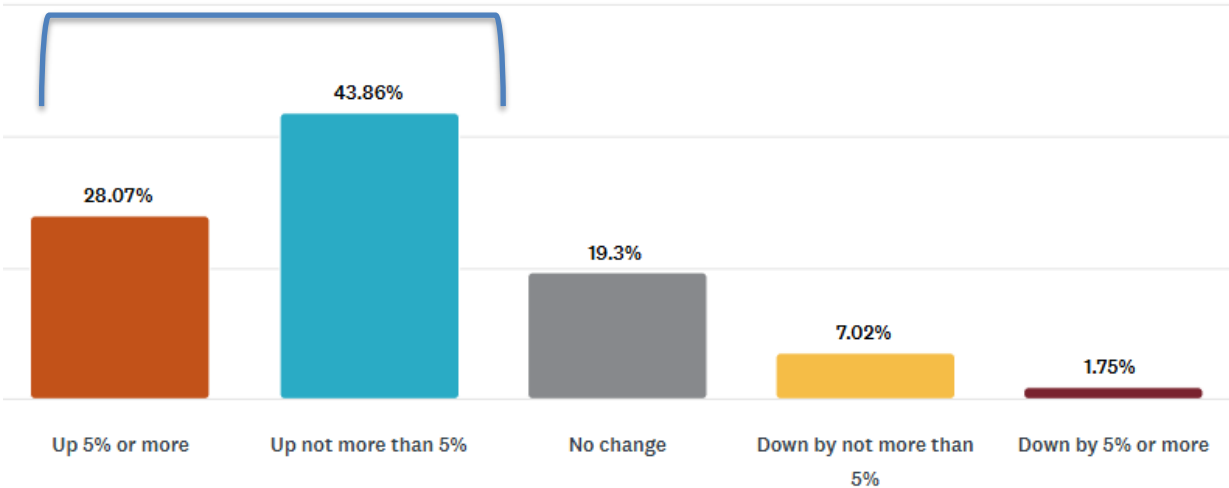
57% predict sales volume increase



How do you anticipate sales volumes (like for like sales) will change... during 2026

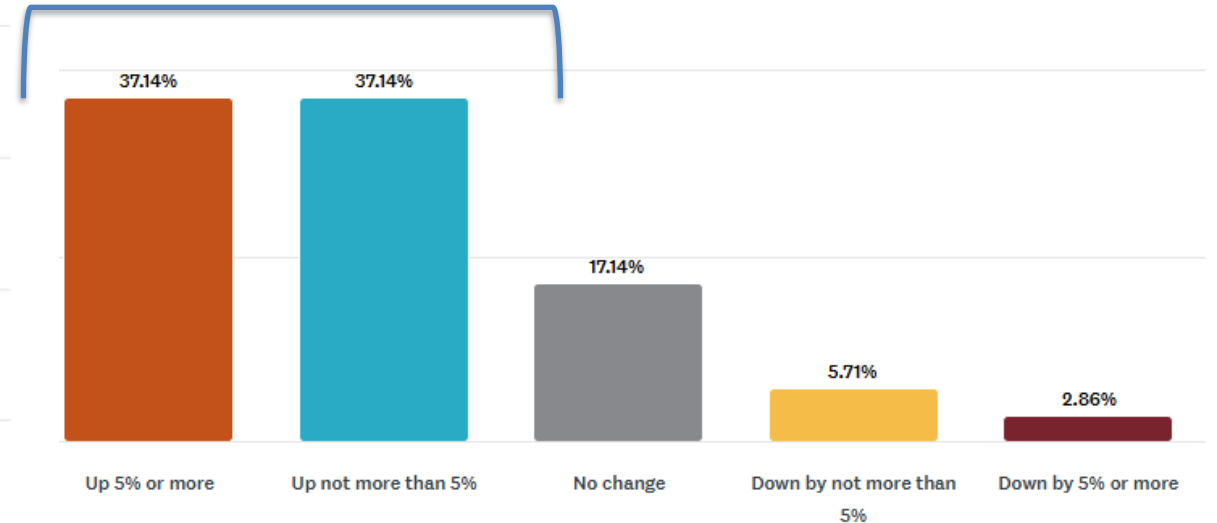
Wholesalers

72% predict sales volume increase

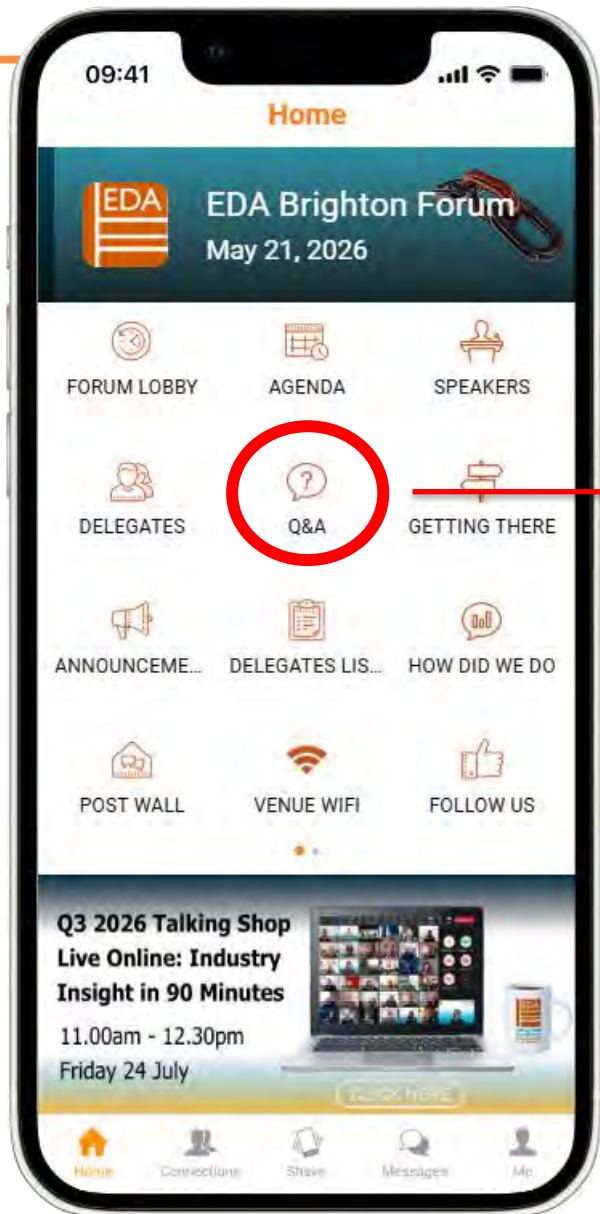


Manufacturers

74% predict sales volume increase



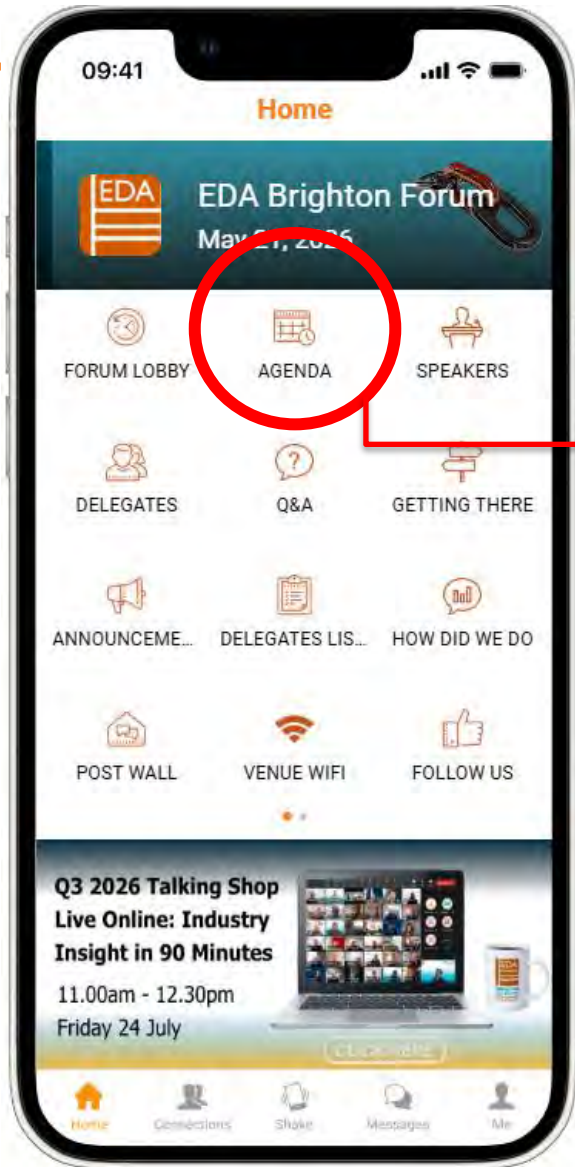
Ask a question



Live questions very welcome

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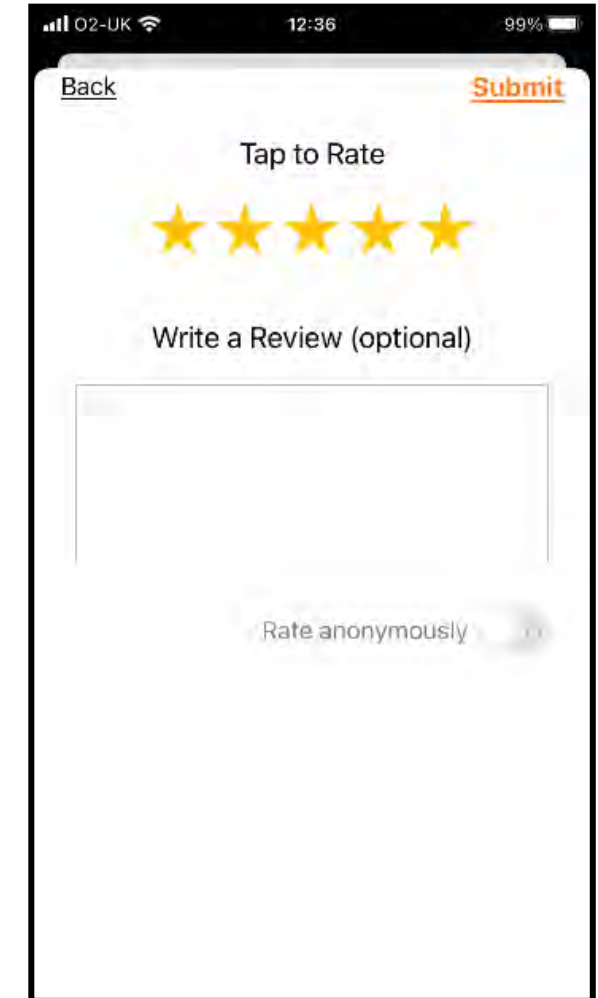


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Top Insights from the EDA's visit to Light+Building 2026



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“The world’s leading trade fair for Lighting and Building Services Technology.”

Bringing you the Highest-Rated Affiliate Exhibitors,
as voted by EDA Electrical Wholesaler Delegates





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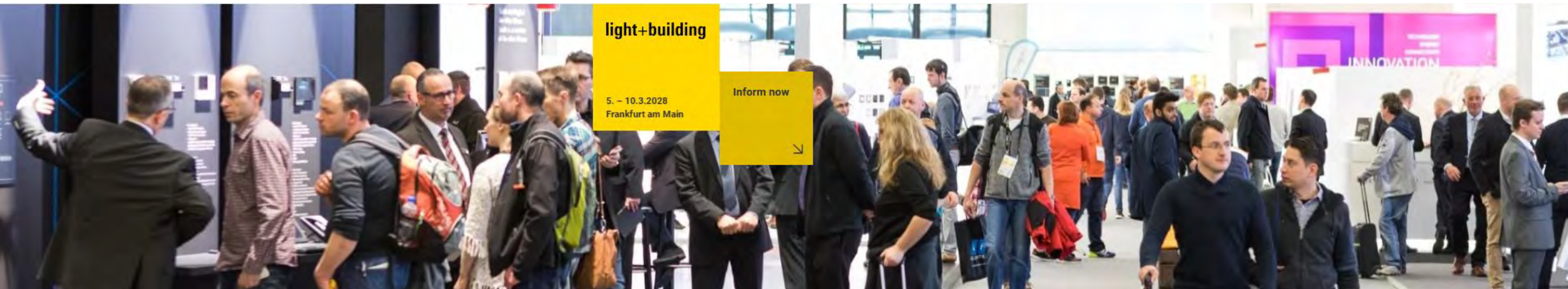


Save the date for 2028
Sunday 5 – Friday 10 March 2028



EDA Delegates were asked:
**“Which manufacturers
impressed you most at L + B
2026?”**

In the Wordsworth
Room for EDA
Wholesalers



Top-rated EDA Affiliates from L+B 2026



Andrew Ward



Rob Kendrick



Peter Alexander & Jimmy Chilides

Innovation Topic: Circuit Monitoring

Andrew Ward
Technical Promotions, Building
Automation Solutions, Smart Buildings



Innovation Topic: Floor Trunking Systems, Grip Clamps, and Fire-rated products

Rob Kendrick
Commercial Director Technical



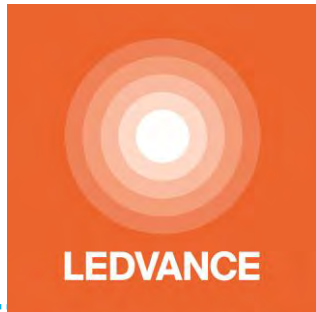
TRENCH



Innovation Topic: Your Vision Our Light

Peter Alexander
Head of Sales UK and Ireland

Jimmy Chilides
Project Engineer UK

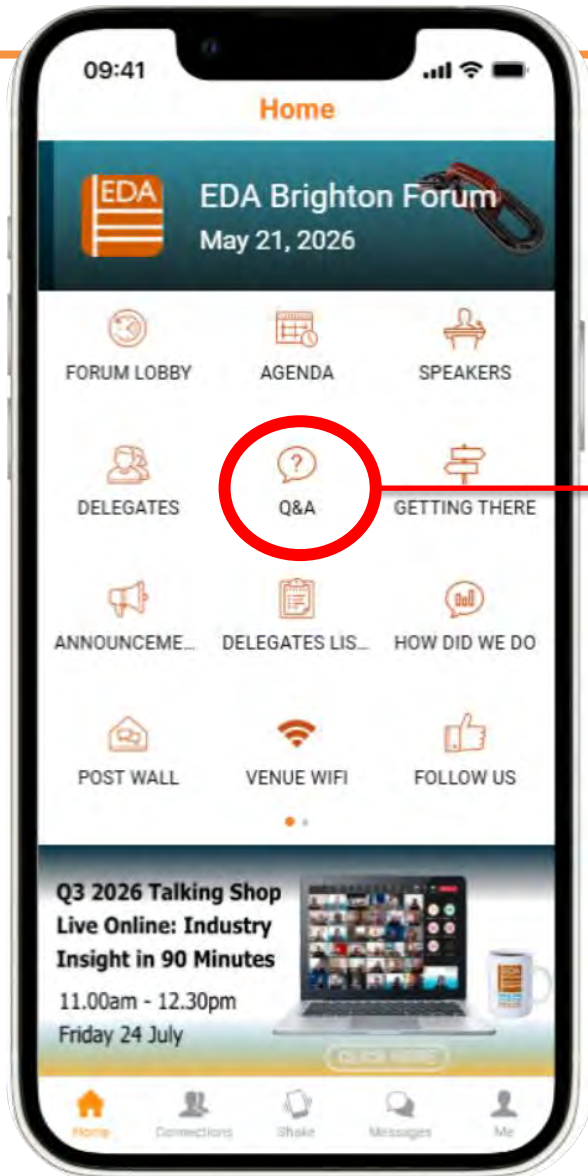


Networking with intention: Practical tips to help you realise the power of the right connections

Simon Gregg
Business Networking Consultant
Fusion Business Catalyst



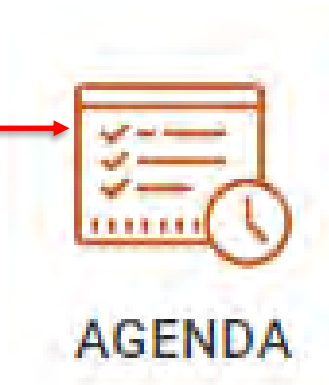
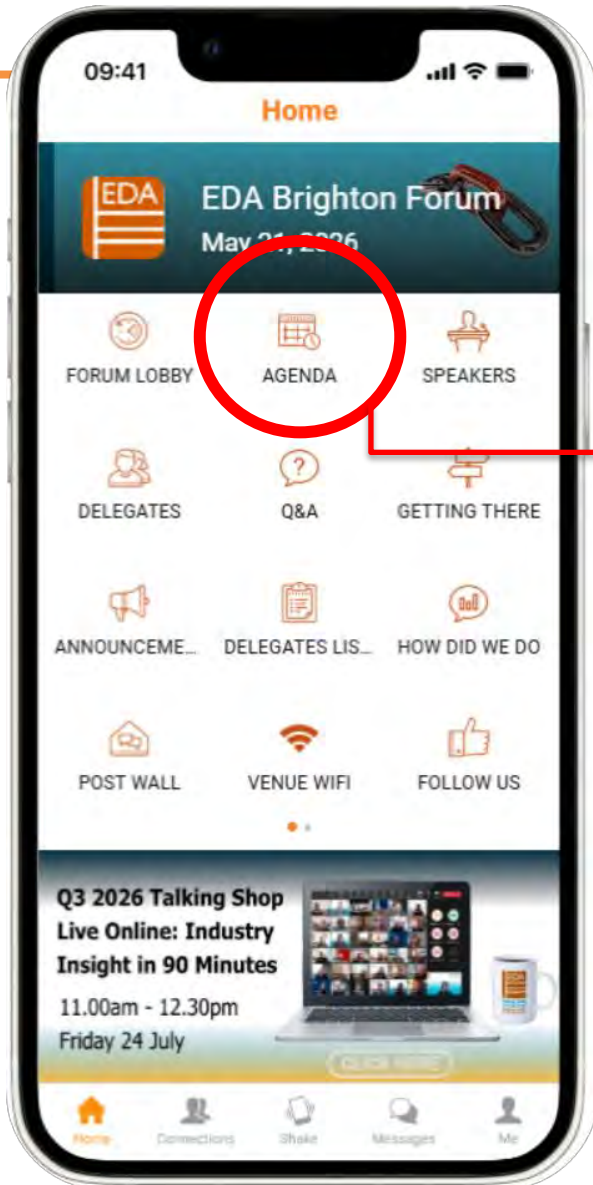
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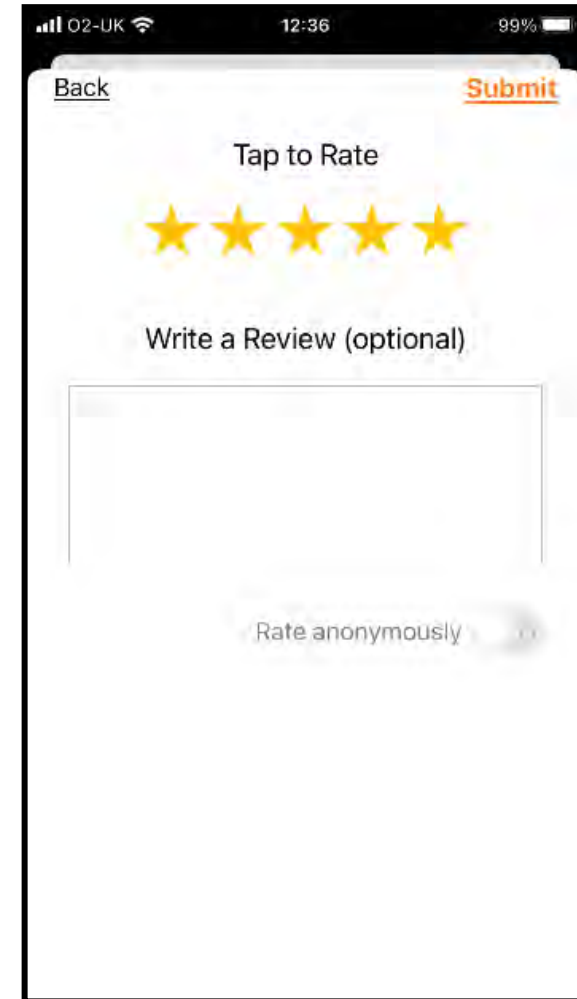


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Refreshment Break



Essential Insights to keep your business compliant and protected

Nick Hayler Ceng MI ET
BEAMA



Director of Member Services & Head of Building Electrical Systems

Anthony Britten
Wastepack



Account Manager

Paul Collins I eng MI ET
Hager and BEAMA's
Technical Committee



Technical Support & Training Manager, Hager and **BEAMA's Technical Committee**

Nick Hayler CEng MIET
Director of Member Services
Head of Building Electrical Systems



Extended Producer Responsibilities (ERP) for EDA Wholesalers

Anthony Britten
Account Manager

WASTEPACK



2026 Amendments to 18th Edition Wiring Regulations

Paul Collins I eng MIET
Technical Support & Training Manager
& a Member of BEAMA's Technical Committee



:hager



Audience Q&A

Essential Insights to keep your business compliant and protected

Nick Hayler Ceng MI ET
BEAMA



Director of Member Services & Head of Building Electrical Systems

Anthony Britten
Wastepack



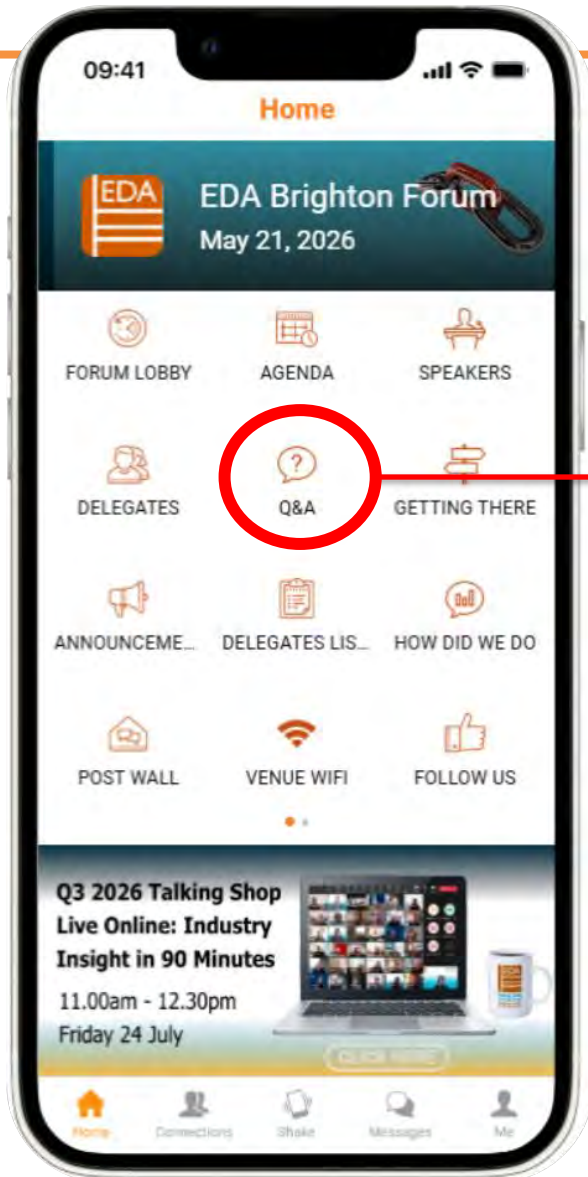
Account Manager

Paul Collins I eng MI ET
Hager and BEAMA's
Technical Committee



Technical Support & Training Manager, Hager and **BEAMA's Technical Committee**

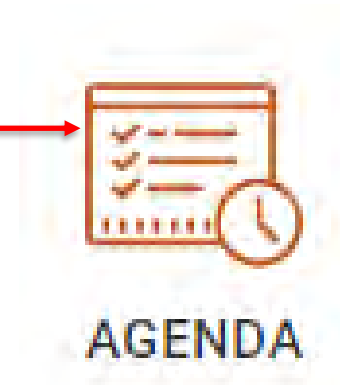
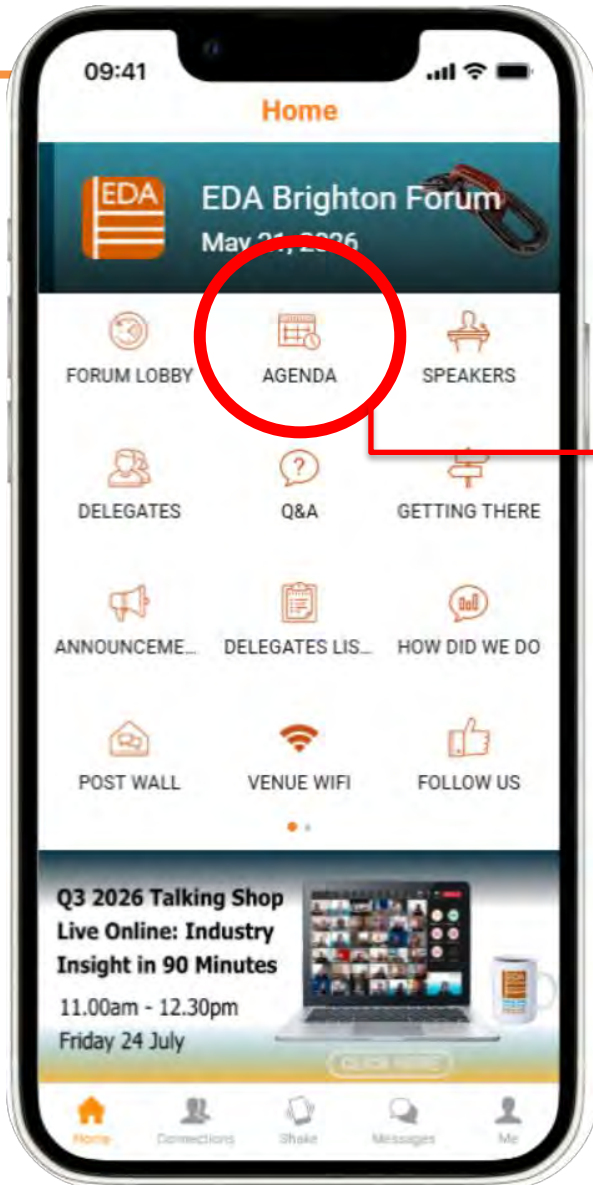
Ask a question



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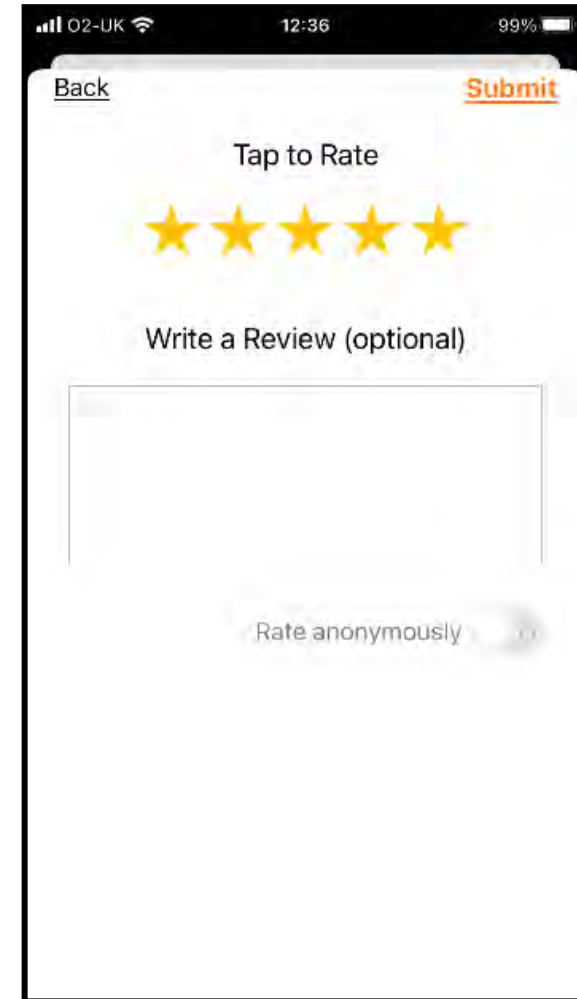


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Driving Sales in Challenging Times

Mark Whittaker
Business Networking Consultant
Wilson Partners



2.00pm – 2.30pm: Choose 1 of 3 options
2.30pm – 3.00pm: Swap



After
Lunch

The graphic features a large white circle with a grey border. At the top of the circle is a black icon of a fork and knife crossed. Three dark red circles are connected to the right side of the white circle by a thin orange line. Each red circle is connected to a dark red rounded rectangular box containing text.

MAIN ROOM: Expert Drop-in Clinic for the EDATA data pool
Richard Appleton and Javier Garcia

WORDSWORTH ROOM: Expert Drop-in Clinic for
EDA Training and Apprenticeships
Tracy Hewett

SHELLEY ROOM: Expert Drop-**in Clinic for EDA's new**
Recruitment Campaign and Resources for Wholesalers
Anne Vessey

2.00pm – 2.30pm: Expert Drop-in Clinic 1
2.30pm – 3.00pm: Expert Drop-in Clinic 2

EDATA Data Pool

Main
Renaissance Room



Richard & Javier

EDA Training & Apprenticeships

Wordsworth Room



Tracy

Helping EDA Wholesalers Recruit

Shelley Room



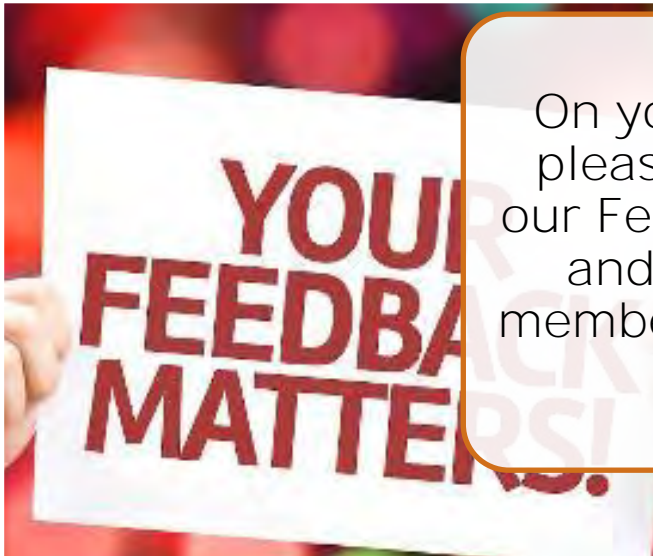
Anne



Lunch
Until 2.00pm

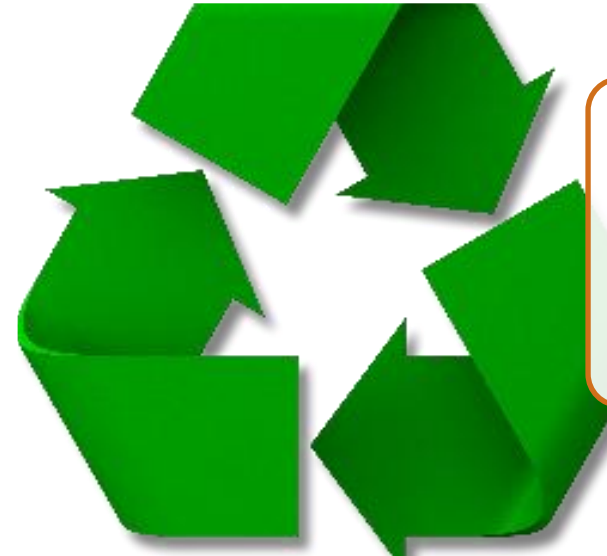


Tell us how we did



On your tables –
please complete
our Feedback Form
and hand to a
member of the EDA
team

Help us recycle



Please
return
your
lanyard



... add your photos and comments to the Post Wall

