



MEDIA RELEASE

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APS INDUSTRIAL & SIEMENS ANNOUNCES NEW STRATEGIC PARTNERSHIP WITH CUTHBERT STEWART LIMITED (CSL)

APS Industrial are proud to announce a new strategic partnership with Cuthbert Stewart Limited (CSL) for the distribution of Siemens' Digital Industries products in New Zealand commencing April 1, 2020.

The agreement includes distribution of Siemens' factory automation, related communications, drives and process instrumentation products.

APS Industrial is the master distribution partner for Siemens industrial electrical and low voltage power distribution and automation products in Australia and brings a wealth of product expertise and local stockholdings to support this new partnership and the New Zealand market.

"To be able to partner with a company with such a rich history of excellence and industry support is a great step for APS and Siemens. To complement CSL's existing local footprint, knowledge and understanding of industry needs and requirements with this new portfolio extension is an exciting move for local customers," said David Hegarty, Managing Director, APS Industrial.

As an industrial and power technologies distributor, CSL has been serving New Zealand industries for more than 70 years. The Company's strategic brand partners include: Weidmüller, Nexans, Fluke and Eaton with a product portfolio that is very complementary to the new partnership. In addition to the Siemens Digital Industries portfolio, CSL can provide customers with an extensive range of industrial electrical products supported and stocked locally for faster fulfillment.

"We are very excited about the new partnership with APS and Siemens. With our ability to add value and provide complete solutions, we are able to offer a very compelling value proposition to New Zealand industry," said Phil Elliott, CEO, Cuthbert Stewart Limited.

Together, APS, CSL and Siemens will offer customers enhanced customer service through an extensive product portfolio, technical support and local inventory for fast order fulfillment.

"This is about expanding our reach, presence and customer proximity in New Zealand. Since we announced APS as a master distributor in 2018, our partnership and scope has grown in strength and range. We're excited to extend our partnership with APS to New Zealand and, by extension, be working with CSL, a reputable name in New Zealand. This new partnership further reiterates how serious we are about long-term growth in the region," said Jeff Connolly, Chairman of Siemens Australia and New Zealand.



Further strengthening this new partnership is the fact that global technology giant Siemens has a long history supporting New Zealand that goes back over 143 years.

“The partnership with APS and CSL complements the continuing J. A. Russell distribution of Siemens low voltage products in New Zealand. It is an indication of our strong commitment and investment to this region both now and into the future,” said Michael Freyny, Executive General Manager, Siemens.

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