



CORPORATE  
PROFILE

2020



## HISTORY OF APS INDUSTRIAL

APS Industrial was formed in 2018 incorporating the established businesses of Ramelec Pty Ltd and HiTech Control Systems Pty Ltd who shared in over 20 years of successfully servicing the electrical needs of customers in Australia.

Both existing partial distributors of Siemens products in Australia, together these two companies offered a wealth of experience and expertise when it came to bringing this world class range to the local market.

It was these existing footprints and exclusive distribution agreements that formed the ideal platform for APS Industrial to develop a complete portfolio and customer focused product and solution model that would change the landscape of the Australian industrial electrical industry.

First appointed as the master distributor of the Siemens range in Australia, APS Industrial then secured key complementary national distribution partnerships with a number of other leading global manufacturers led by Weidmüller, Rittal, Belden, KATKO and EPCOS (a TDK Group company). Bringing together this extensive technology portfolio, APS Industrial is now able to serve the local market as a connected technology partner intent on delivering quality products and the ultimate in customer service.

## APS INDUSTRIAL YOUR GATEWAY TO INDUSTRIAL SUCCESS

At APS Industrial, we're the gateway that connects the world's leading industrial manufacturers to the local industry.

We're committed to offering our customers an experience that is consistent and reliable as we together create solutions that power Australia.

### COMPETITIVE

Our desire to help our customers drives our competitive nature as we strive to ensure we collectively succeed.

### COMMITTED

In all that we do, our commitment to our valued customers is our promise.

### ADAPTIVE

Our expertise, experience and scale allows us to seamlessly adapt to your needs and industry trends.

### SUPPORTING

Our job never ends and we pride ourselves on our full cycle service and support.

We're focused on serving our customer's outcomes and interests, our employee's careers and well being and our manufacturer's success in the key markets we serve.



#### CUSTOMER SEGMENTS

At APS Industrial, our purpose starts and ends with our customer's success and we continually develop our team to ensure we're best placed to serve their varied needs when they need us.

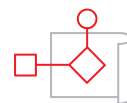
- | System Integrators
- | Switchboard Builders
- | Electrical Contractors
- | Machine Builders (OEMs)
- | Consulting Engineers
- | Wholesalers
- | End Users



#### TECHNOLOGY SEGMENTS

Bringing together a complete and quality range of products from leading global manufacturers, customers can be sure they will find what they are looking for when they deal with us.

- | Automation & Process
- | Power Distribution
- | Motor Control & Drives
- | Wiring Accessories & Control
- | Cable
- | Power Quality
- | Enclosures



#### PRIMARY INDUSTRIES SERVED

At APS Industrial we understand the different challenges and drivers of the different industries we serve. Using our experience and knowledge we are able to tailor our service and solution offering to a range of primary industries.

- | Manufacturing
- | Construction & Building
- | Water & Wastewater
- | Food & Beverage
- | Mining & Minerals Processing
- | Infrastructure



## AUTOMATION & PROCESS

Our market-leading range of intelligent automation and process control is a key component of our product and solution offering. From integrated engineering to integrated operations, we offer a diverse suite of services, tools and products to ensure our customers achieve optimum balance when facing challenges in the process industry. If you're looking to increase plant efficiency and unlock the full capabilities of a digital and connected approach to your operations, partner with APS Industrial for the world's best 'plug and play' fully-integrated solutions.

- | Controllers
- | I/O Systems
- | HMI
- | Industrial Computers
- | Industrial Software
- | Industrial Communication
- | Power Supplies

**SIEMENS**



## POWER DISTRIBUTION

At APS Industrial we offer the local market a comprehensive portfolio of low voltage power distribution that is fully tested and compliant with Australian standards, and enables economical and responsible use of electrical power. By working with our team, you will access a complete range of products and technical support to achieve a connected approach to power distribution that promises energy efficiency and high-supply reliability.

- | Circuit Breakers (ACBs, MCBs, MCCBs, RCBOs)
- | Switching Devices
- | Distribution Boards and Modular Switchboards
- | Protection Devices
- | Power Quality
- | Power Monitoring
- | Medium Voltage Solutions

**SIEMENS**

**TDK**

**KATKO**

## MOTOR CONTROL & DRIVES

When it comes to motor control and drives, APS Industrial is your first port of call offering a comprehensive portfolio that is ready for digitisation thanks to new interfaces and modules, and promises reliable operation. Including drives and intelligent motor control for almost every industry and field of application to contactors, circuit breakers and relays, our range satisfies the highest performance standards and quality requirements. Depending on your individual application requirements, our motor control and drive components are perfectly coordinated and can be used both as a standard system and as a customised solution to meet your individual needs.

- | Switching and Protection Devices
- | Soft Starters and Motor Starters
- | Variable Speed Drives
- | Relays
- | Pushbuttons and Signalling Devices
- | Motor Management Relays

**SIEMENS**

## WIRING & CONTROL

The rapidly evolving technology advancements in industry has seen the complexity of project requirements also increase due to the emergence of new markets. Connectivity is central to overcoming these challenges, and our world-class range of wiring and control solutions ensures you'll stay connected. Drawing on world-class manufacturers, APS industrial is able to offer customers a ready-made connection for everything between the control and sensor actuator levels.

- | Connectivity
- | Field Automation and Control
- | Process Control
- | Switches and Sensors
- | Identification Products
- | Scanning and Productivity
- | Tools
- | Flexible Conduit and Fittings

**Weidmüller** 

**Honeywell**

**GRACE**  
ENGINEERED  
PRODUCTS, INC

**TOPWORX**

**RAMTIGHT**

**XX**  
**PARTEX**

## ENCLOSURES

APS Industrial brings to market a complete enclosure range that leads the way in climate control technology and complete data centre infrastructure. Offering an extensive range of industrial and IT solutions complemented by a vast selection of accessories, we provide systems and products together with design, consultation, planning, project management and post-sale service. No matter what your application requirements, our modification capabilities ensure the perfect fit solution.

- | Enclosures
- | Modular Switchboards
- | IT Solutions
- | System Accessories
- | Software and Services

**RITTAL**

## CABLE & CONNECTIVITY

Industrial applications demand highly flexible, long-lasting, quality cables and we're proud to have assembled a dedicated team in all of our national locations to make accessing this product easier than ever before. When selecting your cables from leading manufacturers including Belden and Siemens, a critical success factor is to understand your application, environmental conditions, and electrical, thermal and mechanical stresses.

- | Broadcast and AV
- | Internet Cables
- | Ethernet
- | Multi Conductor
- | Flexible Heavy Duty
- | Fibre Optic
- | CAT6 & CAT6A
- | High Voltage
- | Special Purpose
- | Industrial and Mining
- | Control and Instrumentation
- | External and Underground

**SIEMENS** **BELDEN**

# OUR BRANDS

Our quality product range is made possible by our distribution agreements with leading global manufacturers. Central to this is our exclusive master distribution agreement with Siemens.

To complete our range of core brands we have key distribution agreements with Weidmüller, Rittal, Belden, KATKO and EPCOS (a TDK Group company). In addition to our core range of brands, APS Industrial also connects the local market with complementary brands and ranges to form a complete product and solutions offering.

## CORE BRANDS

### SIEMENS

"APS Industrial is a major move that indicates how serious we are about long term growth in the region. We've listened to customers and want to give them 'real choice' that delivers the best products, combined with the best customer experience. We see APS Industrial as an extension of the Siemens family and the credentials of the Board and senior management team speak for themselves".

- Jeff Connolly, CEO Siemens Australia



### WEIDMULLER

"We are excited to announce APS Industrial as a National Distribution Partner for Weidmüller. For us, this is an outstanding opportunity to provide better customer service and proximity to our users across Australia. Servicing the market alongside global technology leaders for automation, switchgear and enclosure solutions has the potential to change our industry's landscape".

- Rafael Koenig, Managing Director Weidmüller Australia



### RITTAL

"Our partnership with APS Industrial is strengthened with their high profile, well respected and experienced leadership team. The synergies that exist between Rittal and APS Industrial's product ranges are further enhanced with the addition of the Siemens industrial automation product portfolio. This new group is sure to become a major force in the Australian electrical landscape".

- Michael Malia, Managing Director Rittal ANZ



### BELDEN

"Belden has been a global leader in the design and manufacturing of insulated wire, cable and related products for over 100 years. When industry thinks cable, they think Belden and we're determined to make accessing these products easier than ever before with increased local stockholdings and expertise"

- David Hegarty, Managing Director/CEO APS Industrial



### KATKO

"It is our pleasure to bring the world-class Finnish switch manufacturer, Katko, to the Australian market. With over 70 years of experience in designing and manufacturing load break switches, isolators and switch fuses, our customers are assured of the highest quality and reliability".

- David Hegarty, Managing Director/CEO APS Industrial



### EPCOS (A TDK GROUP COMPANY)

"Our proud partnership with EPCOS perfectly complements our other distribution agreements with Siemens, Weidmüller and Rittal. Not only are we able to provide access to a market leading range of low and medium voltage power quality solutions, but we do so in a way that makes sense for our valued customers in the local Australian industry".

- David Hegarty, Managing Director/CEO APS Industrial



## COMPLEMENTARY BRANDS



# OUR LOCATIONS

## National footprint with strategic local stockholdings.

APS Industrial is headquartered in Melbourne and in addition has a national network of offices in Adelaide, Perth, Sydney, Brisbane and Tasmania supported by strategic local stockholdings and expert technical and application knowledge.

### MELBOURNE

5-7 Corporate Ave,  
Rowville, Melbourne VIC 3178

Ph: (03) 8514 3500  
Sales: 1300 309 303  
Email: vic@apsindustrial.com.au

### SYDNEY

Unit P1, 10-16 South Street  
Rydalmere, Sydney NSW 2116

Ph: (02) 8898 6200  
Sales: 1300 309 303  
Email: nsw@apsindustrial.com.au

### BRISBANE

49 Borthwick Avenue,  
Murarrie, Brisbane, QLD, 4172

Ph: (07) 3899 1322  
Sales: 1300 309 303  
Email: qld@apsindustrial.com.au

### ADELAIDE

13-15 Shepley Avenue  
Panorama, Adelaide SA 5041

Ph: (08) 8111 5100  
Sales: 1300 309 303  
Email: sa@apsindustrial.com.au

### PERTH

56 Millrose Drive,  
Malaga, Perth WA 6090

Ph: (08) 6118 5300  
Sales: 1300 309 303  
Email: wa@apsindustrial.com.au

### TASMANIAN DISTRIBUTION PARTNER

Bamford Engineering Products

Launceston- 32 Gleadow Street,  
Invermay, TAS, 7248

Devonport - Unit 1, 18 Ferguson Drive,  
Quoiba, TAS, 7310

Hobart - 441A Macquarie Street,  
South Hobart, TAS, 7004

Ph: (03) 6336 9666  
Email: sales@hmbeng.com.au

### CONNECT WITH US



[apsindustrial.com.au](http://apsindustrial.com.au)