



MEDIA RELEASE  
13/12/21

## **National distribution partnership expands to include Siemens building technology products**

APS Industrial (APS) are pleased to announce that we have been appointed by Siemens Australia as a national distribution partner for Siemens building technology products.

Effective from December 1, 2021, the announcement forms the latest evolution of an existing national distribution partnership that began in March 2018, when APS was first formed. That agreement included national distribution of Siemens industrial low voltage electrical and automation products in Australia.

The latest agreement adds the Siemens building technology product portfolios to the partnership including building automation and associated HVAC field devices (valves & actuators, damper actuators, sensors, metering products and room thermostats), variable speed drives as well as Siemens' gamma range of KNX lighting controls.

*"The launch of APS was centred around a national distribution partnership with Siemens in Australia and was all about delivering local industry the best technology, combined with the best customer experience. The addition of the Siemens building technology products to our portfolio strengthens our ability to continue delivering on this mission and we're very excited by the opportunities this brings to our local customer base",* said David Hegarty, Managing Director – APS Industrial.

With extensive local stockholdings in all major capitals across Australia, APS Industrial are the first national distribution partner for the Siemens building technology products portfolios, signalling a long-term commitment to growth and sustainability in the region.

*"Buildings represent about 40% of the world's energy consumption and mostly they're inefficient; with the smart building technologies we can as much as halve the energy consumption of a building. If you have a net zero target then this is a 'must consider' approach. If you're a tenant, you want both lower energy bills and lower CO2 footprint. Expanding the APS master distributor relationship makes it easier for mechanical and electrical contractors and customers to more readily access Siemens building technologies,"* said Jeff Connolly, Siemens Chairman and CEO.

According to General Manager - Country Business Unit Lead - Siemens Building Products, Peter Ball, the partnership expansion marks another important first for mechanical and electrical contractors.

*"We have always been extremely proud and confident with the performance and reliability of the Siemens Building Technology product portfolios, and now we are in a better position than ever to make market access completely seamless. This distribution partnership with APS enables customers to access a complete mechanical and electrical solution under one roof for the first time",* Mr Ball said.

In addition to the distribution agreement, both Siemens and APS are finalising a new product launch within the building technology products portfolio set for a release in early 2022.



For more information please contact APS Industrial on 1300 309 303, [sales@apsindustrial.com.au](mailto:sales@apsindustrial.com.au) or via your local Sales Representative.

- END -

**For all APS Media enquiries:**

Phil Newnes

Phone: +61 423 880 556

Email: [phil.newnes@apsindustrial.com.au](mailto:phil.newnes@apsindustrial.com.au)