

## More choice for customers from Schneider Electric reorganisation

When Schneider Electric bought PDL seven years ago, they undertook to ensure it remained one of New Zealand's iconic brands.

The purchase of Clipsal, three years ago, was a major step toward keeping that promise – even though that may not have been apparent at the time, as Clipsal continued to run as an independent company.

On October 1st this year, Clipsal joined PDL within the Schneider family. The move coincides with the appointment of new Executive General Manager, David Gardner, and the promotion of former Schneider Electric National Sales Manager, Ray Dunn, to the role of General Manager for both the PDL and Clipsal brands.

“Given the complementary nature of the two brands, the move makes a lot of sense,” says Ray. “Both brands are well respected, and there's not a lot of overlap in their product range. Bringing them under the same roof means customers can now get access to our whole product portfolio through a single contact.”

“We've actually grown our technical sales team, which reflects the growth of our market. And the efficiencies of a single R&D structure for both brands is giving us greater freedom for product development, especially in the automation, data and medical fields. We're also looking at bringing in a wider range of Schneider products for which, until now, we would have had difficulty providing sufficient technical support.”

Will the move see the phasing out of either brand? “Just the opposite,” says Ray. “You talk to electrical contractors and you'll quickly find that many of them are really passionate about one or both brands. We value that loyalty and we're determined to grow both brands so that they jointly add up to a complete solution for every situation. What's more, the add-ons that our customers enjoy, such as Club Clipsal and its monthly newsletter, are also here to stay.”

*Refer back page of Schneider News for our Clipsal/PDL Sales Team.*

