

Info-matrix

A SUSTAINED EFFORT TO KEEP

YOU ABREAST WITH THE HAPPENINGS AT PHOENIX MECANO INDIA

ELECARAMA 2006 - MUMBAI



The premier trade fair for Automation, Electrical and Electronic Industries with participation by 40 countries, 1,100 exhibitors, spread over 60,000 m², and visited by 70,000 visitors - ELECARAMA 2006, ushered in the New Year with Phoenix Mecano India exhibiting Bopla, Rose and RK Rose + Krieger products displayed over an area of 100 m².

Prime attention focused on sheet-metal enclosures and the Commander series of Rose. The Hand-held series, Bocard and Botego from Bopla. At RK Rose & Krieger the EasyLink® series was the main attraction, while the massive gantry made from the 380x160 mm profile was the object of curiosity it attracted serious attention from visitors

of the automobile sector. The images on this page show views of the Phoenix Mecano stall with the team who were there to receive visitors.

The Elecrama also drew visitors from our principals – Mr Dieter Meyn, accompanied by Mr. H. Spilker both from Bopla, and Mr. HEiko Felsmann, of Rose. These visits by important members from Phoenix Mecano Group Companies not only underline the growing importance of the Indian operations within the Group but also open up important avenues of international co-operation for Phoenix Mecano India.

In this edition of Info-Matrix we highlight Rose's 'Comotronic Enclosure' of the Command series ideal for display and control

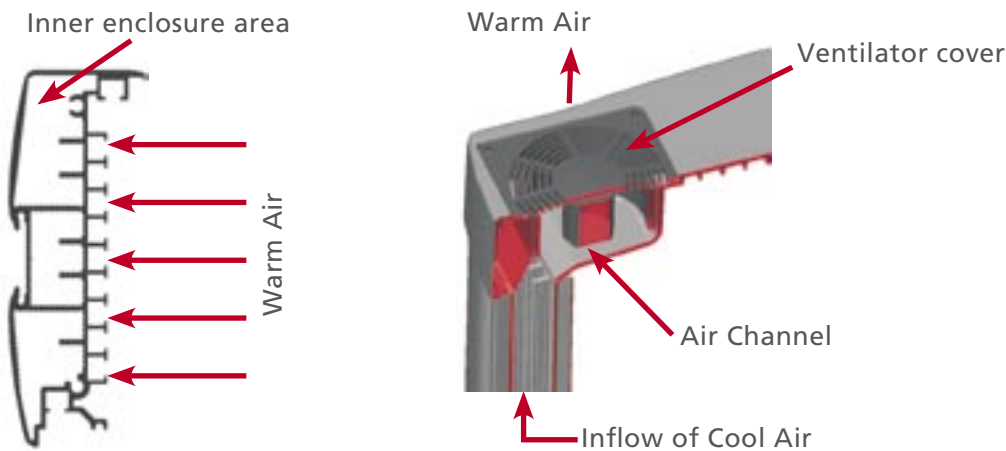
apart from use in a host of other applications and a NEW range of sheet metal enclosures.

We also feature order received by RK Rose and Krieger in the New Year and executed in just four weeks, despite the size and complexity and calling for site erection.

Interviews with Phoenix Mecano Distributors, is a new feature we introduce from this edition of Info-Matrix.

R Shrivastava
(Managing Director Phoenix Mecano India)

'Comotronic' Command series enclosure from ROSE



Rose has recently launched the Comotronic Enclosure suited for a variety of applications – control and display, data logging, electro-medical, measurement and control, and plant & construction engineering. The Comotronic range features special hollow construction of the sides that create a chimney effect leading to natural ventilation for heat extraction as shown in the figures above. The heat extraction can be improved with provision of forced fan cooling.

These compact and robust enclosures, built from profiles, are available in two depths 110 or 145 mm. Front panel areas available are 250x345 or 250x515 for 110 mm depth and 355x345 or 355x 515 for 145 mm depth.

Sheet Metal Enclosures with IP 65 protection from Phoenix Mecano

Phoenix Mecano displayed at the ELECRAMA a range of sheet metal enclosures – series PSME conforming to IP 65 protection. The range of enclosures initially available will be

- With screw on lids in depths of 95 mm for junction box application and
- With hinged lids for control applications in depths of 110, 150, 250 and 300 mm.

The soon to be available range will incorporate 10 sizes from 160x160x95 mm to 800x1000x300 mm.



PROFILES IN COLOUR



Thanks to special powder coating process, RK can customize according to requirements. The procedure consists of baking patterns on the powder coat so that they do not simply reside on it, but penetrate it through. In this way, the varnish layers are much more resistant than they were if using serigraphy or film coating processes. The patterns have good abrasive properties; they are weatherproof, corrosion and UV – resistant. All materials are reproduced with lifelike accuracy and are especially suitable for advertising booth designs, shop fitting, rack systems, kitchen and office furniture.

WORK STATIONS FOR INDIA'S FIRST DVD-WRITER PRODUCTION FACILITY

Getting the order and building the first mobile phone assembly line in India ... and now bagging the first assembly line for DVD Writers for commercial use (in PCs and LAPTOPS). Being the first is beginning to be a habit at Phoenix Mecano India!

The assembly line – built for LG FLACKS INDIA PRIVATE LIMITED - incorporated 40 ESD safe, Blocan® Profile built work stations, 10 wooden storage- cum-work racks and 5 trolleys for material movement, also built from Blocan® Profiles, provided total and one stop solution for the customer.

MCV CONVEYORISED ASSEMBLY LINES FOR HPL SOCOMEC, JABLI

January 2006, HPL Socomec, located at Jabli, HP, ordered two 12-meter long conveyors complete with workstations. Outstanding



features of the ordered lines are:

- Built from RK Rose + Krieger Blocan® Profile system – each 12 meter long with single motor drive.
- Super silent operation – with variable speed – 3 to 40 meters per minute.
- Area for assembly provided on both side of conveyor.
- Instruction display pin up boards with built in lights illuminating work area.
- Delivered in four weeks.



In February, Phoenix Mecano personnel commissioned the units at the customer's Jabli plant, within three working days.

The Directors of HPL Socomec, at the Jabli plant, greatly appreciated the design concept, workmanship and quality of the commissioned lines.

Mr. D. Meyn, Managing Director, Bopla at Phoenix Mecano India.



Mr Meyn at Phoenix Mecano

Mr. Dieter Meyn, Managing Director of Bopla accompanied by Mr H. Spillker, Technology Manager, apart from spending time at the Elecrama gathered first-hand impression of the requirements of the Indian customers by visiting the Forbes group and Nash. They highly appreciated the neat and professional working at the Forbes Group of Companies and the deep thrust in product designing at Nash. They also had an occasion to see the Indo-German Tool Room at Aurangabad and Subir Precision at Mumbai and concluded that a co-operation could be launched between Bopla, Phoenix Mecano India and its customer and vendor partners to develop products in India.



Mr Meyn planting a sapling

Mr. H. Felsmann, Export Manager, Rose, Trains PMI Sales Staff

Mr. Heiko Felsmann, Export Manager of Rose held a special training session, on the newly introduced Comotronic and Novotronic range and the range of Commander display and operating systems, for the enclosure division staff of Phoenix Mecano India.

Mr. Felsmann later visited our customers – Bajaj Auto, Manas Microsystems, Dynomerc Controls, Crystal Peripherals and sub-dealer of Shreyash Automation - Dutta Electricals in Pune and Enercon in Vapi, and got a first hand feel of the operations of large and small customers in India.



Mr Felsmann's training programme

Smita Bhatnagar interviews Phoenix Mecano Distributors



R. M. Thomre, proprietor, says he founded Shreyash Automation in 1995, to provide services to Engineering companies. He adds that in 1998 Shreyash Automation was the earliest distributor appointed by Phoenix Mecano India, to cover Pune and Marathwada.

Before the bug of entrepreneurship bit Mr. Thomre he was working with Minilec, where he learnt that **working with dedication to provide consistent support to his customers brought success . . .** and this is his mantra for developing Sales.

Mr. Thomre says he has leveraged his sales through a network of four sub-dealers, enabling quick and efficient service to customers. He concludes that Shreyash Automation achieving a turnover of nearly Rupees One Crore has been possible due to his compact and dedicated team of five persons.

Fact File: Shreyash Automation

Covers Pune and Marathwada Region.

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- Fortibus Engineering Pvt. Ltd. - 020 2546 1240
- Dutta Electricals - 020 2712 1476

Sameer Tijoriwala and Nikunj Shah of Citroen Switchgears Private Limited



Sameer Tijoriwala, Director, Citroen Switchgears Pvt. Ltd., an Engineer tells us how, in 1986, he and two other engineers converted their burning desire to start off on their own and founded JANS Engineering. The company, now known as Citroen Switchgears Pvt. Ltd. has prospered due to diligent adherence to their motto "Customer Comes First"



Nikunj Shah, another Director of Citroen Switchgears tells us that they are authorised distributors for well known brands, e.g., ABB, Legrand, HPL Socomec, Helukabels and since 2005, Distributor for Phoenix Mecano products. The footprint of Citroen Switchgears covers Mumbai, Navi Mumbai and Thane. To efficiently service this large area and be within arms-reach of customers Citroen Switchgears has three offices – HO at Lohar Chawl and branches at New Mumbai and Vasai (Thane).

Fact File: Citroen Switchgears Pvt. Ltd.

Covers Mumbai, New Mumbai and Thane.

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