

Siemens launches a new master distributor for Australia – APS Industrial

- APS formed to incorporate the businesses of Ramelec and HiTech Control Systems
- High profile and experienced management team
- Broadest portfolio of industrial low and medium voltage electrical and automation products for the region

Siemens today announced the launch of APS Industrial as a new master distributor of industrial low voltage electrical and automation products in Australia. Leading the new entity will be the former MD of Rockwell Automation Australia and New Zealand, David Hegarty with Lloyd Thomas, previously CEO of NHP.

Jeff Connolly, CEO of Siemens Australia, said that APS Industrial will be a 'game changer' in the Australian market. "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".

The new locally owned and managed independent company, has acquired Ramelec and HiTech – two well established Australian distributors. Headquartered in Melbourne, the new Group will have national presence, including technical support across the country. The company will commence with the current staff of the acquired companies, together with new hires across leadership and "customer focused" positions. The group will work closely with the Siemens team to ensure first class customer service.

“The setup of a master distributor ensures we can respond to and manage customer demand quicker than ever – especially in current fast paced market conditions. Customers will soon have access to the broadest portfolio in the industry for all their industrial electrical and automation requirements,” added Connolly.

While Lloyd Thomas will be chairman, David Hegarty will be the APS Industrial Managing Director and CEO, leading the national team. Hegarty said, “In today’s dynamic market, customers want the best – they require quick and efficient service at the most competitive pricing. APS Industrial is investing to provide an extensive range of connected products with the best local technical and stock support. We are forming a strong and dynamic team who bring a wealth of industry knowledge and experience to the table - all highly focused on providing a great customer experience.

“The Siemens portfolio is unbelievable; they have the highest quality and broadest product range in the world. We are excited about the opportunity to start offering this range to the market and establish ourselves as a company known for its customer centric and ‘easy to do business with’ attitude and approach. In addition to the Siemens range, APS Industrial will provide complimentary products from other high quality global technology leaders.”

In addition to David Hegarty and Lloyd Thomas the APS Group Board will include Bryan Haynes, former Director of Finance and Operations at NHP, and Brian Watson AO, former Chairman of J P Morgan Australia, founding Director of the Australian Future Fund and a former Board Member of CSIRO.

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Siemens AG (Berlin and Munich) is a global technology powerhouse that has stood for engineering excellence, innovation, quality, reliability and internationality for 170 years. The company is active around the globe, focusing on the areas of electrification, automation and digitalization. One of the world's largest producers of energy-efficient, resource-saving technologies, Siemens is a leading supplier of efficient power generation and power transmission solutions and a pioneer in infrastructure solutions as well as automation, drive and software solutions for industry. The company is also a leading provider of medical imaging equipment – such as computed tomography and magnetic resonance imaging systems – and a leader in laboratory diagnostics as well as clinical IT. In fiscal 2017, which ended on September 30, 2017, Siemens generated revenue of €83.0 billion and net income of €6.2 billion. At the end of September 2017, the company had around 372,000 employees worldwide. Further information is available on the Internet at www.siemens.com.