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## Siemens expands successful APS Industrial distribution partnership to New Zealand

Two years after launching the APS Industrial (APS) master distributor partnership in Australia, Siemens are pleased to announce the expansion of the model to New Zealand.

APS Industrial will enter the New Zealand market through a new strategic partnership with Cuthbert Stewart Limited (CSL). This partnership will include the distribution of Siemens' factory automation, related communications, drives and process instrumentation products in New Zealand.

The new agreement complements and further supports Siemens' existing and continued partnership with J. A. Russell for the distribution of Siemens' low voltage products in New Zealand.

Speaking on the announcement, Jeff Connolly, Chairman and CEO of Siemens Australia and New Zealand said, "Siemens has a long and proud history in New Zealand that goes back over 143 years when we built a time ball in Port Lyttleton to help sailors find their longitude at sea. Since then, we've helped shape the very fabric of the country by bringing world-class technology to support industry and critical infrastructure.

"This is about expanding our reach, presence and customer proximity in New Zealand," said Mr Connolly. "Since we announced APS as a master distributor in 2018, our partnership and scope has grown in strength and range. We're excited to extend our partnership with APS to New Zealand and, by extension, be working with CSL, a reputable name in New Zealand. This new partnership further reiterates how serious we are about long-term growth in the region."

In Australia, APS is the master distribution partner for Siemens industrial electrical and low voltage power distribution and automation products and brings a wealth of product expertise and local stockholdings to support this new partnership and the New Zealand market.

David Hegarty, Managing Director, APS Industrial welcomed the partnership saying, “To be able to partner with a company with such a rich history of excellence and industry support is a great step for APS and Siemens. I’m excited about how our product portfolio can enhance CSL’s existing local footprint and industry know-how, and I am looking forward to seeing the benefits this will bring to local New Zealand customers.”

As an industrial and power technologies distributor, CSL has been serving New Zealand industries for more than 70 years. The company’s strategic brand partners include Weidmüller, Nexans, Fluke and Eaton, with a product portfolio that is very complementary to the new partnership.

According to Phil Elliott, CEO of CSL in New Zealand, “We are very excited about the new partnership with APS and Siemens. With our ability to add value and provide complete solutions, we can offer a very compelling value proposition to New Zealand industry.”

Together, APS, CSL and Siemens, will offer clients enhanced customer service through an extensive product portfolio, technical support and local inventory for fast order fulfillment.

Executive General Manager of Siemens Digital Industries for Australia and New Zealand, Michael Freyny said, “The partnership with APS and CSL complements the continuing J. A. Russell distribution of Siemens low voltage products in New Zealand. It is an indication of our strong commitment and investment to this region both now and into the future.”

## **Media Enquiries**

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and digitalization in the process and manufacturing industries. Through the separately managed company Siemens Mobility, a leading supplier of smart mobility solutions for rail and road transport, Siemens is shaping the world market for passenger and freight services. Due to its majority stakes in the publicly listed companies Siemens Healthineers AG and Siemens Gamesa Renewable Energy, Siemens is also a world-leading supplier of medical technology and digital healthcare services as well as environmentally friendly solutions for onshore and offshore wind power generation. In fiscal 2019, which ended on September 30, 2019, Siemens generated revenue of €86.8 billion and net income of €5.6 billion. At the end of September 2019, the company had around 385,000 employees worldwide. Further information is available on the Internet at [www.siemens.com](http://www.siemens.com).