

Blick

OBO Bettermann Group Magazine

1
2015

Globally networked

Welcome world. Welcome to OBO.

A look at the classics

UDHome & GR-Magic® mesh cable tray

Guaranteed availability

A package of solutions for switching cabinet construction

When the voltage rises

How the V50/V20 arrester series works

“

“OBO has always thought and acted globally, and oriented itself accordingly”

Ulrich L. Bettermann

THINK CONNECTED.

OBO
BETTERMANN

"Only if you travel and try to understand other cultures will you realise what customers in other societies expect of a product."

Andreas Bettermann



OBO Bettermann Menden, Germany

Menden, Germany
Federal state: North Rhine-Westphalia
Administrative area: Arnsberg
District: Märkischer Kreis
Elevation: 150 metres above sea level
Population: 53,354 (31 Dec. 2013)



Global

A global view of OBO

Dear Readers,

At OBO, we think internationally and act globally – yet we employ all of our energy in the service of people locally. In order to reflect this philosophy, we have thoroughly revamped our customer magazine. We're literally giving more space to our global dimension in a new format which will allow you to gain a broader picture of OBO.

In our new, more spacious A3-sized edition of Blick you will find more themes that relate more closely to practice. We've gathered together the most important information in a clear and concise way. For instance, you can take a look at the products essential to the construction of switching cabinets. And you can learn about the consequences of a short circuit with and without surge protection. "Safe in style" is all about UDHome. There you'll find all of our underfloor complete units for perfect electricity and data supply. It's always you we focus on: users, planners and electrical technicians. The design of each of these magazine sections is great to look at too, because we want to

stimulate and entertain you visually as well as providing information. It is primarily our many employees all over the world who make OBO as colourful and lively as it is. More than 3,000 people actively work to bring OBO products, systems and solutions to the places where they are used in 60 different countries. They do so reliably and practically – whether on a building site in a rain-forest in Uruguay, or in a small Swedish town on the edge of the Arctic Circle.

In the forthcoming editions of Blick, we will be introducing some of our colleagues from our global OBO team to you. To begin with we will tell you about the people who work at our locations in the USA, Sweden and India. In the new Blick, you will see how OBO's world is growing closer together – and how it nevertheless remains unique in every place. We look forward to hearing your opinions, suggestions and criticisms about the new Blick, and we hope you enjoy reading it. Best regards,

we are better

Welcome world. Welcome to OBO.

New solutions for improved function and easier installation – OBO's employees all over the world use their skills and creativity to that end. More than 3,000 people with different talents, experience and points of view work at locations in 60 different countries. Three new subsidiaries on three different continents have been added in recent months.

The global OBO team aims to make things as easy as possible for electrical planners and technicians everywhere. Local circumstances can be remarkably varied. In a country such as India, working conditions are very different from those of the USA, where daily practices also differ significantly from those of Sweden. That's why it's so important to speak the language of the people of a place. USA, Sweden, India: three members of the OBO team introduce themselves.

Dennis Boone
King of Prussia, Pennsylvania
USA
40° 6'N, 75° 23'W

Jan Holm
Helsingborg, Sweden
56° 3'N, 12° 42'O

Raman Padmanabhan
Oragadam, India
12° 51'N, 79° 57'O

Ulrich L. Bettermann

“OBO has always thought and acted globally, and oriented itself accordingly. Today more than ever before.”



Hello from King of Prussia
40° 6'N, 75° 23'W

the american
OBO
family



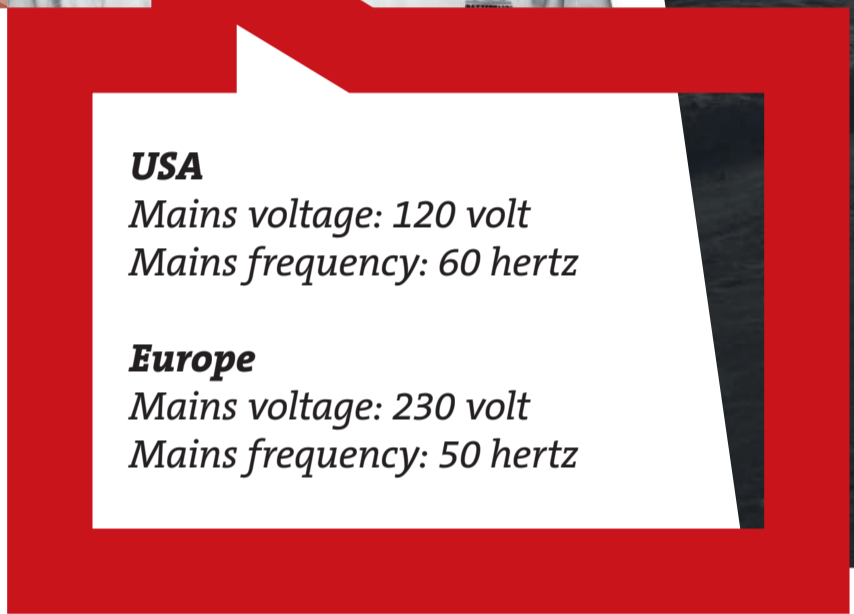
General Manager Dennis Boone is responsible for the Sales and Marketing areas at OBO in North America. But if manpower is short in the warehouse and a big order has to be dispatched quickly, then he and second managing director Charlie Hanlon roll up their sleeves with everyone else. "Our offices and the warehouse are in a single building. Because our workforce is not very big, we all wear a number of different hats," explains Boone.

Dennis Boone has already been working for OBO in the USA for ten years. He worked summers in the warehouse while he was still a student, taking down orders, loading goods and dispatching shipments. After college he became solely responsible for marketing. His field of responsibility grew with his experience and with sales, until in the end he became general manager. It's a position which runs in the family: his father Jeff Boone directed the subsidiary as well.

That is one of the reasons why the current general manager considers "family" to be one of OBO's most important values: "OBO is a family-run company where people not only manufacture pioneering, high-quality products, but also maintain a working atmosphere of trust and integrity. That applies to the headquarters just as it does to the subsidiaries.

Electricity dominates life in the USA just as it does in Europe, which is why the job of electrical fitter is an important part of modern life here. Young electrical fitters begin by training, then work their way up in their local professional associations. After four years of apprenticeship, an electrical fitter will receive a diploma. After that they can apply for an official permit. As registered tradesmen they can then gather more professional experience and perhaps later found their own companies," explains Dennis Boone.

The demands are high in the USA and Canada, not only on electrical fitters but also on the products themselves. All the major products that an electrical fitter installs have to comply with the standards of the Underwriters Laboratories (UL), and installation applications are all described in the National Electrical Code (NEC). OBO mainly sells cable support systems in North America, in particular mesh cable trays and their accessories, which comply with the relevant standards. "Our task and the task of our sales representatives is to tell fitters about OBO products and make sure they're listed in invitations to tender," sums up Boone.

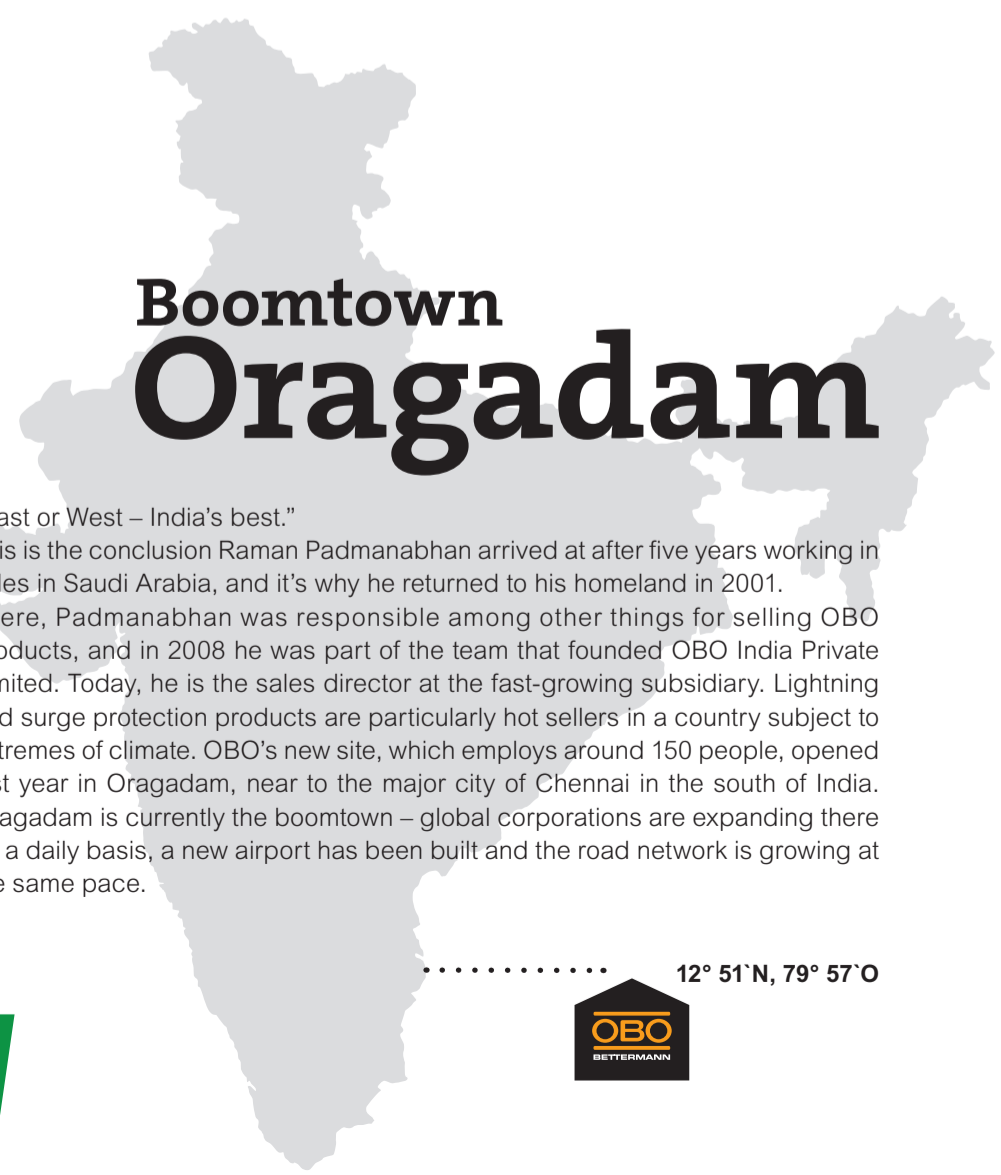


USA
Mains voltage: 120 volt
Mains frequency: 60 hertz

Europe
Mains voltage: 230 volt
Mains frequency: 50 hertz




 **Raman Padmanabhan,**
Sales Director, India



Boomtown
Oragadam

"East or West – India's best."
This is the conclusion Raman Padmanabhan arrived at after five years working in sales in Saudi Arabia, and it's why he returned to his homeland in 2001. There, Padmanabhan was responsible among other things for selling OBO products, and in 2008 he was part of the team that founded OBO India Private Limited. Today, he is the sales director at the fast-growing subsidiary. Lightning and surge protection products are particularly hot sellers in a country subject to extremes of climate. OBO's new site, which employs around 150 people, opened last year in Oragadam, near to the major city of Chennai in the south of India. Oragadam is currently the boomtown – global corporations are expanding there on a daily basis, a new airport has been built and the road network is growing at the same pace.

..... 12° 51'N, 79° 57'O





Välkommen till Sverige
56° 3'N, 12° 42'O

“We utilise cold Nordic air to cool thousands of servers that house your photos, videos, comments and Likes.”

www.facebook.com/LuleaDataCenter

COOL “Likes”

Jan Holm

Sales Director, OBO Sweden

Jan Holm has been Sales Director at the subsidiary in Helsingborg since 2005. “There were just three of us in the beginning,” he recalls. “One day I’d be unloading trucks with a forklift, the next day I would sign contracts in the offices of an electrical wholesaler.” Personal commitment remains high today, “as if it were our own company”. Jan Holm started out as an electrician then worked as a sales manager in wholesale and at the trade agency Novum, which is where he first got to know about OBO. He played a key part in the establishment of the subsidiary in Helsingborg – and believes it is exactly the right place for him to be. “OBO is a family company with short decision-making channels and an excellent personal atmosphere. That is one of the biggest attractions for me.”



Sweltering servers on the Arctic Circle

The town of Luleå in northern Sweden has, since 2013, been home to the largest Facebook server complex outside of the USA. The climate on the edge of the Arctic Circle offers ideal conditions. Processed outside air naturally cools the servers that run hot with all the photos, videos and “Likes” they have to handle. To help keep all the systems running even during stormy weather, OBO has installed lightning and surge protection systems in the halls the size of football fields.

www.facebook.com/LuleaDataCenter

Working in wide open spaces

Sweden is a large and sparsely populated country. It is 1,500 kilometres between the Facebook facility in Luleå and OBO’s subsidiary in the southern Swedish town of Helsingborg. The entire electrical industry is reliant on functional transport logistics in the wholesale trade. Sweden’s well-trained technicians are less concerned about price and more about the quality of products – and about ease of use. With temperatures ranging from minus 40 degrees in the Arctic Circle to plus 30 degrees in southern Sweden, the climate is a demanding one. Many electrical fitters therefore rely on sturdy cable support systems, lightning and surge protection systems, and cable routing products.



Luleå Facebook Data Center
www.facebook.com/LuleaDataCenter



Luleå Facebook Data Center
www.facebook.com/LuleaDataCenter



Jan Holm



Find out more about OBO’s complete product portfolio and discover all of the products and solutions relating to transient and lightning protection systems at:

www.obo.de



all ●

in



Solutions for switching cabinets

All in One

Building switching cabinets should be a quick, safe and simple affair. Using OBO's specialised portfolio of solutions, technicians can do it cleverly and economically. Wiring ducts, track systems and products for surge protection guarantee maximum operating safety. And because everything is made to match, the components can be fitted quickly without making mistakes.

Bringing order:

DAHL wiring ducts

DAHL wiring duct keeps things tidy in switching cabinets. It makes laying cables a straightforward affair. The range is huge: VK wiring duct, with dimensions ranging from 15 x 15 mm all the way to 100 x 100 mm, fits in any switching cabinet. The wiring duct is VDE-tested and UL-listed.

Secure fixtures:

Rail systems

OBO rails and clips allow you to fit devices, cables and wires effortlessly in switching cabinets. The range includes profiled versions ranging from top-hat rails to support and profile rails all the way to sturdy assembly rails.

Keep things sealed:

Cable glands

Cable glands protect against physical ingress, dust and moisture by connecting cables securely to housings. Divisible cable glands facilitate the quick installation of cables pre-fitted with plugs, for example.

Reliable safeguard:

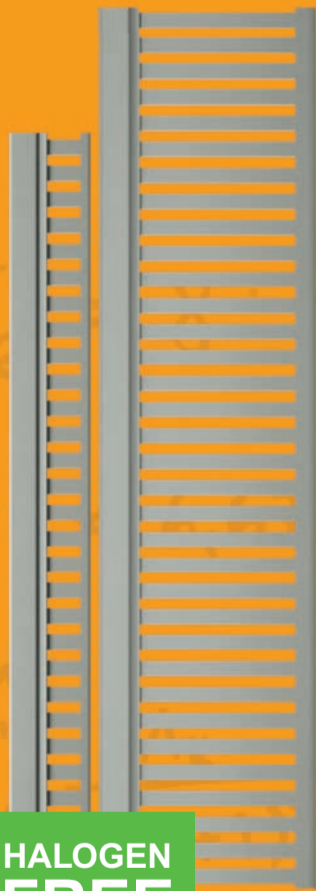
Surge protection systems

Surge protection systems guard electronic control components against the damage that can be caused by lightning and electricity coupled in via power and data wiring networks. They provide a multi-stage barrier which no surge can breach. Popular bodyguards for the switching cabinet are lightning arrestors, surge arrestors, combination arrestors and MCR protection.

System



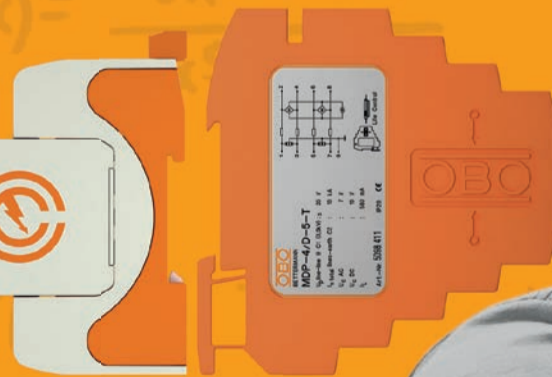
DAHL VK wiring duct system



Rail and clamp clip systems



Surge protection type 1 to type 3



Cable gland systems

HALOGEN FREE

Find out more about the DAHL VK wiring duct system at: www.obo-bettermann.com





Fact check

Lightning

More than 1.5 million registered lightning strikes each year in Germany

1

2

Electrical surges

More than 500,000 lightning- and surge-related incidents of damage per year

Damage

More than €300 million of damage each year (2013)
German Insurance Association

3

4

Protection

The TBS product unit offers systems for lightning and surge protection.

Safely contained

Experts estimate that two to three thousand thunderstorms rage around the globe at any given moment. This means there are millions of lightning strikes every day throughout the world. If lightning strikes a building, or even strikes up to two kilometres away, the electrical surges it causes can do considerable damage to electronic equipment and systems. The quadruple protection offered by OBO TBS products safeguards electronics in buildings.

Without surge protection

Power and data systems have defined voltages in their normal state. If lightning strikes nearby or if there are a large number of switching operations, electrical surges can occur. They overload insulation and damage the components of electronic equipment. Potential differences are equalled out by arcing (sparking) in places such as computer and telephone system PCBs. The different potentials caused by surges seek their own routes to cancel themselves out, destroying computers and other devices on the way.

With surge protection

If surge protection is fitted, potential differences cancel themselves out under control in the conductors. This means dangerous excess voltages are conducted away before uncontrolled arcing can occur in a device. An arrester's most important properties are sensitivity and speed, since its protection has to come into play before surges can discharge in electronic equipment. Surge arrestors are developed and tested in compliance with standards (DIN EN 61643-11). They can safely carry away current pulses of tens of thousands of amps.

The OBO TBS system

OBO's TBS product unit offers systems for lightning protection, surge protection, equipotential bonding and earthing. OBO protects you, your building and everything that's in it.

Discover the diversity of our products at:
www.obo-bettermann.com



NEW

The new V20/V50 arrester series

A new look and even more performance – OBO presents its new, modular, pluggable series of V50 combination and V20 surge arrestors with visual status display.

- Visual status display
- Double PE terminal
- Remote signalling versions
- The remote signalling (FS) versions have a potential-free switching contact

Developed, tested and manufactured in Germany
by OBO Bettermann



safe in style

Underfloor sockets that provide ideal electrical and data points

At home or in the office – UDHome underfloor sockets from OBO Bettermann provide an elegant yet discreet means of supplying electricity and data wherever it's needed. This underfloor socket can be fitted easily at any place in a room before screed is laid. Cables and wiring are laid in empty tubes up to the UDHome within the screed. This way you can supply points in a room without visible cable routing.

“Once installed, the UDHome looks classy and it's easy to handle – and flexible.”

Ingolf Stiens, Product Manager

UDHome4 with cable outlet

www.obo.de



Easy to plan

There are three versions to choose from when it comes to planning, and each of them has the right amount of installation space for its application: UDHome2 offers space for two sockets and two data ports, UDHome4 accommodates six Modul 45 inserts, and UDHome9 can even accommodate twelve. All of the parts needed for assembly and use are contained under one order number.

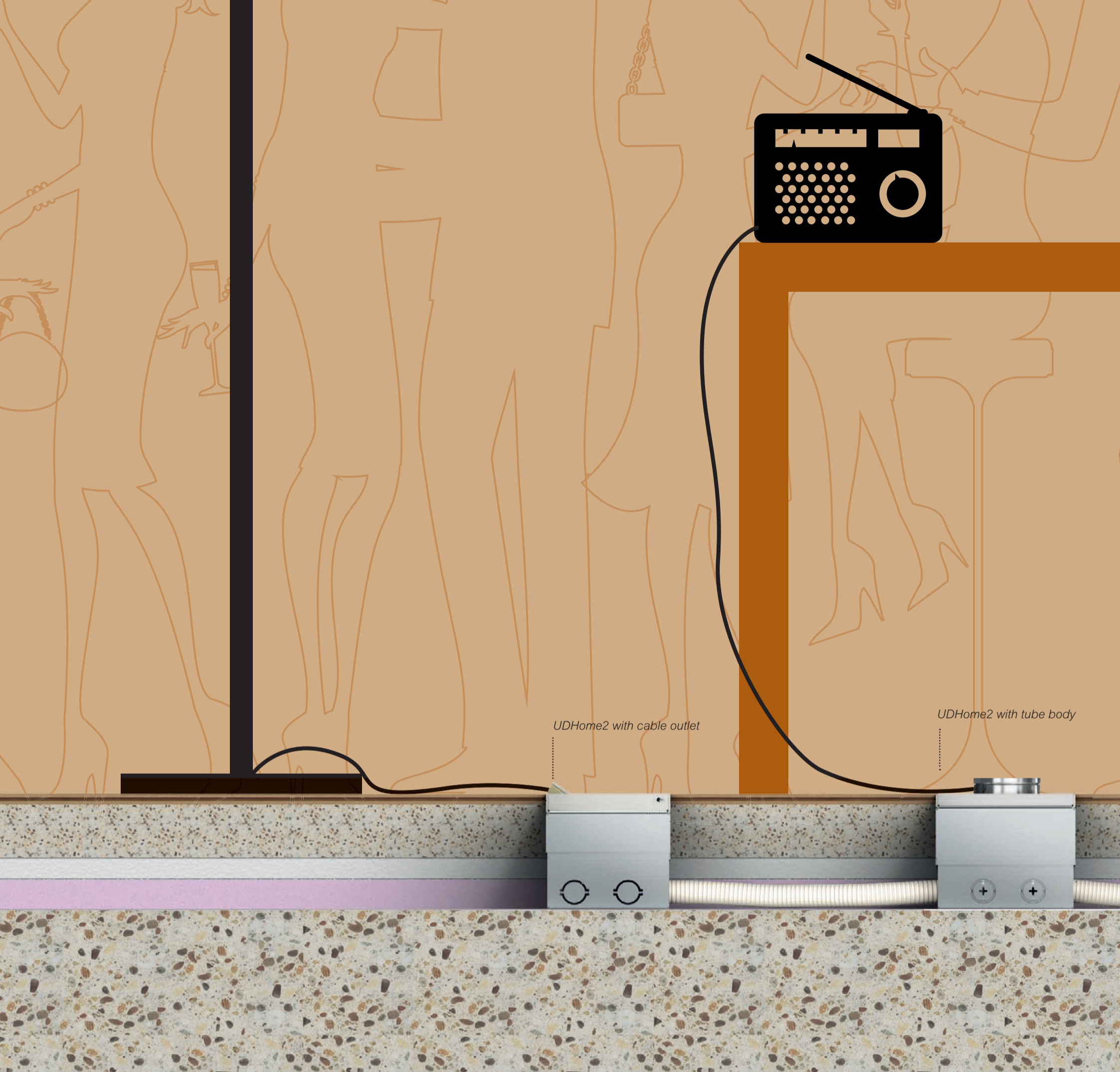
Easy to fit

The complete device installation unit can be fitted flush with the floor. Simply attach to the substructure and align with the top of the screed. A protective installation cover keeps dirt away from the unit while you install it, and can be removed later. Four levelling supports allow you to adjust the upper part precisely in line with the surface of the flooring.

UDHome2 with tube body



System **ACKERMANN**
CABLE MANAGEMENT



UDHome2 with cable outlet

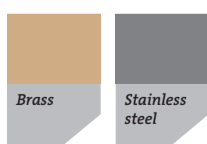
UDHome2 with tube body

Simply high quality

Once UDHome is installed, it takes just one move to provide data and power connections next to your sofa or workplace. And once you've closed the cover of the underfloor unit or sunk its tube body into the floor, you'll hardly notice it. The visible parts of UDHome – such as its solid metal frame and stainless steel cable outlet – blend discreetly into the interior of the room.

UDHome 4 and 9 available in:

- Stainless steel
- Brass



UDHome4 stainless steel

UDHome9 brass

UDHome2 with stainless steel cover

Multi... functional



Simply the best – OBO GR-Magic® mesh cable tray

It's the "click" which every fitter likes – and it announces the simple, quick and efficient assembly of the GR-Magic® mesh cable tray – anywhere in the world. Align, click into place, and you're done. This patented connection system fits together in seconds without tools and in one simple move.

As versatile as a Swiss army knife

GR-Magic® mesh cable tray makes things easy for technicians. Its special construction ensures that the transition between parts is smooth, even under full load. Tests show that GR-Magic® systems are just as good as traditional screw-connections in terms of load bearing and stability. Neither connector pieces nor assembly tools are required for simple straight connections; you simply slot together lengths of mesh cable tray. The slot joints are not affected by shock or vibrations. All of the components are EMC- and surge current-tested, and are VDE-tested in compliance with DIN EN IEC 61537:2007.

Quicker than ever before

With all of its different dimensions, materials and useful accessories, GR-Magic® truly is multitalented. You can assemble the partition without any screws at all. Simply put the clamping piece onto the floor and snap on the partition – very few moves are required. The GR-Magic® mesh cable tray redefines what quick fitting means. It is quite simply the best pluggable mesh cable tray that OBO engineers have ever developed.



Variability

Available in six different widths, three different heights and four different materials



Click-closure

Patented connection system: simply slot together



Accessories

Snap-on system accessories such as partitions.



Strong

Smooth joints – even under full load



Tested

VDE-tested mesh cable tray system



Function maintenance

Integrated function maintenance in compliance with DIN 4102

OBO
BETTERMANN

**“Flexible,
screw-free and strong.
Our patented jack-of-all-trades.”**

Tim Bulitta, International KTS Sales Engineer



The illustration does not show an OBO tool.

All the latest



Rewarded

STK (Sähköteknisen Kaupan Liitto ry), Finland's electrical engineering trade association, named OBO Bettermann Oy an exemplary supplier in 2014 on account of its product information updates. OBO Bettermann hosts 2,533 product pages at STK detailing its most frequently requested products. These products are guaranteed by STUL (the electrical association for Finnish suppliers). "OBO Bettermann's pages have received more than 36,000 clicks since the beginning of 2014," says Tarja Hailikari.



Sven Neumann

After many years of successful collaboration, managing director Sven Neumann is leaving the company at his own request. Neumann shaped the company's quality, material (procurement and logistics) and information management practices with his personality and his work, and made an extremely valuable contribution to the company's lasting success. We would like to express our deepest gratitude to Mr Neumann for his work, which deserves our utmost appreciation. We wish him all the very best for the future, as well as every success and the best of health.



Lajos Hernádi/Ungarn

Since 1 January 2015 – after Mr Dierks left the company – Lajos Hernadi has been appointed as the sole representative managing director of our Hungarian production business. He also performs the roles of managing director at our Hungarian sales operation, our Hungarian property business and the German company OBO Bettermann Grundstücksverwaltungs GmbH, which is currently being formed. As a member of Group Management, he is responsible for building up what is already an excellent alliance between our Hungarian and German sites.



Left to right: Ulrich Bettermann, Hans-Dietrich Genscher, Frank Walter Steinmeier, Andreas Bettermann. OBO 100th anniversary 2011

OBO on Deutschlandfunk

Deutschlandfunk, Germany's world service, broadcast a company report on OBO at the beginning of 2015. Numerous quotes by Ulrich and Andreas Bettermann provided direct insights into the medium-sized family-run industrial business. Correspondent Andreas Burman was amazed at OBO's relations around the world: "The World Economic Forum in Davos is attended mainly by American and British companies with annual turn overs upwards of five billion dollars. And there among them is a traditional family company from the Sauerland region of Germany: OBO from Menden." Ulrich Bettermann explained to listeners how it works: "Relationships only harm those who don't have them."

"This is a principle that Ulrich Bettermann has always adhered to. The 68-year-old has spent the last 30 years building up OBO Bettermann all around the world.

There are few people he doesn't know. A close friend of former foreign minister Hans-Dietrich Genscher, he was also a long-time acquaintance of CSU patriarch Franz-Josef Strauß, a friend of Hungary's Prime Minister Viktor Orban, and friends with former German Chancellor Gerhard Schröder, Foreign Minister Frank Walter Steinmeier, Vice Chancellor Sigmar Gabriel, Mikhail Gorbachev, Henry Kissinger – and World Economic Forum founder Klaus Schwab."

Andreas Bettermann: "We are the undisputed market leaders in small plastic clips for attaching cables and pipes. And then there's our Magic cable tray, which fitters can simply click together in three-metre lengths using a spring-steel element at the end. It offers massive advantages for electrical fitters."

Better

OBO Bettermann employs 3,000 people worldwide and makes more than 30,000 electrical installation products, generating almost €500 million in turnover. OBO is certainly growing faster on average than the German economy.

"Better than the German economy"

NEW



Singapore

OBO has founded a new south-east Asia subsidiary in Singapore. From there it can build up existing relationships, manage them more closely and open up new markets. This is the challenge that Conrad de Lange has taken on; he was previously head of department for International Sales. He moved with his family to Singapore in early 2015 and is now responsible for the South East Asia area.

World record

OBO Bettermann in Poland set a world record in laying a kilometre of cable tray at the ENERGETAB trade fair. The aim was to lay a kilometre of RKS-Magic® in less than an hour using just one fitter and three assistants, enabling electricity to pass along the whole length. The world record was established at exactly 48 minutes and 41 seconds. Congratulations!



Thank you Jos Wautelet

After more than 18 years, the managing director of OBO Bettermann Belgium, Jos Wautelet, retired in March 2015. Jos Wautelet chose his successor himself: Bart de Bruyne. We wish Jos Wautelet and Bart de Bruyne every success and all the best for the future.

support

The technical office – OBO support plus

Do you have questions relating to a product, are you interested in system or product training, or do you need help on location, at your building site or with a project? With Support Plus, OBO offers you and your company numerous different ways of getting help exactly when and where you need it so that your project continues successfully.

hotline **89-1700**
+49 (0) 2373

Monday to Thursday
7.30 a.m. to 5 p.m.
Friday
7.30 a.m. to 3 p.m.

“

project offers a **month**

17,500

a month

calls: **26,000**

1,200

a day

”



THINK CONNECTED.

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