

CHECK OUT YOUR
IDEAL
PARTNER

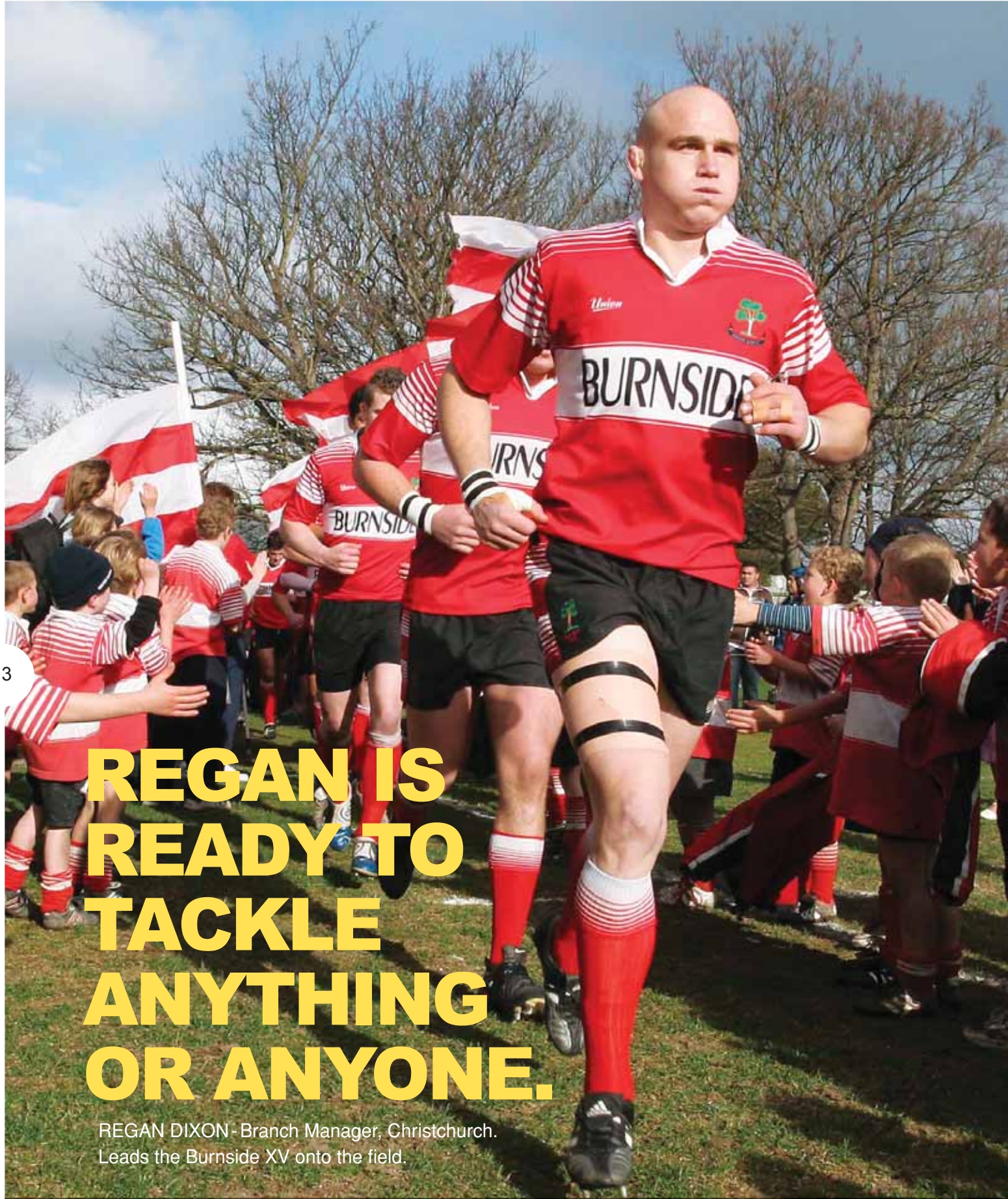


**COMING TOGETHER
IS A BEGINNING,
KEEPING TOGETHER
IS PROGRESS,
WORKING TOGETHER
IS SUCCESS.**

HENRY FORD

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REGAN IS READY TO TACKLE ANYTHING OR ANYONE.

REGAN DIXON - Branch Manager, Christchurch.
Leads the Burnside XV onto the field.

“ When you work with some of the same clients for years, as I do, they become like family. I’m on their side all the way. In return, I get to watch their businesses grow. That’s one of the best parts of the job for me. ”

That’s what we call ideal team work.

IDEAL ELECTRICAL SUPPLIERS

The company was founded in 1991 by a dedicated and experienced team of industry professionals with a vision to set an industry benchmark for outstanding customer service in the electrical wholesale sector.

Today Ideal Electrical Suppliers is a market leader in its field with an extensive nationwide branch network servicing the electrical supply needs of the residential, commercial and industrial sectors.

With a focus on market-specific objectives, quality products, advanced eCommerce technologies and innovative supply solutions, Ideal Electrical Suppliers has an enviable record strengthening customers' competitive edge in both local and national markets.

Here at Ideal Electrical Suppliers effective business relationships and proactive account management underscore every aspect of our business giving you complete confidence that your needs are being professionally managed by leaders in their field.

IDEAL SUPPLY PARTNER

With outlets strategically located throughout New Zealand and supported by industry-specific supply hubs, Ideal Electrical Suppliers has the supply network, technical expertise and company resources to be everywhere you need us to be - when you need us.

At Ideal we understand that industry today demands a total 24/7 commitment from supply partners to react to and meet any contingency in the field and this is our service commitment to you.

As part of the Rexel International Group of companies - the world's largest distributor of electrical equipment and engineered solutions - Ideal Electrical Suppliers offers unmatched global purchasing power and supply and distribution alliances that bring the world to your door.

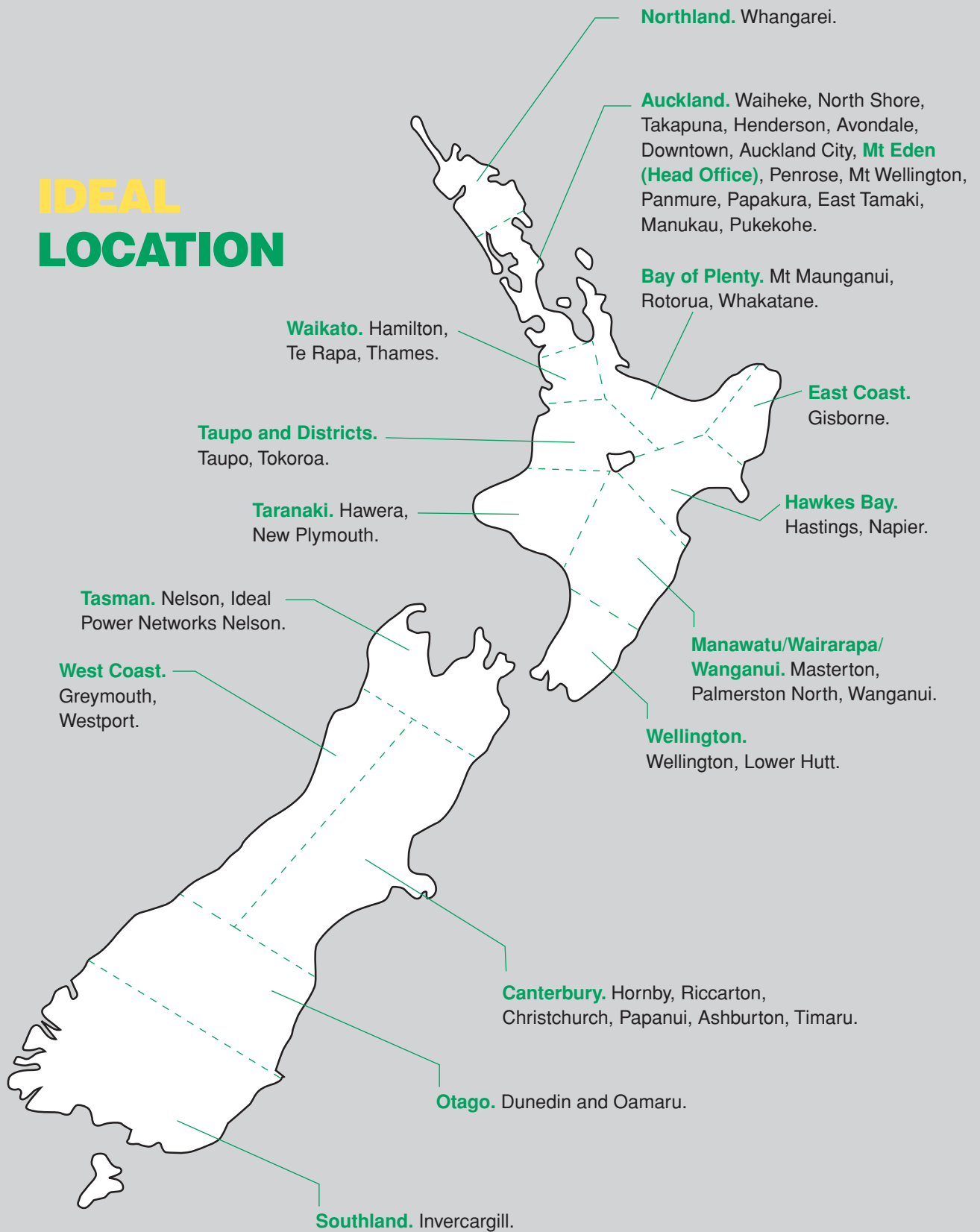
As your preferred electrical supplier Ideal knows the importance of having what you need when you need it at the most convenient Ideal outlet for your worksite or project.

Ideal has a proven record meeting industries' specialist needs through tailored supply solutions designed to maximise business productivity and reduce downtime through plant or equipment failure.

At Ideal we carefully analyse all our clients stock and purchasing trends to establish and maintain suitable stock levels at your preferred Ideal branch or branches. This review process is constantly maintained for added peace of mind. Our specialist online trading solutions reduce manual handling and allow for improved data quality – all of which drive cost savings for our customers.

Whether your needs are large or small, across town or across country, every Ideal customer is assured of the same professional level of service. Our 'can-do' attitude makes us your Ideal electrical partner.

IDEAL LOCATION



TROY LEADS FROM THE FRONT, LEAVING COMPETITORS IN HIS WAKE.

TROY BURBIDGE - Sales Representative, Auckland.
2008 New Zealand, Australian and Oceania K2 Champion.



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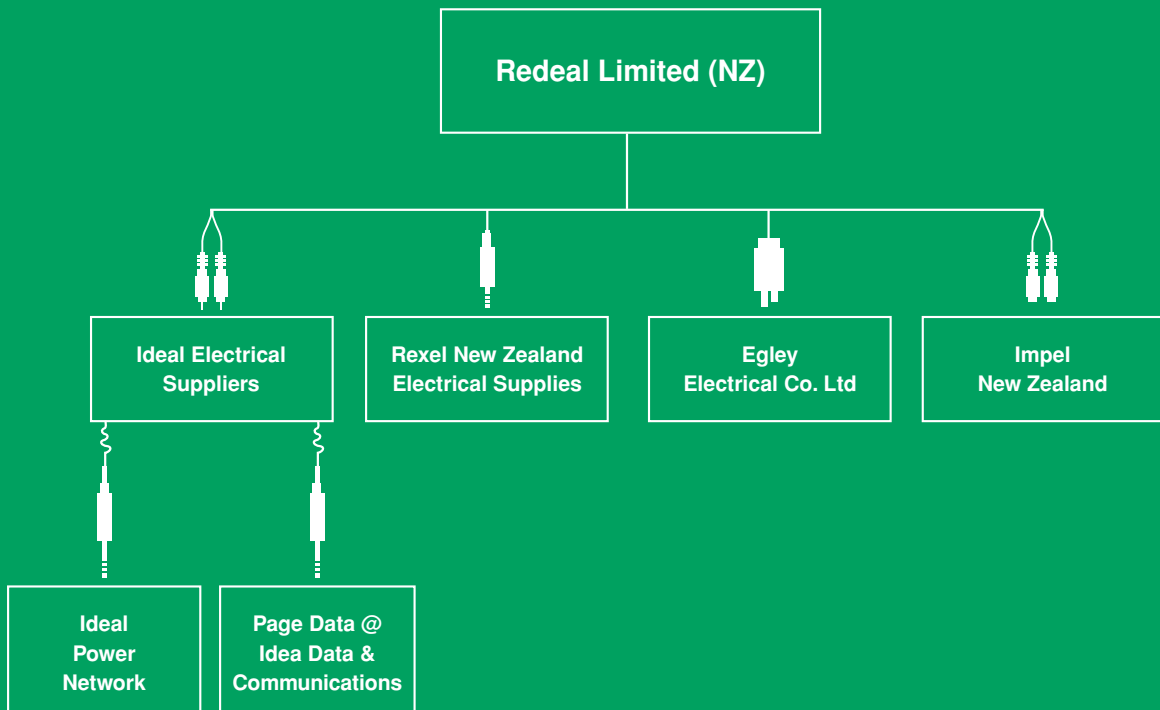
“ Sure things get hectic in this business. But when the pace is on, it’s time to pull out all the stops. We make sure our customers get what they want, when they want it. It’s how we stand out from the pack. ”

That’s what we call ideal determination.



IDEAL STRUCTURE

Ideal Electrical Suppliers is part of the Rexel International Group of companies – the world’s largest distributor of electrical equipment and engineered solutions.



IDEAL VALUES

At Ideal Electrical Suppliers we foster a culture of excellence through our unique programme of 'Vision and Values'. Developed to empower Ideal staff through professional development, recognised industry training and personal accountability at every level.

When you partner with Ideal your business is assured of complete and total dedication and a level of professionalism you would expect from a market leader with a record for service excellence.

At Ideal we believe advanced technical trade skills and superior product knowledge are the key to providing sound solutions.

To this end no fewer than 30 per cent of Ideal staff have formal electrical qualifications and the dedicated support of an industry-backed Supplier Technical Support Group drawn from a select group of leading electrical manufacturers and suppliers.

At branch level you'll also benefit from Ideal 'product champions' whose superior product and application knowledge across many key lines will ensure you make informed decisions and get the best product or solution for the job.

Ideal firmly believes in a more advanced level of trading and reduction of cost for the customer through the use of eCommerce technology, and offer a range of tailored solutions to suit our customers – no matter their size or technical capability.

AN IDEAL CHOICE

A holistic, industry-wide supplier, Ideal Electrical Suppliers carry the most comprehensive and diverse range of electrical equipment and solutions across every industry sector and sub-sector of residential, light commercial, large multi-site industrial and manufacturing plants and facilities.

With exclusive access to the vast technical resource and supply channels of our global partners, Ideal Electrical is also industry's first choice for sourcing non-standard, discontinued or hard-to-find items and custom-engineered installation solutions.

As the industry's most preferred electrical supplier, Ideal Electrical Suppliers operates a number of specialist service divisions to provide dedicated industry support to the utilities, power networks and the data and communications sectors.

Ideal's industry-trained and qualified specialists can assist with project design, product specification and innovative and cost effective installation from simple home automation to complete fibre optic network solutions to future-proof and strengthen any data platform.

THE IDEAL ADVANTAGE

As an Ideal customer your business will have exclusive access to our dedicated and highly skilled teams of estimators, contract analysts and project managers whose sole function is to interpret your project requirements and ensure you get the right products for the job - first time - every time.

Our total service commitment extends to project and site visits to assist you with or facilitate the preparation of supply assessments and project evaluations.

For large projects or where site access is difficult or restricted Ideal can offer a range of alternative supply solutions that include containerised stock delivery to your site and maintained 'agreed' stock levels for the duration of your project.

This facility can be extended to include maintenance spares at industrial plants and manufacturing facilities where 24 hour on-site access to electrical equipment is critical to maintain productivity and minimise losses through unscheduled downtime.

As today's market leader Ideal has supply arrangements with more than 1700 suppliers representing in excess of 130,000 line items. Our size and purchasing strength means we can often generate significant client savings, improved inventory control and reduced non-recoverable administration costs through supplier consolidation.

Our market-leading eCommerce technologies allow an electronic and paperless communication path to our customers that increases the speed of communication, lowers costs and increases efficiency in the trading relationship.

IDEAL REWARDS

At Ideal we value your loyalty with either a comprehensive preferred supplier agreement or the industry's most exciting reward scheme that puts the choice of reward in your hands where it belongs.

Our customers often remark how quickly their reward points accrue and the value they derive from being able to monitor their progress towards a select item.

Ideal Electrical Suppliers also facilitate regular promotional activities in conjunction with its leading suppliers and proud supporter of industry trade shows, corporate events and trade competitions to encourage safety and excellence in the electrical sector.

IDEAL SAFETY RECORD

You're in safe hands with us. Ideal are totally committed to health and safety in the workplace and in the field.

Our experience working on multi-hazard sites means less worry and inconvenience for you, as well as faster service delivery, regardless of operating procedures or environment. Many Ideal field representatives regularly undertake site induction training as well as safety training are encouraged to do so as part of our investment in your account.



MARK BELIEVES TRUE LOYALTY SHOULD BE REWARDED.

MARK MANSELL - Business Development,
Waikato/BOP Region.

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“ When we’ve got a tournament in full swing, it’s gratifying to look around and see members getting something back for all the hard work they put into the club. It’s the same way I feel about our customers when I see them enjoying rewards from our loyalty programme. ”

That’s what we call ideal recognition.

AN IDEAL TOMORROW

At Ideal Electrical Suppliers 'sustainability' is more than a buzz word and something we encourage and help our customers achieve through product stewardship and the promotion of effective, energy-saving, lamp alternatives.

Ideal has embraced and follows closely the Rexel group of companies Charter for Sustainable Development – a document held in high regard by environmental agencies around the world.

Our commitment to this Charter flows onto our clients through simple but effective measures to encourage the recycling of mercury-containing lamps and other hazardous waste items, which can be dropped at selected Ideal outlets for proper disposal.



With customers

As a special offer to all our customers, we promote energy saving lighting. Facilitating onsite energy audits.



In the branch

Every year staff are updated with our 'ethics guide' and the implementation of our sustainability charter. We work with leading industrial partners in the energy efficiency and building automation.



Waste and recycling sorting

As well as recycling all grades of paper products, we are active in the recycling of fluorescent tubes, other lighting sources and printer cartridges.

IDEAL ON-LINE

Ideal offers a range of on-line business options to support our small, medium and large customers with account management services which include on-line ordering, pricing and discount matrices, stock availability (by branch) and specific price/customer files, invoices and statements.

We also offer advanced tailored on-line solutions to suit your business, such as mobile ordering, dedicated customer websites, integrated purchase ordering systems with customer specific pricing and availability, and business systems integration - all of which will provide cost reduction and a seamless trading relationship.

ideal.co.nz

