

JUNE 2011

# switchedon

*Engineering brilliant solutions*



**AEGIS Ring  
Main Unit  
launches  
in South Africa**

**Also in this issue**

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- SABRE RMU training at Sterling Power
- New Sales offices in Riyadh & Jeddah

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# Welcome



**Welcome to all our employees, partners and customers around the world as we come to the end of a challenging first quarter of 2011.**

The effects of the turbulence in the Middle East has been noticeable and this has had a slightly negative impact in the current year so far. However we are continuing to push forward in new markets which will give positive results in 2011.

The year promises to be one of stabilisation rather than growth and though it will be tough, we do have ambitious plans for new and emerging markets and for more efficient product development which will help us face these challenges. Overall we are well placed to advance later in 2011 and beyond.

We have recently expanded our sales presence in the Asia Pacific region and we are looking for newer,

bigger premises nearer our key customers in Malaysia. In China we have signed a lease on a new office in Beijing which will give added impetus to our ambitious plans and we will be strengthening the sales teams globally to focus more on our increasing Automation product and service offering.

In this edition we highlight recent global exhibitions and events from Dubai to South Africa. We look at our new offices in Saudi Arabia and we reflect on the launch of our new AEGIS unit. We also feature our success with our partners Bin Salim Enterprises, which has resulted in establishing successful business in the Oman market.

Thank you all again for your continued dedication and support as we enter another crucial phase of the Company's development, we can look forward with great optimism for the future.

**Carl Sellick**, Global Sales and Marketing Director

*Nirina Cloete is the wine maker for 'Quion Rock' and conducted an excellent wine tasting session for our guests before the unveiling of AEGIS.*



## Lucy launches AEGIS in South Africa

At the recent African Utility Week held in Cape Town on the 14th to 17th March 2011, Lucy Electric South Africa (Pty) Ltd. launched the AEGIS Ring Main Unit to the Sub Saharan Africa market. There was also a wine estate visit specifically for current and potential customers to share the beautiful wine land area of Stellenbosch with us. The photographs here show off the ambiance of 'Quion Rock' and the wine tasting experience of the world renowned wines of South Africa.



The latest product designed, developed, engineered and introduced by Lucy Switchgear. The AEGIS complements the company's RMU family providing customers with a full range of medium voltage ring main unit products. Appropriately, 'AEGIS' means 'Shield' in Greek.



Our special guests to the launch were (R to L): Mr. Michael Rhode (AMEU President & Electrical Engineer Drakenstein Municipality); Phillip Fouche (Lucy SA); Barry Janse van Rensburg (Zest/Weg); Andrew Evans (Lucy Dubai); Rick St.John (Lucy SA)

A pioneer in the field of RMU's with its 'Trident' fused, oil-insulated RMU, Lucy Switchgear has installed tens of thousands of these units to protect medium voltage underground networks throughout Africa, the Middle East and Europe.

AEGIS, the new addition to the family, has been specifically designed to meet the new IEC specifications and also adapted to meet African Electrical Utility network needs and conditions.

The unit was developed with inputs from ESKOM, the Power Institute of East and Southern Africa (PIESA) and the Union of Producers, Transporters and Distributors of Electrical Power in Africa (UPDEA).

Internally arc tested by the South African Bureau of Standards and KEMA, the world renowned and leading type testing authority, the AEGIS RMU will be available up to 24 kV. It offers the option of being fully automated with a plug-and-play RTU. The AEGIS is a panel style RMU designed for front entry cabling and is also available for indoor-type secondary distribution applications.

Utilising vacuum circuit breakers, AEGIS has been designed for long service life and virtually zero maintenance.

The AEGIS range of vacuum circuit breaker RMU's is suitable for secondary distribution networks up to 24 kV and rated currents up to 630A, providing a comprehensive series of solutions which lend themselves to numerous applications for utilities, compact secondary substations, mining and commercial buildings. It is available for both indoor and outdoor environments in the harshest of conditions without the need for additional housing.

AEGIS is used at the secondary distribution level primarily for power distribution and protection of local transformers and is suitable for heavy duty operation. It can be used either as a freestanding unit or installed in compact mini-substations and kiosks.

Simple to install, easy to operate and climate independent, it is configured for future automatic applications and is highly cost-effective. Suitable for both indoor and outdoor application the AEGIS provides superior electrical performance.

Among key features are the versions in 12 kV, 17.5 kV and 24 kV, its compact 'one-tank' solution, intuitive mimic diagram and vacuum interrupters for circuit breakers. In addition, it allows integral cable testing from the front of the unit. The common stainless steel switching chamber is hermetically sealed.

The addition of AEGIS to the Lucy Switchgear range of RMUs provides customers with a full choice for using any Lucy Switchgear solution for both engineering and/or budgetary constraints.

African Utility Week is Africa's most popular and prestigious conference and exhibition for the electrical supply industry, held in South Africa and hosted by Spintelligent / Clarion Events. Lucy Switchgear are proud gold sponsors for the second year running and 2011 broke all records for exhibitors, delegates and visitors.

AUW 2011 was ideal for the launch of the AEGIS RMU and the Lucy Switchgear and Zest/Weg stand dominated the exhibition area.

The theme of the Lucy Switchgear presentation was distribution automation, showing that AEGIS and the SABRE product range can be automated and controlled both locally and remotely. The automation platform uses our Gemini 2.5 Control and interface software with mimic interface software simulating a control centre. Great interest was shown by all who visited and operated the simulation. Equally, many potential customers were impressed that Utilities in Ghana, Nigeria and Sudan have rolled out Lucy Switchgear Automation solutions.



# 25 years in Oman & still going strong

Bin Salim Enterprises has been our business partner in the Sultanate of Oman for the past 25 years, and this joint cooperation has resulted in establishing a successful business in the Oman market for various Lucy Products.

Over the years the Sultanate has witnessed steady and continuous growth in power sector development and Lucy & Bin Salim Enterprises have played a major role in development of distribution networks by supplying maximum numbers of Ring Main Units. Over the last 25 years Lucy have supplied more than 10,000 units to Oman, for end users like:

- Muscat Electricity Distribution Company SAOC
- Mazoon Electricity Company SAOC
- Majan Electricity Company SAOC
- Rural Areas Electricity Company SAOC
- Dhofar Power Company, Salalah

In order to further strengthen the partnership relationship with our valued customers, a Distribution Automation Seminar on Ring Main Units & OHL equipments was organised at MUSCAT in October 2010 which was attended by Engineers / Technicians from the above Distribution companies, Various Consultants & Electro – Mechanical Contractors, Ministry of Defence, Ministry of Health, Sultan Qaboos University etc. The response from the attendees was excellent and large numbers of local Omani Engineers were very instrumental during question and answer sessions and with an automated Ring Main Unit on display, Omani customers were able to get hands on experience about the latest updates in the field on Secondary distribution Automation.

It is said that communication plays a major role in every business. By having daily communication between Lucy Switchgear and Bin Salim Enterprises, regular visits by Lucy Switchgear Engineers to Distribution Utilities, Bin Salim have achieved consistent customer satisfaction and successful long term business for Lucy Switchgear in the Omani market.

Lucy & Bin Salim Enterprises always work as a team and have set a perfect example of a principle / agent relationship.



Omani Engineers during hands-on training on Automated Oil Ring Main Unit.



Distribution Automation Presentation in progress.



Chairman of Bin Salim Group H.E. Sheikh Is-haq Hamed Salim Al Rawahy & General Manager Nelson D'Silva meeting the Lucy Area Manager and Regional Manager.



Seen from left to right: Nelson D'Silva, General Manager Bin Salim Group, Engineers from Oman Utility / Ministry of Defence, Ashok V. Palde, Lucy Area Manager, Mohammed Abd El Aziz, Lucy Automation Engineer Lucy Switchgear, Ahmed Abdallah, Lucy Regional Sales & Marketing Manager and Vijay D' Souza, Sales Manager Bin Salim Enterprises.



# Sterling

extend their switchgear range and find a Diamond



# Power

**The Sterling Power Group is always looking for new quality switchgear for their installation arm (Sterling Power Utilities) and their training company (Sterling Power Training).**

Sterling Power Training specialises in providing high quality electrical power training – offering a unique and comprehensive training service to the industrial organisations that operate their own high voltage (HV) and low voltage networks (LV).

Their engineering craft and health trainers are recognised both at local and national level at being at the forefront of the highest quality electricity distribution network training. All of their trainers have extensive experience in training and working within the UK energy and distribution industry.

Their Halesowen Utility training centre can offer other bespoke courses including writing safety rules, substation access courses and meter installation training.

These facilities are available to both private and public sector engineers who require on the job experience or refresher courses. By working on live 11kV equipment in one of their eight substations they can obtain, for example, certificates for Senior Authorised Persons (SAP) and Approved Persons (AP) – all assessed by engineers with over forty years of electrical distribution network knowledge.

The introduction of the SABRE VRN2a 11kV vacuum ring main unit into one of their substations has proved to be a great success with the majority of managers and engineers who are trained by Sterling.

The ease of switching the SABRE unit into various switching positions together with total transparency and padlocking for safety has also been applauded by the course participants.

Sterling Power Utilities are offering the SABRE unit on quotations for typical installations on 11kV networks. This includes package substations for contestable work associated with NERS (the National Electrical Registration Scheme), where companies require the design and installation experience, qualification audit and quality of workmanship.

Negotiations are continuing by both companies to explore other opportunities where added value can be achieved to ensure customers gain further competitive advantage.

# MEE exhibition

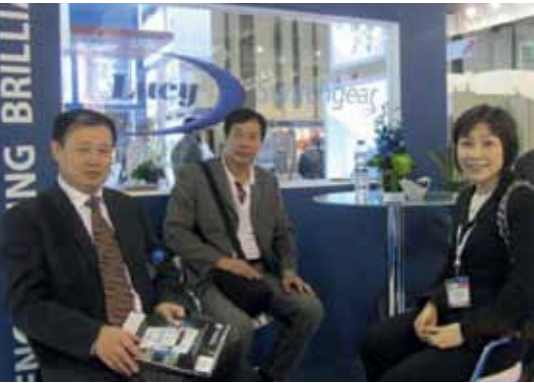
For over 10 years Lucy Switchgear has exhibited at the MEE exhibition which continues to be the largest and most well attended event in the Middle East region and brings together customers from all over the world.

This year the focus was again on Distribution Automation and Remote Control. New products included our new Ring Main Unit 'AEGIS' which is designed for secondary distribution networks up to 24kV and rated currents up to 630A, and LV Feeder Pillars rated up to 3000A with MCCB or fuse protection.

The event was a great opportunity to meet with our many friends and visitors, old and new.



# TangShan Electric Bureau China



During the Middle East Electricity Exhibition Dr Zhenhui Gou, Global Technical Marketing Manager for Lucy Switchgear, hosted a visit from both Technical and Commercial representatives of The TangShan Electric Bureau, China.

The contingent gave their stamp of approval to the Jebel Ali production facilities before moving on to the MEE show for further Lucy Switchgear product presentations.

The TangShan Electric Bureau will join many other customers around the world in taking delivery of the new Aegis ring main unit later this year.

# New Sales offices in Riyadh & Jeddah



Lucy Switchgear in Saudi Arabia has benefitted from new market opportunities following the opening of new regional sales offices in Riyadh and Jeddah.

The new offices were ideally located to provide excellent continuity and customer support following Saudi Electricity Company's (SEC) decision to move the responsibility for ring main units from Dammam to Jeddah.

Our two new sales offices are each manned by a Business Development Manager (Alaa Khoja in Jeddah and Bilal Abu Dayyeh in Riyadh) along with a Key Account Sales manager (Abdul Raouf Eizzi in Jeddah and Hassan Al Bahrani in Riyadh).

We have always had a physical presence in Riyadh but the new office will allow for growth and expansion in the area and demonstrates a commitment to supporting our customers in the region with extensive market knowledgeable, experienced staff, inline with Lucy Switchgear's corporate standards.

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