



MIDDY'S

Offering you more...





MIDDY'S

Offering you more...

Middy's has always offered you more.

Throughout our 90+ years in the electrical industry our commitment has always been to work closely with you, our business partners, to enhance your business and provide opportunities to develop our businesses together.

The Australian electrical industry is an ever changing landscape that constantly evolves to deliver new market opportunities.

From data comms and security; to automation and energy management, new business opportunities abound and the challenge for the qualified installer is how to keep pace with these accelerating developments.

At **Middy's** we see our responsibility as one of investing in the products, knowledge, skills and support services to enable our business partners to grow new markets. With this support we enable you, to offer a broader range of services to your clients, secure in the knowledge that you have the support to deliver.





Middy's is Australia's largest independent electrical wholesaler and has been family owned since 1928. Our nationwide 110+ branch network can provide you with all the resources to ensure you get the most out of your business.

So whether it's choosing the right products, developing your staff, broadening your jobs, entering new technology markets or staying abreast of the latest industry news, **Middy's** is **Offering you more...**

Mekolec, for over 30 years has specialised in supplying the Lift, Fire, Electrical and Rail industries. A broad range of industry specific product is available for online orders, counter sales or daily delivery from it's Port Melbourne branch.

Middy's acquired **Salmon Brothers Electrical** in 2018. The business has been trading since 1954 and the four branches at Fairfield, Meadowbank, Northmead and Padstow add to **Middy's** Sydney metro branch network.

Goulburn Electrical Wholesalers was established in 2005 and acquired by **Middy's** in 2019. This branch continues to support it's local area as well as strengthening **Middy's** NSW country branch network.

PowerPlus Griffith first opened in April 2004 and **PowerPlus** Leeton in March 2009. Both branches were acquired by Middy's Electrical in 2021, further adding to our NSW branch network.





Offering you more...

Latest Technologies



*Your Technologies and
Energy Smart Partner.*

Find out how to increase your revenue streams and explore emerging market sectors with **Middy's TechEnergy**. Our team has the skills, knowledge, expertise and resources to service and support all your technologies and energy efficiency requirements.

Middy's TechEnergy provides best in class service, support and a value add proposition unsurpassed by our competitors. We continue to support and protect the channel to market and provide high quality, reputable and credible brands.

Middy's TechEnergy works in partnership with you, the contractor, and your customer in a confidential and trusted manner to enable you to undertake new projects and ensure profitable outcomes.

Our Technologies:

- › Data & Comms
- › Security
- › Home Automation
- › Audio Visual
- › Solar & Battery Storage

As well as specialist support we are also equipped to integrate product categories to provide complete end to end solutions to meet customers' requirements and expectations.

Contact the **Middy's TechEnergy** Team on **1800 778 823** or **techenergy@middys.com.au** to find out how we can help you.



Offering you more... Energy Smart Ideas



*Providing the right choice
for your customer.*

Most electrical contractors are aware of the many energy efficient products available on the market, but do you know which products provide the greatest benefit to your customers?

The **Middy's TechEnergy** team can provide you with product knowledge and installation information to make you an expert on energy efficient products. We want you to feel confident offering your customers energy efficient solutions that will provide a practical solution for long term savings.

Conduct an 'Energy Smart Audit' for your customers, then upgrade them to more energy efficient models.

Most consumers are not aware of how much energy these new products are capable of saving them. When informed they typically choose to spend the extra outlay to get the payback over a few years.

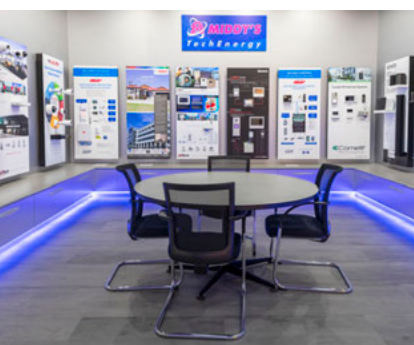
Providing 'Energy Smart Audits' to customers provides them with all the options so they can make an educated decision.

Contact the **Middy's TechEnergy** Team on **1800 778 823** or **techenergy@middys.com.au** to organise a Site Energy Audit.





Offering you more... Industry Training



Middy's provides a wide range of training options for contractors including online and classroom training.

Middy's contractor training courses strive to upskill individuals and allow them to diversify their business into new markets. Training courses offered by **Middy's** include in-house training at our Smart Centre and accredited training recognised nationally. We are always introducing new courses and will continue to provide this service.

Industry Training is open to all members of the electrical industry from apprentices and electrical contractors to architects and builders. All training is conducted by professional trainers in association with our training partners.



Our training courses can also be tailored to suit individual needs. Online training is available to those who are located in rural areas or find it difficult to take time off work.

We work closely with key industry suppliers and associations to provide training on newly released products and services available in the market.

Classroom training courses are provided at our state of the art **SMARTCentre** training facility in Mulgrave, Melbourne. Monthly hands on training is available in our purpose built classrooms in the **SMARTCentre** showrooms which feature working displays and installations.

For more info visit:
middys.com.au/our-services



Offering you more...

Scholarships & Awards

The **Middy's Scholarship Program** offers an extensive range of training and skill enhancement courses, delivering you the skill sets and competitive edge you need to succeed in today's challenging environment.

We value the future of the Australian electrical industry, which is why we created the **Middy's Scholarship Program** in 2009; to help Australian electricians to be the best they can be.

The **Middy's Scholarship Program** is open to all A grade electricians, 4th year electrical apprentices and data installers (with ACMA open registration cabling course accreditation).

The **Middy's Scholarship Program** is designed specifically so you can tailor courses to your individual needs and interests.

For more info on the **Middy's Scholarship Program** visit: middys.com.au/scholarship

In honour of the late Nick Middendorp, the **Middy's Small Business Awards** are designed to help small electrical contractors improve business sustainability and increase the ability to plan, manage and respond effectively to growth.

The awards can assist contractors to invest in new equipment or infrastructure, or help them enter into new markets. The aim of the awards is to help in whatever way possible to run and grow a small business. This in turn helps stimulate small businesses to accelerate employment and generate more income.

For more info on the **Middy's Small Business Awards** visit: middys.com.au/smallbusinessawards





Offering you more... Business Support



Middy's are passionate supporters of the Australian electrical industry and our **'Don't Risk It'** campaign, continues across our growing national network of 100 plus branches, to spread the word about electrical safety, by reminding the public to always use a Licensed Electrician.

The background of our **'Respect the Customer'** logo is that **Middy's** as a key industry participant is concerned by the potential changes that are taking place within the industry. New channels of electrical materials to both electricians and direct to the public threaten the traditional distribution model of supplier to wholesaler to contractor to consumer.

Online suppliers are offering products that may not comply with Australian safety standards and can pose a serious threat to you and your customers. Additionally if you purchase these products, you may find your business exposed to potential liability should the products fail or not be fit for purpose and cause fire, injury or death from electrocution.

When customers buy and install components from wholesalers such as **Middy's** they have the security of knowing that we sell quality products from recognised brands. We maintain adequate insurances and are able to support products we sell thereby providing peace of mind to you and your customers.

Major DIY retail chains are ramping up their focus on the Australian electrical market. These companies offer direct sales to consumers and aim to cut out both the wholesaler and the electrician. Under Australian law it is illegal for consumers to install fixed electrical products. Retailers also expose prices on key product lines and limit the ability for you the electrician to charge a margin on materials.

We support quality brands that provide the installer with the peace of mind that the product can be used with confidence and that call backs, due to product failure, will be minimal.

Middy's invests heavily in new technologies with the objective of growing business opportunities for you and your business. This investment is entirely focussed on providing you with broad business support so you can be confident in offering an expanded range of services to your customers and therefore grow your business. We have a proven track record of doing this in the areas of security, automation, data & comm and energy smart solutions.

For more info on how **Middy's** can support you in business visit:
middys.com.au/business-support





Offering you more...

Customised Designs & Solutions

MIDDY'S SmartSpec

Middy's provides a highly efficient and cost effective online software tool, specifically designed to help contractors and builders alike to sell more electrical and home technology products.

Exclusive to **Middy's**, **SMARTspec** is a feature rich online application designed with your clients in mind. **SMARTspec** allows you to simply select from a catalogue of branded products of your choosing then design an electrical and home technology package that your clients will love.

Software is available for you to control in-house or utilise the **SMARTCentre** for a full packaged consultation.

Features include:

- › No need to install software
- › Not locked into one brand manufacturer
- › Comprehensive product range with your installed price points
- › Easy to use functionality
- › Professional plan prints outs for clients
- › Comprehensive reporting functionality

For more info visit:

middys.com.au/our-services

MIDDY'S LIGHTING

Middy's Lighting is a new way to see lighting, through our refurbished branch displays. We provide customers with brands you know and trust. We can assist with lighting designs and tech support to ensure your client is fully satisfied with their selection.



MIDDY'S RAIL

Think Rail, think **Middy's Rail**.

Specialising in servicing major rail projects, providing a complete range of rail products and accessories as required with nationwide delivery.



MIDDY'S INDUSTRIAL

All branches stock a core range of industrial products for day to day service. There are key branches across the nation which carry a broader range of specialist industrial gear.

Middy's Industrial works to provide ongoing product solutions and support.



Offering you more... Online Services



Middy's offers a range of online services to make your day-to-day operations easier.

Middy's Website

The **Middy's** website offers you 24/7 support outside of branch hours. From all the latest news, events and updates, to dedicated industry resources and business support aimed at helping contractors.

The website is also fully mobile responsive, for easy access on your phone or tablet anytime, anywhere.

Our Services:

- › Business Support
- › Industry Resources
- › News & Events
- › Branch Locator

Visit: middys.com.au

Middy's on Social Media

Get social with Middy's by following us on Facebook, Instagram and LinkedIn for all the latest news, promotions, events and more.

Follow [@middyselectrical](https://www.instagram.com/middyselectrical) on:



myAccount

Ordering products and managing your **Middy's** account online just became simpler, faster and more convenient than ever before with **myAccount**.

Features:

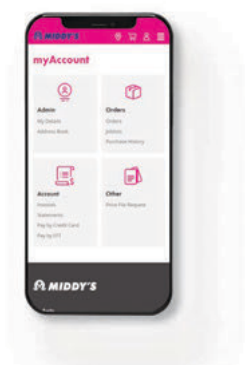
- › Product research, stock availability and online ordering
- › View invoices, statements and make account payments online
- › Create job lists for regular orders and custom lists for specific projects
- › Enjoy click and collect or FREE delivery to most locations

Order products online from 9 different categories:

- › Cable
- › Circuit Protection
- › Electrical
- › Lighting
- › Industrial
- › Heating & Cooling
- › Smart Home
- › Tools

Register today:

middys.com.au/register





Offering you more... Networking Events

Middy's offers a great range of networking events across Australia that provide you with the latest news, products and services and allow you to mix with your peers in a relaxed social environment.

Our branches host regular local events to give you an opportunity to meet our staff, suppliers and other local contractors to discuss local industry issues.

Our **Middy's Info Nights** have become an institution with all electrical contractors and our suppliers.

Info Nights are for all electrical, security, communications and automation installers and their partners. Events are held nationwide in both metropolitan and rural locations.

These nights are a great way to stay up-to-date with the latest industry news and regulations. They provide an opportunity to socialise, enjoy great food and wine and be entertained by keynote speakers and guests.

For more info on **Middy's Info Nights** visit:
middys.com.au/info-nights





DON'T RISK IT
USE A LICENSED ELECTRICIAN
MIDDY'S



A family
owned
Australian
business

Australian Owned and Independent Since 1928

 Middendorp Group of Companies

National Branch Support Centre: 357 Ferntree Gully Rd, Mount Waverley, VIC 3149 **P (03) 7067 5555**

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