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WOMEN IN TRADE

TRANSFORMED
PLASTIX INDUSTRIAL
SAFETY CASE STUDY

INTRODUCING MIDDY'S
CONTRACTOR ASSIST

NEW BRANCH
MIDDY'S BRENDAL, QLD

Welcome From Middy's

ISSUE #38: JUL - SEP 2022

Welcome to the latest issue of your favourite industry MAG where we bring you a spread of Industrial focused content, comprising of a number of industrial focused supplier ads, a Middy's Industrial Case Study (page 15) and on page 12 meet our new Mining & Industrial BDM, Glen Gunson from the NT in our Staff Spotlight.

In this issue we feature 'Women in Trade'. Middy's is a proud supporter and actively promote our industry as a positive space for women to grow their careers. Turn to page 6 to find out more. We also highlight our Pink Tradie Campaign and Ladies' Luncheons on page 7. See how you can get involved in raising money for BCNA.

You won't want to miss an Info Night this year so turn to page 5 to find a night near you. Also, take a look at the Middy's 2022 Small Business Awards winners on page 21.

We bring you the latest branch updates in our national network on page 31 and you'll enjoy meeting the team at Middy's Embleton on page 33 where we find out what drives them and what they like to do outside of work.

From everyone at Middy's, we hope you enjoy the latest issue of the Middy's MAG, and we thank you for your ongoing support.

Nicholas Middendorp

Nicholas Middendorp

Anton Middendorp

Anton Middendorp

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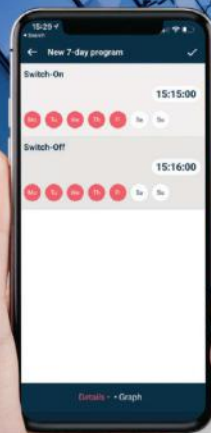
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Cover: Gary Mason, National Sales Manager from LAI Group
inspecting a medium voltage switchboard

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2022 Training Scholarship Program

It's time to start thinking about the Middy's Scholarship Program again with applications opening on the 1st August 2022.

Our Scholarship Program proudly supports local electrical contractors to help grow their careers and generate new income streams. We value the future of the Australian Electrical Industry, which is why we created the Middy's Scholarship Program back in 2009 and have run it every year since, helping Australian electricians be the best they can be.

The Scholarship Program provides the funds for contractors to choose recognised training or skill enhancement courses nationwide to deliver the skill sets and competitive edge needed to succeed in today's challenging environment and give your career an edge.

The program awards \$100,000 worth of electrical industry training across 7 x \$10,000 Gold and 6 x \$5,000 Silver Scholarships. Applications are open to all A grade electricians, 4th year electrical apprentices and data installers (with ACMA open registration cabling course accreditation) and provides the funds for recognised training nationwide.

Now in its 14th year, we are enormously proud that our Scholarship Program has delivered well over \$1M of training to our industry, to over 150 electrical contractors and apprentices.

Never before has it been more important to focus on skills development to keep pace with the opportunities that our ever changing world continues to serve up. Developing new skills and increasing your knowledge base are essential to provide new services to your customers and vital to gain a competitive edge in our technologically advancing industry.

Middy's is proud to support the continual development and rewarding career paths of our Scholarship recipients, with the freedom of allowing contractors to select and customise their own industry courses, no matter where you are in Australia, from Hobart to Darwin and everywhere in between.

So, if you want to be one of this year's 13 recipients all you need to do is complete the online application and tell us why you think you or one of your employees deserves a Middy's Scholarship. Judging of applicants will be by an independent panel comprising of industry professionals from ESV, NECA and Connections Magazine.

A range of electrical industry courses are available to you – from licensing and registration to courses which enhance your industry or business skills. Choose training courses from any Registered Training Organisation (RTO) Australia wide.

The winners will be personally notified by a member of Middy's management and are invited to the Scholarship Awards Presentation in November. Mingle alongside industry leaders, Middy's directors and hear from keynote speakers at a night that celebrates industry excellence. Interstate winners and partners are flown into Melbourne with accommodation included.

Grab a copy of the 2022 Scholarship Program Brochure at your local Middy's branch. It contains information you need about what kinds of courses you can undertake, key dates for the 2022 Scholarship Program, info on what to include when you apply and success stories from previous Middy's Scholarship winners. ■

WELL OVER
\$1M
— WORTH OF —
SCHOLARSHIPS
AWARDED SINCE
2009



2020 Gold Scholarship Winner, Leigh Taggart from Electract



On my second time applying I was lucky enough to win a Gold package. So don't be discouraged if you are not successful on your first attempt. The application process is online and very straightforward. Just take your time and put some thought into your answers. I'd like to give a big shout out to my local Middy's branch in Thomastown, the crew and Branch Manager Andrew Neave who always goes the extra mile, which is why I use Middy's. When I won the Scholarship I also heard directly from both directors, Nicholas and Anton Middendorp congratulating me, which was really nice.

- Leigh Taggart, 2020 Gold Scholarship Winner

Put these important dates in your calendar:

- Applications Open - Monday 1 August
- Applications Close - Friday 23 September
- Winners Notified - Friday 21 October

How to Enter:

- Apply online at middys.com.au/scholarship
- Answer the simple questions in the online form
Applications can take one hour or more depending on how considered your answers are
- We are looking for honest responses and insights into our industry, your goals and aspirations
- Identify previous training you may have undertaken and how you believe further training can benefit you
- Discuss emerging industry themes and potential growth sectors
- Discuss current concerns within the industry and how you believe they could be addressed
- Discuss why you deserve a Scholarship and how it would benefit your business or career
- How you would use the Scholarship if you were successful
- Once you have submitted your application, you will receive email confirmation that your application has been received

Middy's Info Nights

Come along and meet your industry...

We're already half way through the year, but it's not too late to catch one of our Info Nights if you live in Victoria, New South Wales or Western Australia.

Middy's Info Nights are a great night of information and entertainment, with keynote speakers from within the electrical industry speaking about what matters most to contractors. Meet your industry peers and mix in the relaxed and informal environment of a fun night.

The night commences with a supplier trade show and latest technologies display, followed by an introduction from the Middy's family. Refreshments and a two course dinner provided and prizes are awarded for Product of the Night as well as door prizes and showbag giveaways.

The Nights are FREE to all members of the industry, contractors, partners, wives and apprentices.

Info Night Features:

- Supplier Trade Show
- Welcome by Middendorp Family
- Regulations & Safety Update
- Dinner & Drinks
- Comedian MC
- EV Updates
- Product of the Night
- Prizes & Showbags

Don't miss out, find a night near you at:
middys.com.au/info-nights ■



Over 230 guests attended the Bendigo Info Night earlier this year

Remaining 2022 Info Night Schedule:

- 13 July Melbourne North West, VIC
- 27 July Merimbula, NSW
- 17 August Melbourne South, VIC
- 31 August Leongatha & Wonthaggi, VIC
- 7 September Melbourne North East, VIC
- 14 September Goulburn, NSW
- 12 October Wagga Wagga, NSW
- 9 November Western Australia
- 16 November Mildura, VIC

Introducing Middy's Contractor Assist

Ever wanted some quick and easy product, system or solution advice whilst onsite?

Middy's Contractor Assist is now live and currently being trialled across a number of locations within our branch network.

Customers can simply text a photo along with name and query to their local Middy's branch for quick and easy assistance in product selection and local availability.

Another way Middy's is offering you more...

- Alternate product selection and replacement advice
- On the spot pricing and availability
- Speedy direct delivery

Currently available at the following Middy's branches:

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- Colac
- Geelong North
- Grovedale
- Melton
- Stawell
- Torquay
- Ballarat West (Delacombe)
- Geelong
- Gisborne
- Horsham
- Ocean Grove
- Sunbury
- Warrnambool



Text a photo with your name and query to your local Middy's branch for quick and easy assistance in product selection and local availability.

Talk to our staff at your local Middy's branch for more details or visit:

middys.com.au/contractor-assist ■



Women In Trade



It's great to see more women entering the electrical wholesaling industry and Middy's is a proud supporter of promoting our industry as a positive space for women to grow their careers.

Middy's have a dynamic female presence at many of our branches, and as trends evolve, we want to see more female apprentices coming through the TAFE system and we want to provide strong support for women in the electrical industry.

On Monday 16th of May, Middy's got behind a great initiative joining 'Empowered with Women in Trades' at the Trades Fit Young Women Trades and Tech Expo at the Melbourne Convention and Exhibition Centre.

The aim of the expo was to introduce students in years nine and ten to career pathways that they may not have thought of in what are typically seen as male dominated industries.

Students heard from trade and tech representatives from fields including building and construction, electrical engineering, plumbing, automotive, transport and logistics, mining, agriculture and horticulture, aviation, marine, and many more. The expo went on to provide information about how they can pursue a career in trade and other traditionally male-centric industries and provided information about how they can pursue exciting career opportunities in these fields.

Students were able to gain hands on experience through activities and technology displays. They also had the chance to gain an insight into female electricians and discuss pathway options on how to break into the industry with a female second-year apprentice tradie.

Overall, the objective of the expo was to allow young women to connect with employers, key industry organisations and supporters of gender equity, that are helping women step into these fields

Middy's will continue to show our support by actively getting more women involved in a trade. ■



Continuing Our Support For BCNA

MIDDY'S
Ladies' Luncheon

PINK
TRADIE

PROUDLY
SUPPORTING



Our mission is simple; together we are stronger.

Middy's engage in a variety of activities to help raise funds for BCNA. These include our Ladies' Luncheons, Pink Bun Morning Teas and our annual Pink Tradie Campaign.

The Middy's Ladies' Luncheon events are all about bringing ladies together to raise money for Breast Cancer Network Australia (BCNA) and assist in supporting BCNA's efforts to help Australians receive the very best care, treatment and support.

This year, to date we have held three Ladies' Luncheons in different Victorian regions. We have seen a wonderful attendance for our Mekolec Port Melbourne Ladies' Luncheon which was held at Eureka Tower on 1 April, with over 80 guests attending this highly successful event. Also, a big shout out to the 65+ guests who attended the Middy's Yarra Valley Ladies' Luncheon on Friday 13 May at the picturesque De Bortoli Vineyard and the 100+ Middy's customers and employees at the North West Suburbs event at the stunning Marnong Estate Winery in Mickleham on Friday 27 May.

Our team at Middy's wanted to bring everyone together to enjoy a beautiful lunch, have some fun and continue to help raise awareness and support for BCNA by doing our bit to raise funds for its continued support of over 200,000 women and 200 men that are diagnosed with breast cancer each year. The aim of our luncheons and partnership with BCNA is to further promote risk factors and develop new ways to treat and monitor breast cancer; to help improve quality of life for breast cancer patients, develop treatment outcomes and ultimately save more lives.

A special thank you to the Middy's Ladies' Day Team, our Regional Sales Managers and Branch Managers as well as our key suppliers Hager, Legrand, Nexans Olex, NHP, Omega, Pierlite, SAL Lighting, Schneider Electric and Trader who were all involved in making these events such a success.

With our Ladies' Day Luncheons plus our BCNA Pink Bun Morning Tea, we have raised \$29,000 so far this year. The Middendorp family have generously agreed to match the amount raised and continue to show their fantastic support to every single Ladies' Day. ■



Yarra Valley Ladies' Luncheon at De Bortoli



Great to see co-ordinating outfits at our North West Suburbs Ladies' Luncheon at Marnong Estate

Pink Tradie Campaign

As proud partner of Breast Cancer Network Australia's 2022 Pink Tradie Campaign, Middy's will be calling on tradies to join us in supporting Pink Tradie. During August we put out the call to our customers to get involved by visiting their local branch, ask for a Middy's Pink Tradie Beanie and donate to BCNA. Wear your Middy's Pink Tradie Beanie to work in support of the 20,000 Australians anticipated to be diagnosed with breast cancer this year. It's super easy and fun to get involved. By simply snapping a photo in your Middy's Pink Tradie Beanie, following @middyselectrical on Instagram and posting a pic to your socials using #BCNAPinkTradie you'll be in the running to WIN a Middy's Electrical \$500 Voucher. Thanks to everyone that got on board and donated last year which saw us raise \$10,000.

If you would like to show your support for the Breast Cancer Awareness Month, please join Middy's in helping the BCNA by

donating via our Fundraising page. Your donation and support are crucial in our efforts to help make a difference. Whether it be a big or small donation, every dollar raised will help us support the resilient women, men and families facing breast cancer.



Please donate online to BCNA or text MIDDYS to 0476 000 111 and follow the prompts. ■



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Middy's Electrical Pro-Alcohol Funny Car



You read it right. Middy's is proud to sponsor the Chris Hargrave driven, Middy's Electrical, East Coast Mustang & Camaro Parts Pro-Alcohol Funny Car...

The biggest event of the year, the Winternationals, is the largest championship drag racing event held outside of North America, and is the final round of the 400 Thunder championships. The 2022 Gulf Western Oil Winternationals is part of the Ipswich Festival of Horsepower.

Saturday 11 June 2022 saw the event held at Willowbank Raceway, located 30-45 minutes west of Brisbane, in Queensland. The Middy's Electrical pro-alcohol Funny Car, was one of eight cars that qualified in the event. Our entry, driven by Chris Hargrave (pictured right), made the qualifying number six round on the quarter mile track in 5.7 seconds and at 257 miles per hour. Chris went on to quarter finals but unfortunately was then knocked out in the semi-finals due to a broken super charger belt.

The Middy's Electrical Funny Car will enter again in the season's next round in November at East Coast Thunder track with high expectations of dominating. ■



VALE Robyn Calnan

It is with great sadness that we advise the passing of Robyn Calnan. Robyn passed away peacefully on Monday the 16th of May 2022.

Robyn started at Middy's in 1998 splitting her time between two branches, Middy's Darwin and Middy's Palmerston. Starting in our Darwin branch as an Accounts Clerk and finishing off her time at Middy's on Counter Sales at the Palmerston branch. It was at Middy's that Robyn met her husband Ray, who served 25 years and recently retired and they were happily married for 16 years.

Robyn's impact on Middy's has not gone unnoticed with many in the team country wide who were unable to attend the ceremony tuning in online to enjoy "one of the best eulogies". It was a fitting way to send off one of the greats of our Middy's family.

Robyn Calnan was a kind and pure woman. On behalf of the Middy's Directors and staff we want to thank Robyn for her 22 years of service with the company, she played a vital role in our business and she will be dearly missed. ■



Ray & Robyn met at Middy's and were happily married for 16 years



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Staff Spotlight



Glen Gunson
BDM, Mining and Industrial

Glen Gunson Mining & Industrial BDM, NT

Glen has been working at Middy's for the past four months as Business Development Manager (BDM) of Mining and Industrial. We caught up with Glen to discuss all things work, life and what he gets up to in his spare time...

What is the most rewarding part about your job?

I enjoy working with my customers to help find solutions to any problems they come across. I also enjoy the wins you get when you put in work on a project and you get rewarded with an order. Having great working relationships with your customers is vital and it's a great feeling when you can get yourself in a position to be their first point of contact.

What motivates you most about your job?

My team and my customers. I love being part of a great team that all work together for the common goal. My customers motivate me to keep expanding my knowledge so I am better equipped to assist in any scenario that may arise.

What are your goals inside and outside of work?

My goal for work is to build up a mining and industrial division within Middy's where we are known as the go-to for anything industrial. As I have spent a fair part of my career servicing large scale oil, gas and mining sites I know the potential that it can bring to Middy's. My goals outside of work are to help my son grow as a person and try to guide him as best as I can with whatever he decides to do in life.

What are your hobbies?

Being a born and bred Territorian I enjoy most things outdoors so camping, fishing and 4x4ing are the standard hobbies up here. I am also a sports nut, so I enjoy watching the footy (NRL) with my young fella and catching a round of golf every now and then.

What would you say has been your greatest highlight working at Middy's to date?

I have only been with Middy's for a few months however my first initial response was how well the branches work together as a team to help serve the customers as best as they can. Personally, my first highlight was quoting and winning a job for the McArthur River mine which I am trying to build as a large customer for Middy's.

Sparky Spotlight



Terry Maher
Head Honcho, TA Maher Electrical

Terry Maher TA Maher Electrical, NSW

Terry is a long term customer of Middy's Deniliquin, NSW for over 30 years. He is the principle of TA Maher Electrical based in Deni. We stop to chat and find out what he's all about...

What type of work does your business specialise in?

Working in a rural area we receive a diverse range of electrical requirements. With the help of Middy's we carry out anything from design & installation, maintenance for general & sport lighting, power data comms, CCTV, to in floor heating, solar installation, level 2 underground service mains connections, rural pumping and controls.

What do you think is the most rewarding part about working as an electrician?

Undoubtedly successful and safe operational standards of completed projects with customer satisfaction are paramount. This instills a sense of achievement and satisfaction for me, thus establishing personal and business relationships and forming a solo customer base.

What is the biggest threat you're currently facing in the Electrical Industry?

As with other businesses, the electrical industry is suffering from a lack of personnel, both apprentices and qualified staff, possibly caused by past scaling down of pre trade and TAFE education programs.

What type of industry training do you recommend and believe is important for future electricians?

I think we should start at high school level with more emphasis on trade introduction requirements with on-site work experience and apprentices with certified trade education. Especially in rural areas, I believe seminars, trade day and introduction to new products as offered by Middy's are very important.

What are your hobbies and interests outside of work?

I'm a bit of a petrol head and follow a range of motor sport across Winton, Mallala, The Bend and Phillip Island. With 5 kids (2 of them electricians) and a handful of grand kids, family plays a major role in enjoyment and relaxation for me.

Want to feature in our Sparky Spotlight? Drop us a line and we'll get in touch. Email us at hello@middys.com.au

Introducing TeSys Deca

The New generation of TeSys Motor Control

From November 2021, the TeSys Deca Series will provide a **greener, more robust, and highly innovative motor starter solution**, thanks to its range of new technical features. The series also assumes a sleek dark-grey design, for a more modern look and feel **without any changes to the part references and product dimensions**.



TeSys GV2/GV3



TeSys D



TeSys LRD

TeSys Deca Series



TeSys Deca
Power Motor circuit
breaker



TeSys Deca
Control
Contactors



TeSys Deca
Protect Overload
Relays

The new TeSys Deca Series is derived from the existing TeSys D contactors, combining the TeSys GV2 and TeSys GV3 motor circuit breakers, as well as the TeSys LRD overload relays, and offers a host of new features. The TeSys Deca Series covers all major motor ratings, from 3.7 kW up to 75 kW.

Modern TeSys signature

Homogenous dark grey design for a modern look and feel for all products



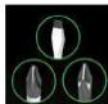
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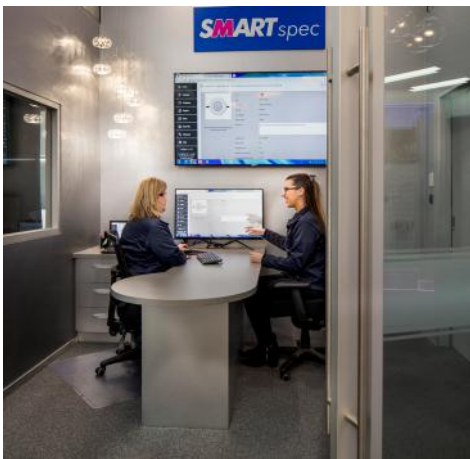
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Schneider
Electric

October 2021

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Middy's 'Offering You More'...



At Middy's, we see you not only as our customer but as our valued Business Partner.

What is a Business Partner?

Business Partners trust each other and understand that each have a unique set of skills and expertise. This expertise assists with business growth and capturing emerging opportunities.

As your business partner, Middy's TechEnergy provides the knowledge, expertise and resources to service and support all your technologies and energy efficiency project requirements.

As a division of Australia's largest independent electrical wholesaler Middendorp Electric, TechEnergy enables you to undertake new customer projects and ensure profitable outcomes. Best in class service and support add up to a value added proposition for electrical contractors which is unsurpassed by our competitors.

What expertise does Middy's have?

- ❑ **Lighting Design** - offering agnostic lighting designs for most project requirements
- ❑ **Solar and Battery Design** - scope specific designs
- ❑ **Integration Services** - our team of integrators will provide design, programming, and commissioning services for a wide range of smart products

❑ **Electrical Consultations** - utilising our exclusive Smartspec® software our consultants sit with end users and plot electrical, energy and technology requirements onto their plans, and provide installers with full documentation including bill of material, wiring plan, product legend and quotation

❑ **EnergyTrust®** - world first software to assist you in quoting energy projects more efficiently

❑ **Smart Centre** - Middy's state of the art facility showcasing the latest and greatest smart electrical solutions

❑ **NDIS** - specialising in Specialist Disability Accommodation, design, programming and commissioning

❑ **Electric Vehicle Charging** - assisting with product selection and design requirements

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MIDDY'S INDUSTRIAL BDM DEAN SULLIVAN

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SAFETY CONTROL BOARD BUILD

Transformed Plastix is Australia's Industry leader in Twin Sheet Vacuum Forming technology. This flexible and innovative company was established in 1999 and is the only company within Australia capable of manufacturing large format twin-sheet vacuum-formed components.

Ben Beel, owner of Beel Electrical based in Dromana, was challenged with the task of design and construct of both the Electrical motor control as well as how to source a solution for the safety systems. As this was a patent design and custom build fit for purpose project, we were challenged with designing a system that was not only safe and compliant but also did not hinder the operator of the equipment. With assistance from Dean Sullivan, Middy's Industrial BDM, we came up with a solution using an Allen Bradley Safety Zone Laser Scanner. This was designed and constructed by Kieran East from Beel Electrical with the custom-made safety control board built and wired into a floor housing. The scanner enabled the user to select between three configurations that ensured safe operation when it came to all configurations of the machine.



THE SAFETY CONTROL BOARD BUILD:

Electrician Ben Beel reached out to the Middy's Rosebud team who alongside Middy's Industrial BDM Dean Sullivan assisted in selecting and sourcing the right products including an Allen Bradley Safety Zone Laser Scanner for the Safety Control Board build.



3 CONFIGURATIONS
FOR SAFE OPERATION



GUARD & PROTECT
PERSONNEL FROM INJURY



100% CUSTOMISABLE
PROTECTION ZONE



DOESN'T HINDER
EQUIPMENT OPERATION

“

Middy's is a vital part of my operation, we see them as an extension of our business. We were able to reach out to our home branch Middy's Rosebud where Rhys Borham engaged Dean Sullivan Industrial BDM who assisted in selection and sourcing the right products for this project. Our valued relationship with Middy's and the team at Rosebud, always going the extra mile, greatly assisted in delivery of this project. We are forever grateful for Middy's support and to be a part of the Middy's Family.

Ben Beel Owner, Beel Electrical

”

Download and print this Case Study at: middys.com.au/case-studies

The Trusted Partner For All Your Industrial Needs



Middy's Industrial is a revitalisation of the company's Industrial program focusing on our electrical contractors and market verticals such as end-user food and beverage, mining and water.

This is not to say we have not been engaged in this market; we have, with all Middy's branches selling industrial product. We have taken a more strategic approach on Industrial and initiatives are already in place.

Firstly, we have commenced building a team of industrial specialists led by Trevor Quaini (National Industrial Manager) with over 40 years experience. Trevor is an electrician by trade and has held industrial roles with Clipsal then Schneider Electric.

Troy Crawford (Northern Victoria and Southern NSW BDM) with over 30 years experience as an industrial electrician at end-user locations as well as 21 years with Remtron Automation Albury.

Hank Terpstra (Western Victoria BDM) has over 30 years experience as both an industrial electrician at the Ford Motor company as well as various roles at Hager, B&R, Eaton and Schneider.

Dean Sullivan (Eastern Victoria) also has over 30 years experience as an industrial electrician at end-user sites as well as 25 years with NHP.

Glen Gunson (Northern Territory BDM Industrial) has 17 years experience within the electrical wholesale industry primarily servicing the Mining sector including period contracts and projects and Industrial Contractors.

Craig Hams (South Australia BDM) with over 36 years experience as an industrial electrician at end user sites ACI Glass, Amcor, Scholle and Australian Sub Corp (ASC).

As you can see, combined we have well over 100 years of industrial knowledge and market experience within our Industrial team. We will continue to build on our specialist team, and we want to understand your business and provide: added value, solutions and support. Our ambition is to be the trusted partner for all your industrial needs. Reach out to any of our friendly Middy's staff with an enquiry, we look forward to the opportunity to work with you.

Our people are our most important asset and as such, up-skilling our branch staff through dedicated training programs has already commenced. We are being well supported by all lead industrial brands training teams on all current and emerging industrial technologies so we can offer our customers more. We can also provide specialised training on request.

Significant investment has already been made to increase industrial stock levels, mainly with the industrial branches. We want our customers to be confident when they walk into one of our industrial branches that they will walk out with product in hand.

To kick off the Industrial program it was decided to strategically focus on 21 branches primarily in Victoria. This is designed to best service their nearest region and local Middy's branches.

Eventually all Middy's branches will be brought into the program. The current list of Middy's Industrial Branches can be found in all editions of the Middy's MAG and on the Industrial page of the Middy's website.

Products classified in the Middy's Industrial portfolio include; Distribution Boards, Motor Starters - DOLs, Variable Speed Drives, Contactors and Overloads, Push Buttons, Sensors, Limit Switches, PLCs, Industrial Cables and many more.

You will see increased marketing activity on our website, in the Middy's MAG, on posters, branch signage and at our Info Night events. To make the selection of industrial products easier for you, planograms have been set-up behind the branch counter in all industrial branches. Look out for industrial promotions coming your way soon.

Our vision is simple. That is for Middy's Industrial to be the industrial wholesaler of choice. We want to ensure the customer experience is a positive one by providing end to end solutions that meets the end user, electrical contractors and their clients' needs.

Please speak with our friendly Middy's staff regarding your industrial enquiries and needs.

Industrial requirements can include:

- ☐ On site meetings
- ☐ Customised training
- ☐ Off the shelf panel boards, custom built panel boards, low voltage switchboards, tenancy boards, group metering and motor control centres
- ☐ Off the shelf and custom-built starters
- ☐ Commissioning, serving, breakdown, repairs and refurbishment of variable speed drives
- ☐ Custom built motors and gearboxes for all end user mining, food & beverage and water applications, etc.

Industrial Specialists Contact details:

Trevor Quaini – National Industrial Manager
M 0435 195 473 | E trevor.quaini@middys.com.au

Hank Terpstra – Western Victoria
M 0429 843 242 | E hank.terpstra@middys.com.au

Troy Crawford – Northern Victoria, Southern NSW
M 0436 836 621 | E troy.crawford@middys.com.au

Dean Sullivan – Eastern Victoria
M 0429 888 580 | E dean.sullivan@middys.com.au

Glen Gunson- Northern Territory
M 0409 766 071 | E glen.gunson@middys.com.au

Craig Hams – South Australia
M 0418 196 060 | E craig.hams@middys.com.au

Contact one of our Industrial Specialists or your local Industrial Stockist branch to see how we can help you. ■



Middy's Laverton Sales Rep, John Dooley at customer site, Norstar Steel Recyclers in Laverton, VIC.

Middy's Industrial Branches:

VIC:

- ☐ Ballarat
- ☐ Bendigo North
- ☐ Carrum Downs
- ☐ Dandenong South
- ☐ Geelong
- ☐ Hallam
- ☐ Laverton
- ☐ Mekolec Port Melbourne
- ☐ Shepparton
- ☐ Warrnambool
- ☐ Yarraville

NSW:

- ☐ Wagga Wagga

NT:

- ☐ Palmerston

- ☐ Ballarat West
- ☐ Braeside
- ☐ Dandenong
- ☐ Echuca
- ☐ Geelong North
- ☐ Hastings
- ☐ Leongatha
- ☐ Oakleigh
- ☐ Traralgon
- ☐ Wodonga

SA:

- ☐ Salisbury North
- ☐ Mildura

Industrial products include:

- ☐ Contractors
- ☐ Soft starters
- ☐ Metering
- ☐ Transfer switches
- ☐ Distribution boards
- ☐ Air circuit breakers
- ☐ Sensors
- ☐ Current transformers
- ☐ Photo electric
- ☐ Weatherproof
- ☐ Hazardous location
- ☐ Overloads
- ☐ Motors
- ☐ Enclosures
- ☐ Load break switches
- ☐ Relays
- ☐ Terminals
- ☐ Power factor correction
- ☐ Motor protection and circuit breakers
- ☐ Variable speed drives
- ☐ Fuse switches
- ☐ Industrial circuit protection
- ☐ Pendants and signalling
- ☐ Pressure switches
- ☐ Push buttons
- ☐ Limit switches
- ☐ Proximity switches
- ☐ Cam switches
- ☐ Measurement, control & monitoring
- ☐ DOLs
- ☐ Star Delta motor starters
- ☐ Power Supplies & Transformers
- ☐ Moulded case breakers
- ☐ Times
- ☐ Cable & glands

Supplier partnerships are key to assist our growth ambitions. These include:



Help Us Spread The Word



Middy's is a passionate supporter of the Australian electrical industry. Through our "Don't Risk It" campaign, we're spreading the message to help make homeowners aware of the need to take electrical work seriously and avoid risks by always using a licensed electrician.

Help us spread the word by collecting a sticker from your local Middy's branch and wearing it loud and proud on the back of your van, vehicle or wherever else you can. Get spotted and you will go into the weekly draw to Win a \$500 Middy's Gift Voucher.

For more details about how Middy's continues to support electrical contractors, visit: middys.com.au/our-story ■

DONT RISK IT USE A LICENSED ELECTRICIAN

1. **COLLECT STICKER**
from your local branch
2. **STICK IT**
To car, ute, truck or trailer
3. **GET SPOTTED**
with sticker on your vehicle
4. Go into weekly draw to
WIN A \$500 MIDDY'S VOUCHER



Middy's Oakleigh, VIC branch featuring our "Don't Risk It" Campaign

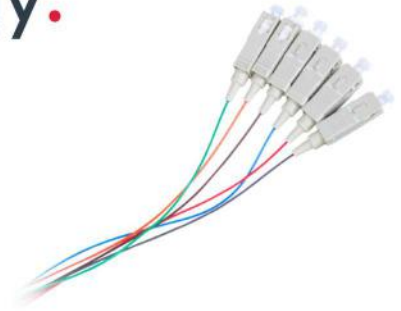
Quality cable, connectivity and associated technology.



24/48 Fibre Sliding FOBOT
24 port, 48 fibre 1RU sliding FOBOT
(Fibre Optic Break Out Tray)
MT30903A **\$267.90^{+GST}**



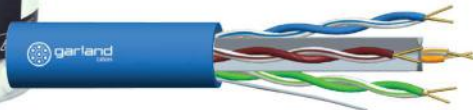
24/48 Fibre Fixed FOBOT
24 Port, 48 fibre 1RU fixed lid rack mount FOBOT
(Fibre Optic Breakout Terminal)
MT30904A **\$162.26^{+GST}**



GPT Series Pigtailed
Pigtail Simplex LC OM3 2.0m rainbow 6 pk
Pigtail LC OM3 2m Rainbow 6 Pack*
GPTSLCOM3-2-6PK **\$52.73^{+GST}**
* Also available in a 12 pack.
Ask about our other connector configurations and our full range of fibre accessories.



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(UTPL6BL305RBBW & MT64501C-TUB)
CK-009 **\$278.16^{+GST}**



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See website for details.

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HELIOS Solar LED Batten

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PIR Sensor &
Remote Control
MSL2520

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LED

110°
Beam
Angle

1800
Lumen

IP65
Rated

SOLITUDE Solar LED Flood Light

WITH
Remote Control
MSL30100

Up to
8m
Detection

160°
Detection
Range

2000
Lumen

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Panel

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**Compliant to
AS/NZS 3947.3:2001**



IP66



Size Options

Standard Isolators

Features

- 1, 2 or 3 Pole
- 20, 35 or 63 Amps
- IP66

Model	Description
UKF1-20	1 Pole, 20A
UKF1-35	1 Pole, 35A
UKF1-63	1 Pole, 63A
UKF2-20	2 Pole, 20A
UKF2-35	2 Pole, 35A
UKF2-63	2 Pole, 63A
UKF3-20	3 Pole, 20A
UKF3-35	3 Pole, 35A
UKF3-63	3 Pole, 63A



Mini Isolators

Features

- COMPACT SIZE
– 84mm x 84mm
- 1 or 2 Pole
- 20 or 35 Amps
- IP66

Model	Description
UKFS1-20	1 Pole, 20A
UKFS1-35	1 Pole, 35A
UKFS2-20	2 Pole, 20A
UKFS2-35	2 Pole, 35A



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Middy's 2022 SBA Winners

Applications have now closed for the 2022 Middy's Small Business Awards, thanks to all who applied.

The winners of the 4 x \$5,000 Awards have been announced and are invited to the Scholarship Award Presentation Night where one of them will be awarded the \$10,000 Nick Middendorp Small Business Award.

Established in 2018 our Middy's Small Business Awards reward and recognise the small electrical contractors in the electrical industry. We value the future of the Australian Electrical Industry with the funds rewarded going a long way in supporting small businesses.

Named in honour of the late second generation Middy's director Nick Middendorp, the 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 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.

Congratulations to our 2022 SBA winners.
See you in 2023... ■

\$5,000 WINNERS



Joe Patane - JRP Holdings Australia
T/A Peninsula Smart Home Automation

Middy's Frankston, VIC

Simon Hoppe - Konekt Electrical

Middy's Albury, NSW

Benjamin Beel - BC Beel Electrical Pty Ltd

Middy's Rosebud, VIC

Graham Tibbs - Tibbs Electrical

Middy's Mundaring, WA

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Earn 1 Qantas Point per \$1 spent on LEDVANCE Floodlights, High Bays, Weatherproof and Emergency products from 1 June to 31 July 2022

Became a Qantas Points Millionaire. One lucky customer will win 1,000,000 bonus Qantas Points for their business. Earn one entry per \$250 spent on NHP products from 1 June to 31 August 2022 for your chance to win.

Earn a share of 20 Million Qantas Points for your business. Earn Points from your everyday business expenses with Middy's from 1 June to 31 August 2022

ALWAYS ON

Earn 1 Qantas Point for \$10 spent on eligible Schneider/Clipsal products



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For more information and T&Cs visit: middys.com.au/qantas

Middy's Racing

From Albert Park to Darwin, let's take a look at the recent races of the 2022 Repco Supercars Series...



Melbourne 400 at the Formula One Australian GP, Albert Park

"Wrong time, wrong moments" at the Melbourne 400, Formula One Australian Grand Prix.

Bryce Fullwood put it best for the team after the first day on track for the Melbourne 400 at the Formula One Australian Grand Prix.



The new layout is super-fast and really awesome to drive. The time sheet was all over the place all day with people trying to learn the new circuit but we're all really looking forward to going racing.

- Bryce Fullwood, Day 1 at the Melbourne 400

Practice was a mixed bag with the team coming to grips with car set up on the new look circuit. Practice one saw Middy's Racing's Bryce in 10th and Practice two saw him pushed further down the field to 11th.

The first qualifying session was red-flagged early after a heavy crash involving Jake Kosteki at Turn 5. Unfortunately, Bryce had yet to hit flying laps and posted times to position himself in P19. Race 7 qualifying ran the full course with him coming in 17th.

On day 2 qualifying, the field was almost perfectly split in terms of tyre strategy for the opening 20-lap race, with 13 cars starting

on the soft tyre and 12 on the hard. Bryce started on softs, but it was quickly evident the softer compound was wearing fast on the freshly resurfaced Albert Park track. Even so, the Middy's Racing pink rocket finished a solid 10th.

A scrappy race kicked off proceedings on day 3 for Race 7. Bryce lined up in 17th on the grid and made a good start. The Middy's Racing rocket ran relatively unscathed escaping the chaos of the midfield and went on to finish 12th. The penultimate race of the weekend saw Bryce struggle with grip which caused him to drop down the field. His second race of the day saw him finish 22nd.

With the team in great spirits on day four, unfortunately, some more "wrong time, wrong place" moments, car failures and challenges with pace set the scene for the remainder of the Melbourne 400. Sunday's final race saw Bryce (P21) on the starting grid. He again struggled for pace in the Middy's Racing #14 car, particularly on the hard compound tyres.



Bryce fully focused at the Perth Supernight

Perth... A wild weekend for Supercars' return to the West.

It was the first time the Repco Supercars Championship has made it to Western Australia since 2019 due to border closures and COVID restrictions and for Bryce, 2022 would also be his main series debut at Wanneroo Raceway having previously contesting Super2 at the circuit.

The three-race format weekend opened with the "SuperNight" on Saturday. The knockout three-part qualifying for Race 10 saw Middy's Racing's entry, Bryce Fullwood eliminated after Q1 along with the likes of Chaz Mostert and Lee Holdsworth to line up in P22 on the grid.

Race 10 saw Bryce have an incident-plagued race, with the transaxle in the #14 car failing on lap 32 - recording a DNF.

Sunday morning brought with it back-to-back qualifying sessions for Race 11 and 12: For Race 11 Bryce placed 18th and for Race 12, 21st.

Contact on the last lap of Race 11 between Fullwood and Smith left both cars with punctures while in P20 and P21. Fullwood detoured into Pit Lane missing the opportunity to cross the start/finish line while Smith's car was beached in the sand trap, leaving both to record DNFs.

Race 12 was a solid race for Bryce who took four tyres taking him to P14. A late safety car set the scene for an intense last couple of laps but all BJR cars made it home to round out the Perth SuperNight.



Really tough weekend over here in Perth. Didn't have much go our way but we will be back bigger and better. Big thanks to the crew on my car, we'll get through this.

- Bryce Fullwood, Perth



Bryce & the Middy's Racing #14 Car at Winton Motor Raceway

Another character building weekend at Winton.

After finishing 20th, 21st and 23rd in races 13, 14 and 15 respectively at Winton, Bryce opened up about his 2022 struggles admitting he is "nowhere near" his expected benchmark after his early rounds with Brad Jones Racing.

The 2019 Super2 champion has recorded two top 10s in 15 starts, both coming at Albert Park.

"It's been a tough start to the year. But it's been a perfect storm with a new driver and a new engineer. We knew it was going to be hard, but we've struggled more than we expected. A few times, we've gone down a rabbit hole with the car the wrong way. We didn't have enough time to look into the problem; it's generally the week after. Our championship is so competitive and tight, that you don't need to be far off the money to miss out. At Winton, I'd only done a Super2 race there a few years ago. But I'm not using that as an excuse."

Fullwood is 199 points off his 2021 points tally after five rounds. The 24-year-old refused to make excuses for his slow start, but cited two-day race meetings as a major hurdle to his progress.



Once we get it working, the car has potential. Learning with a new engineer is like learning a new language; partnerships are important. Phil Keed, our engineer, is a very smart man; we've been working quite hard behind the scenes to align ourselves more. It's hard at the moment with two-day race meetings; they're not friendly to people trying to work their cars out.

- Bryce Fullwood



Middy's Racing Rocket featuring "Light the Way" by Cairns artist Jedess Hudon at Hidden Valley

Hometown hero Bryce stuns with electrifying livery...

Darwin-born Bryce headed to his home event 21st in the standings after five rounds. With Bryce vowing to come back fighting in this round, the Supercars' only Territorian driver geared up for his busiest week of the year, hoping a hometown highlight result could be the tonic to a turnaround in form.

Middy's Racing and BJR excitedly unveiled their Indigenous livery design ahead of the Darwin Triple Crown with the Prince of Darwin himself: Bryce Fullwood, running the show stopping Middy's pink car that has fast become a standout in the Supercars field.

The Hidden Valley event has been designated as the official Indigenous round of the Supercars Championship for 2022 and all teams engaged with artists to design liveries celebrating the culture of Australia's First Nation Peoples for the event.

BJR worked with Jedess Hudson, a young emerging Indigenous Artist from Cairns in Far North Queensland on the design for the Middy's Racing Supercar.

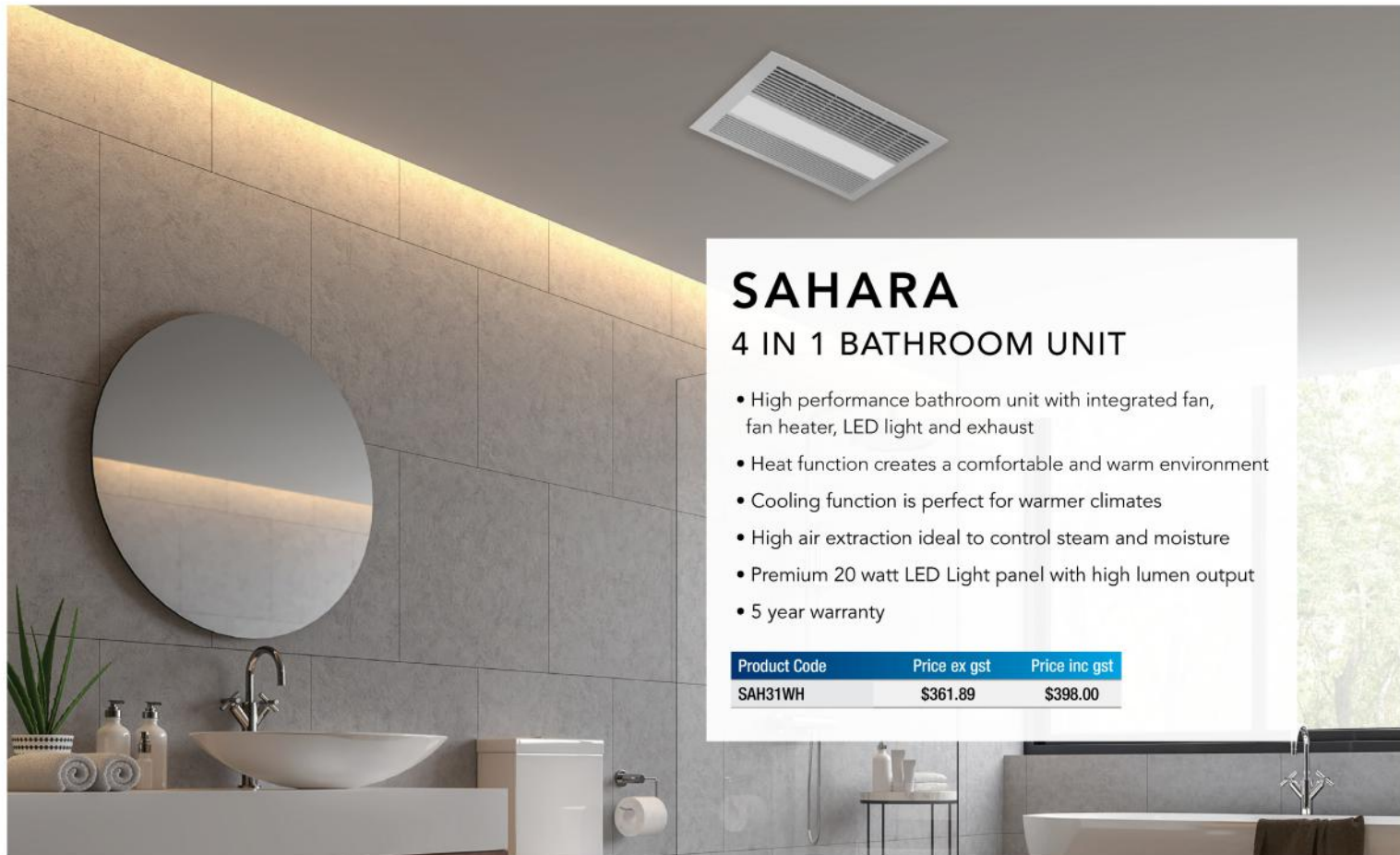
Middy's Electrical is Australia's largest family owned and independent electrical wholesaler and Jedess took inspiration from Middy's longevity in the electrical industry when she created the artwork titled Light the Way.

"Across our land, we see various weather patterns that signal the changing of seasons, mainly through the hot and humid summer months," Jedess said.

"Bryce was born and raised in Darwin and Northern Australia which is known for its distinct wet and dry seasons and various types of lightning that can occur. Dry lightning, lightning to fire, and lightning to storms.

"For First People, we recognise the original form of energy transference was lightning and with Middy's being such a beacon in the Australian electrical industry, it seemed the perfect juxtaposition of elements to inspire the design."

Find out how Bryce did in Darwin and keep up to date with Middy's Racing and the Supercars Schedule at: middys.com.au/middys-racing-supercar ■



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- Premium 20 watt LED Light panel with high lumen output
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Product Code	Price ex gst	Price inc gst
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SUNSET RADIANT OUTDOOR STRIP HEATER

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- Premium quality Schott Glass allows for excellent heat transfer
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Flush Mount Housing Kit SUNFMH
The Flush Mount Housing Kit is an ideal way to neatly install the Sunset Heater into a ceiling



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- IP65 protection rating - ideal for outdoors and bathrooms
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SUNB1000BL	\$128.90	\$141.80
SUNB2000BL	\$152.25	\$167.45

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Featuring noise cancelling and Class 1 Bluetooth technology, the Beats Studio Buds - True Wireless Noise Cancelling Earphones give you an immersive listening experience with fewer dropouts on an extended wireless range for uncompromised enjoyment.

Offer available from 1st August - 31st August 2022 and only at participating Middy's branches.

Terms and conditions apply. Visit middys.com.au/promotions for more information.

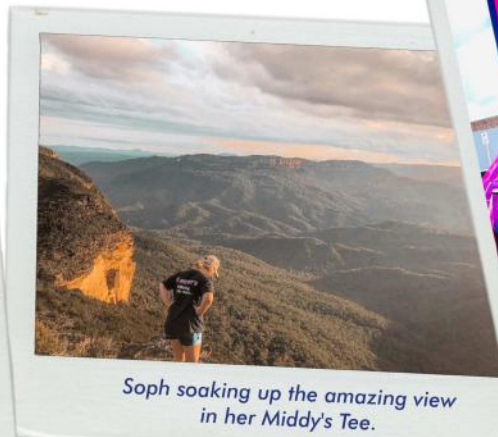
 **MIDDY'S** Offering you more...

Middy's Community Snapshot

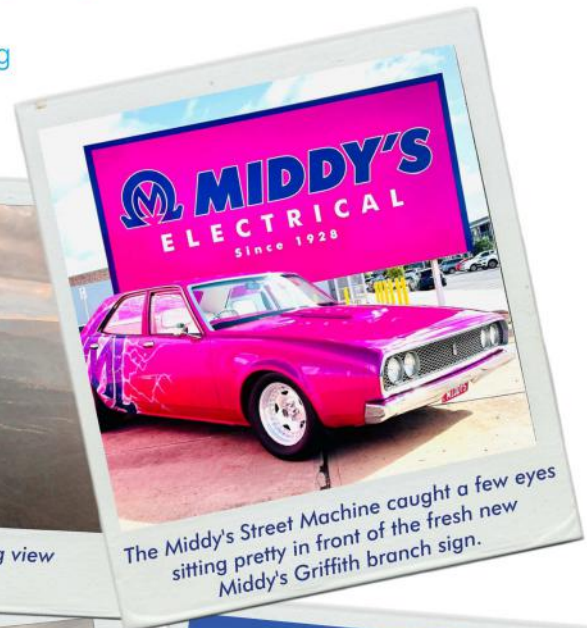
Across Middy's 100+ nationwide branch network we are interacting with and supporting our customers and local communities...



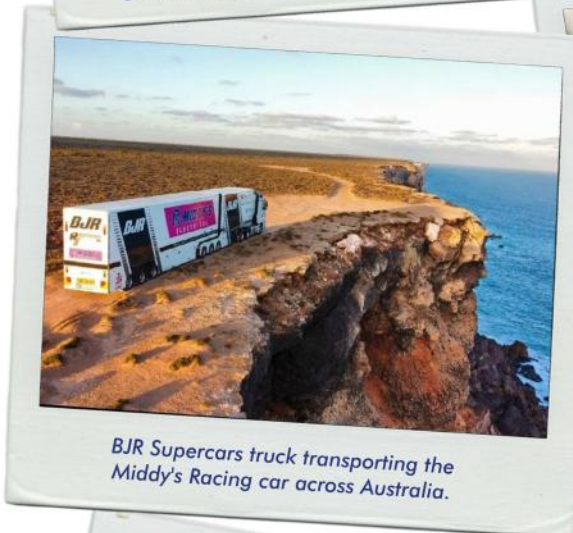
Hogan Electrics' apprentice making good use of their Middy's Industrial Pink Cooler.



Soph soaking up the amazing view in her Middy's Tee.



The Middy's Street Machine caught a few eyes sitting pretty in front of the fresh new Middy's Griffith branch sign.



BJR Supercars truck transporting the Middy's Racing car across Australia.



Customers and some staff at the Melbourne Grand Prix.



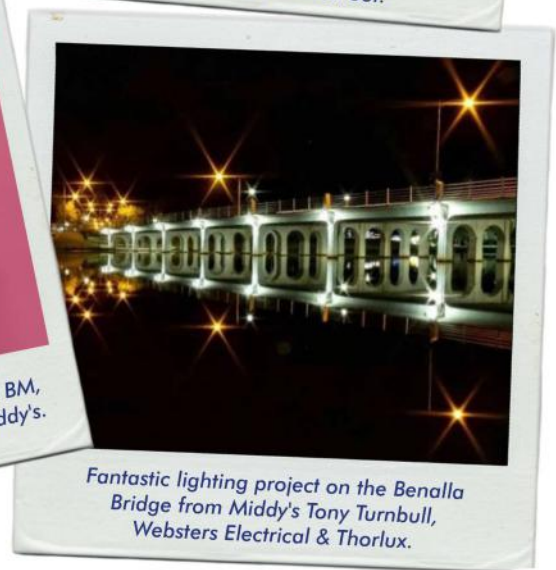
The Cook Family Adventures know the best cooler to have onboard when taking the boat out.



Bryce meets his fans ahead of Perth SuperNight at Wanneroo Raceway.



Congrats Jon Mirtschin, Wodonga BM, on 10 years of loyal service at Middy's.



Fantastic lighting project on the Benalla Bridge from Middy's Tony Turnbull, Websters Electrical & Thorlux.

Have some interesting Middy's related news? Email us your pics: hello@middys.com.au

Also don't forget to connect with us on our socials...



Middy's Electrical



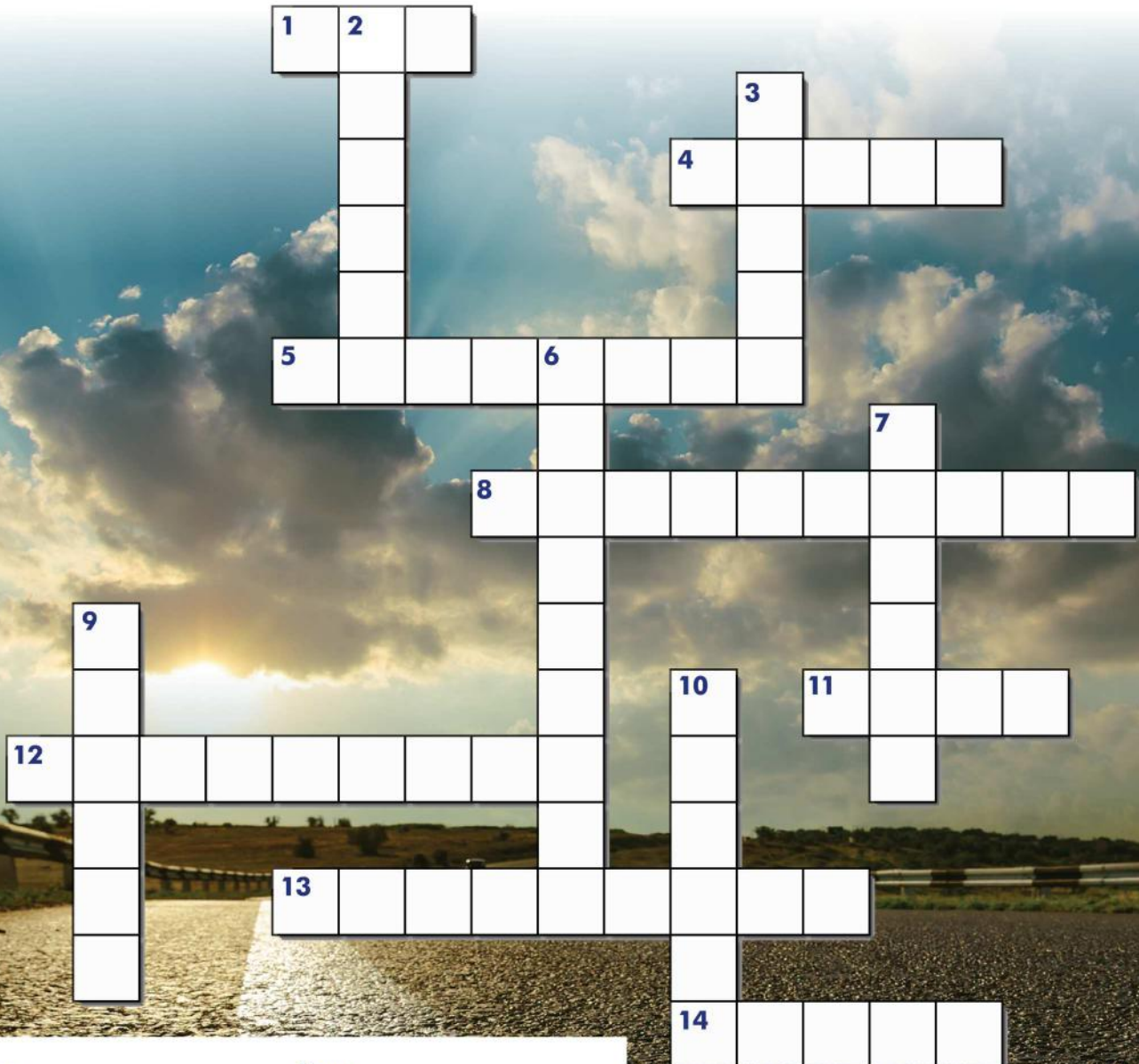
middyselectrical



Middy's Electrical

Win a custom MIDDY'S RC WARRIOR UTE

Complete & submit our crossword & go into the draw to win



Across

- 1 Unit of measure of resistance (look at our logo)
- 4 Rotating part of an electrical machine such as a generator, motor or alternator
- 5 Coil of wire wrapped around an iron core (the inductance is directly proportional to the number of turns in the coil)
- 8 Theme of this MAG issue
- 11 Color of all our branches and logo
- 12 We cast a _____ on a staff member and sparky in each MAG issue
- 13 Device which converts mechanical energy into electrical energy
- 14 Middy's _____ Business Awards

Down

- 2 Middy's racing driver Bryce Fullwood drives this make of car
- 3 Rate at which electrical energy is transferred by an electric circuit (measured in watts)
- 6 Any material where electric current can flow freely (conductive materials, such as metals, have a relatively low resistance)
- 7 Pink _____ Campaign (see page 7)
- 9 A unit of measurement for the intensity of an electric current flowing in a circuit
- 14 _____ Business Rewards (see page 21)



Complete our crossword, take a pic & email to hello@middys.com.au or [download interactive pdf](#) online & submit via [email](#) to go into the draw to Win.
Entries close Friday 29 July 2022. One Custom Middy's RC Warrior Ute to be won. Winner randomly drawn. First correct entry drawn wins.
Winner will be notified by email early August and can collect prize from their local Middy's branch.

Drive your way to minimised project and maintenance costs

- Easy to use and reliable, resulting in improved plant uptime
- Reduce power usage and save on energy bills
- Reduce your system harmonics and maximise efficiency
- Corrosive resistance for added protection for extreme environments
- CIP Security for added cyber-security protection
- Embedded analytics to aid in maintenance planning and execution

NHP is proudly 100% Australian owned and is a major supplier of Low Voltage variable speed drives, as the sole distributor of Allen-Bradley products in Australia and New Zealand, with a stock holding up to 450kW locally. With experts based in every capital city as well as regional centres across the length and breadth of Australia and New Zealand, it is NHP's and Rockwell Automaton's local people and footprint that helps us to understand your specific project needs, with superior after sales support and technical advice.



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Time To Review The Safety Of Your Workers

Introducing the most advanced safety light curtain on the market.

The Allen-Bradley GuardShield™ Light Curtains offer the latest technology including the first CIP Safety over Ethernet module on the market along with integrated laser alignment, muting, blanking and cascading.

Is it time to review the safety of workers at your production facility?

Light curtains are an essential safety mechanism in a manufacturing plant, particularly those requiring cutting and chopping before packaging a final product. Staff need access to the product without having to regularly open and close guarding, which is where GuardShield™ Safety Light Curtains come in.

The GuardShield™ range of light curtains, available through NHP, has an innovative design that not only ensures the safety of your personnel but also cuts down on maintenance and spare parts.

GuardShield™ is the first range of safety light curtains on the market to have integrated CIP safety over EtherNet modules, which will provide detailed diagnostics and status information to Logix DLR networks to cascade to multiple 450L or other EtherNet/IP products together.

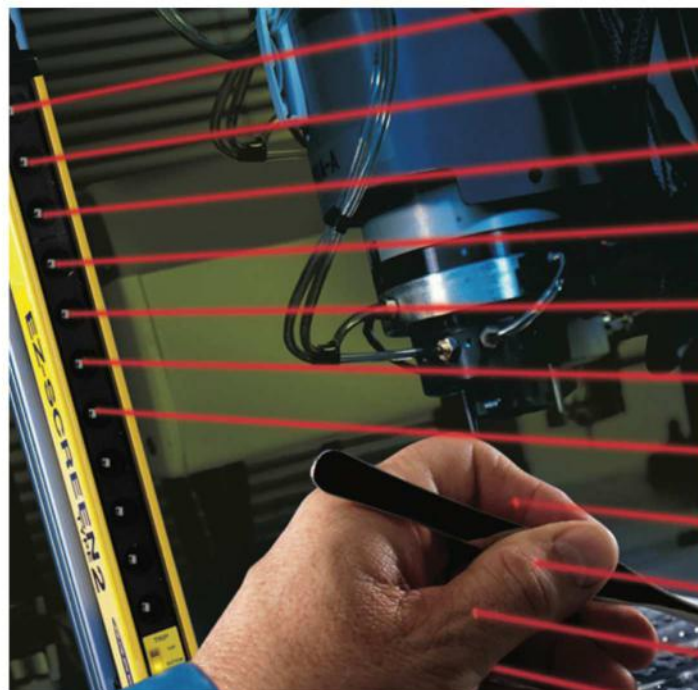
Most light curtains on the market contain a transmitter and receiver stick, but the GuardShield™ curtain leverages patented plug-in transceiver technology. Each stick can be used as either a transmitter or receiver via innovative plug-in modules, resulting in fewer parts being required.

To significantly reduce engineering effort, the GuardShield™ range was designed with embedded functions that are configured quickly and easily via DIP switches or software, including muting, blanking, start mode, external device monitoring and scanning ranges.

The GuardShield™ range also features an Integrated Laser Alignment System (ILAS) for quick installation and reliable operation, which significantly reduces alignment labour time. This amounts to significant cost savings when installing 450L units across multiple locations, not to mention improved up-time regarding maintenance and hardware-replacement efforts.

The units come in different lengths ranging from 150mm up to 1950mm - in multiples of 150mm in both 30mm hand and 14mm finger resolutions. There are no dead spots (passive zones) at the top or bottom of the stick, which means they can be installed inside a machine frame and do not have to be mounted outside or on the machine like a traditional light curtain system.

For more information on the most advanced safety light curtain on the market, please call your local NHP specialist on: **1300 NHP NHP** or visit: rockwellautomation.com/en-us/products/hardware/allen-bradley/safety-products/safety-presence-sensors/light-curtains/poc-safety-light-curtains/450l-b-safety-light-curtain.html ■



Allen-Bradley
by ROCKWELL AUTOMATION

NHP



Meet Jarrod Arentz Electrical

A family-owned electrical business in regional Victoria is powering its job management and accounting processes with the Middy's and Fergus job management integration to save time, boost productivity and increase turnover.

Jarrod Arentz Electrical is a busy, family-owned electrical business serving the Swan Hill region of northern Victoria. With more than two decades of experience as a small business owner under his belt, director Jarrod Arentz knew they weren't managing their back-office processes as effectively or efficiently as they could be.

"Fergus has definitely helped us manage [the increase in turnover over the years] better. There's more time now for quoting jobs and doing the front end work where you go and get the jobs; there's more time for that now than spending all your time doing invoicing. It was too clunky before Fergus, but now it's very smooth."

Jarrod Arentz, Director
Jarrod Arentz Electrical

The company was already in the process of switching its accounting to Xero and wanted to simplify and streamline its job management as well. As a Middy's customer, Jarrod decided to see if the Middy's integration with Fergus would benefit them.

Manual processes were a challenge

Before moving to Fergus, Jarrod and his team used manual job cards to record all the details of their jobs, including materials purchased from their supplier, Middy's. Middy's invoices would then be manually reconciled against each job card as they came in.

Jarrod, his wife Chantal, and their team were spending too many hours manually creating written job cards and matching invoices with those job cards every week. What's worse is the manual job cards would sometimes get lost in the shuffle of day to day business, adding extra headache to what was already a time-consuming task.

How the software integrations have helped

Jarrod Arentz Electrical is now on the Fergus Professional plan, and they haven't looked back. Jarrod and Chantal no longer spend hours doing manual data entry and checking job cards in the evenings. Jobs are now created directly in Fergus, and their

employees can also create jobs on the go with just a few taps on a smartphone, while the automation between Middy's, Fergus, and their accounting software takes care of the admin.

Their cash flow has improved because invoices can quickly be acquitted to the right jobs, and it's much easier to match timesheets from Xero with jobs in Fergus as well.

Jarrod says the best part of these platforms working seamlessly together is that accounting, payroll, and job management tasks all happen on their own. The team don't have to remember to do them, and there is little risk of things not happening when they should.

Time saved and increased turnover is a win-win

Over the last few years, turnover has increased by about 30%, thanks partly to the efficiencies they gained through digitising their processes. The team now has more time to spend working on job sites and winning new business while their job management and accounting continually tick along in the background.

Jarrod and his team are known for their fast, efficient and professional work, so having back-office and job management systems that enable them to deliver the level of service their customers expect is paramount.



Middy's customers can sign up for a free, simplified starter version of Fergus to kickstart their job management software journey, with the option to upgrade to the Basic or Professional plan when ready. Head to fergus.com/middys-starter/ or scan the QR code to get started.



MIDDY'S BRENDALE



New Queensland Branch Opening Mid July 2022...

Middy's are continuing to expand our national branch network to better service the needs of our customers and valued business partners.

Middy's Brendale is our new branch in Queensland scheduled to open mid July 2022.

During the first week of trading we'll be welcoming customers with a coffee van and food truck on site, free merchandise and plenty of giveaways including the chance to win one of two \$500 Middy's Gift Cards.

Like all of our branches, Middy's Brendale stocks a broad range of all your Data, Electrical, Lighting and Technology requirements. In addition, they are Air Movement and Telstra product stockists as well as Home Solutions experts with in-branch Smart Displays and an EV Charging Station.

Exciting new in-branch displays include; Sonos, Bosch, Fibaro and Dahua to complement extensive lighting, Industrial and Smart displays. Middy's Brendale even has a drop ceiling fan display. Bringing the best to Queensland by Offering you more...

Brendale branch features:

- ❑ Excellent off-street parking facilities
- ❑ Easily accessible and centrally located
- ❑ Large showroom with a broad range of stock
- ❑ Extensive range of A/C, Lighting & Automation products
- ❑ Electric Vehicle Charging Station

Brendale Branch Manager Brent Thomas and the team look forward to welcoming you. ■

MIDDY'S BRENDALE

1/260 Leitchs Rd, Brendale, QLD 4500
P (07) 2111 9900 | E brendale.qld@middys.com.au
Mon-Fri 5.30am-5pm

Griffith & Leeton Turn Pink



Middy's Griffith Branch

Same local staff you know and trust with great customer service at your one stop shop for lighting and air movement products and everything electrical.

Our recently acquired PowerPlus branches are undergoing re-branding of both internal and external signage, to become easily identifiable by our trademark colour, Middy's pink.

The teams at Middy's Griffith and Leeton branches are always ready to help with both retail and trade customers, whether you need a single battery or a whole house wired. With our teams vast knowledge in products, we are sure to help.

Griffith & Leeton branch features:

- ❑ Excellent off-street parking facilities
- ❑ Easily accessible and centrally located
- ❑ Large open showroom with a broad range of stock
- ❑ Extensive range of Air Movement & Lighting products

Griffith Branch Manager Justin Campbell and Leeton Branch Manager Tara Hogan and their teams look forward to welcoming you. ■



M MIDDY'S GRIFFITH

120 Yambil St, Griffith, NSW 2680
P (02) 6964 8011 | E griffith.nsw@middys.com.au
Mon-Fri 7am-5pm | Sat 7am-12pm

M MIDDY'S LEETON

38 Acacia Ave, Leeton, NSW 2705
P (02) 6953 8011 | E leeton.nsw@middys.com.au
Mon-Fri 7am-5pm | Sat 8am-11am

Meet The Middy's Embleton WA Team...



(Left to Right): Glen, Rob, Damian & Debbie

Damian Raby Branch Manager

Damian is relatively new to the Middy's family starting just over a year ago. His highlights at Middy's so far include meeting and working with all the staff and customers within the Middy's WA branches as well as learning new systems and processes. Being a part of the electrical industry isn't foreign to Damian having started out as an apprentice electrician for almost ten years. Damian is a proud dad of two and enjoys creating new memories with his family. Outside of work Damian enjoys playing golf as well as being a big rugby league fan and barracks for the South Sydney Rabbitohs.

Glen Horsten Storeperson/Driver

Glen has been at Middy's for eight months. He has spent the past couple of years driving a delivery truck however most of his working life has been in the wholesale refrigeration and A/C industry, doing everything from working in stores to sales purchasing. Outside of work Glen enjoys building old school arcade machines and is a massive fan of F1 racing.

Debbie Foster Purchasing Officer

Debbie has been at Middy's for four years. When asked why she began working at Middy's she said what motivated her was that it's a family run business that conducts itself professionally. She is most excited to be a part of the Embleton team, to see the branch grow and to engage with customers both old and new.

Debbie has been in the electrical wholesaling business for over thirty years in various roles and will be bringing that experience to the Embleton branch.

Rob Wong Internal Sales

Rob has been at Middy's for just over three years having originally been approached by Omega, Middy's sister company, in 2018 before making his way over to the 'pink side' shortly after. Rob's personal goals for the business are simple and that is building relationships with customers and suppliers and making profits for the business at the same time. Rob's background is extensive. A qualified chef by trade, he then served in the Singapore Armed Forces for two years before moving to Perth in 2001 to study IT and Communications at University. Rob follows the EPL and has been a big Manchester United fan since 1986. His greatest accomplishment to date is his family and being a dad to five year old son Ricco whom he shares with his wife Sophia.

MIDDY'S EMBLETON

20 Embleton Ave, Embleton, WA 6062
P (08) 6103 5111 | E embleton.wa@middys.com.au
Mon-Fri 6.30am-4.30pm

NATIONAL BRANCH SUPPORT CENTRE:

EV MT WAVERLEY (VIC) 357 Ferntree Gully Rd (03) 7067 5555

MELBOURNE METRO:

L S AIRPORT WEST Cnr Matthews Ave & Fraser St 3042 (03) 9338 3611

S T BAYSWATER 882 Mountain Hwy 3253 (03) 9720 1755

S BLACKBURN 167 Whitehorse Rd 3135 (03) 9878 5566
Cnr Clare St

A I S BRAESIDE 252 Boundary Rd 3195 (03) 9580 7033
Near Citrus St

A S T BRUNSWICK 372 Victoria St 3056 (03) 9387 8333
Cnr Prentice St

BURWOOD 2 Edwards St 3125 (03) 9808 0800
Off Burwood Hwy, Opp. Reece

S T CAMPBELLFIELD 1592 Hume Hwy 3061 (03) 9359 6144
Cnr Bolinda Rd

I CARRUM DOWNS Cnr Dandenong-Frankston Rd & (03) 9782 5633
Frankston Gardens Dr 3201

S CHELTENHAM 1287 Nepean Hwy 3192 (03) 9584 9981
Near Goulburn St

CRAIGIEBURN 26-28 Potter St 3064 (03) 9305 7199
Off Sydney Rd

S T CRANBOURNE 35 Cameron St 3977 (03) 5996 8533
Near Cnr Sladen St

A F I S DANDENONG 45-47 Bennet St 3175 (03) 9792 0582
Cnr Wauchope Ln

I DANDENONG SOUTH 354 Frankston-Dandenong Rd (03) 9706 4266
Cnr Swift Way 3175

L S ELTHAM 294 Bolton St 3095 (03) 9439 5777
Near McDonalds

A S FRANKSTON 146 Beach St 3199 (03) 9783 8444
Near Kelman St

A I L S D HALLAM 1/76-78 Hallam Rd 3083 (03) 9284 2777

I HASTINGS 1 Bray St 3915 (03) 5979 3533
Cnr Frankston Flinders Rd

S T HAWTHORN HEIDELBERG 229 Burwood Rd 3122 (03) 9819 4199
489 Upper Heidelberg Rd 3084
Cnr Montgomery St

S KEILOR EAST 57 Slater Pde 3033 (03) 9336 2322
Off Keilor Park Dr

I S LAVERTON 2/16 Fitzgerald Rd 3026 (03) 9369 3444
Cnr Cherry Ln

EV L S D LILYDALE 34 Melba Ave 3140 (03) 9735 3199
Near Cnr Hutchinson St

S MELBOURNE 520 LaTrobe St 3000 (03) 9328 3233
Cnr Spencer St

A S MELTON 93-95 High St 3337 (03) 9743 9244
Cnr Norton Dr

L S D MOORABBIN 425 Warrigal Rd 3189 (03) 9555 0033
Near Cnr Keys Rd

S MORNINGTON 20 Diane St 3931 (03) 5975 9022
Near Frank St

EV T MULGRAVE 214 Wellington Rd 3168 (03) 9562 2033

SMARTCENTRE Behind Branch 1800 778 823

A S NARRE WARREN 91-93 Victor Cres 3805 (03) 8790 1766
Cnr Princess Hwy

I L S D OAKLEIGH 1/1609-1615 Dandenong Rd 3166 (03) 9568 2733
Cnr Ferntree Gully Rd & Lever St

S PAKENHAM 45-47 Bald Hill Rd 3810 (03) 5941 6133
Opp. Simplot

EV F I S PORT MELBOURNE 2 Thackray Rd 3207 (03) 9699 1588

PRESTON 152 Plenty Rd 3072 (03) 9484 0644
Cnr Brighton Ave

S RAVENHALL (DEER PARK) 13 Westwood Dr 3023 (03) 8348 5422

A RINGWOOD 53 New St 3134 (03) 9879 2600
Cnr Olive Gr

A S ROSEBUD 212 Boneo Rd 3940 (03) 5986 4744

ROWVILLE 2 Laser Dr 3178 (03) 9763 4922
Cnr Kelletts Rd

A L S D S SOUTH MORANG 318 McDonalds Rd 3752 (03) 9436 4800

S ST KILDA 7 Vale St 3182 (03) 9525 4366
Off Barkly St

S SUNBURY 1-9 Vineyard Rd 3429 (03) 9744 1000

S T SUNSHINE 46 McIntyre Rd 3020 (03) 9312 4111
Near Suffolk Rd

S THOMASTOWN 42 Wood St 3074 (03) 9465 8911
Near Hanrahan St

S WERRIBEE 11 Riverside Ave 3030 (03) 9741 5000
Near Greaves St

L WHITTLESEA 16/2398 Plenty Rd 3757 (03) 9716 0133

S WILLIAMSTOWN 392-394 Kororoit Creek Rd 3016 (03) 9399 3977
Cnr Fink St

I S D T YARRAVILLE 126 Somerville Rd 3013 (03) 9314 6800

VICTORIA COUNTRY:

BAIRNSDALE 479 Main St (Princes Hwy) 3875 (03) 5152 5144

I S BALLARAT 101 Mair St East 3350 (03) 5333 2377
Opp. Hungry Jacks

I S D T BALLARAT WEST (DELACOMBE) 8 Wiltshire Ln 3356 (03) 5332 0500

A L S D BENALLA 42 Sydney Rd 3672 (03) 5762 4099
Near Witt St

A F L S D T BENDIGO (GOLDEN SQUARE) 114 Hattam St 3555 (03) 5441 2707

A F I L S D T BENDIGO NORTH (EPSOM) 195 Midland Hwy 3551 Opp. ALDI (03) 5410 0011

L S D COLAC 55 Corangamite St 3250 (03) 5231 5600

A I L S D S ECHUCA 164 Ogilvie Ave 3564 (03) 5482 4633
Cnr Hovell St

F I S D S GEELONG Lawrence Pl 3220 (03) 5222 3855
Near Little Rymie St

I GEELONG NORTH 316 Thompson Rd 3215 (03) 5277 3488
Near Morgan St

GISBORNE 44 Hamilton St 3437 (03) 5428 2822
Cnr Prince St

L S D S GROVEDALE 180 Torquay Rd (Surf Coast Hwy) 3216 (03) 5241 6999

A L S D HORSHAM 33 Hamilton St 3400 (03) 5382 5422

I LEONGATHA 1A Turner St 3953 (03) 5662 5977
Cnr Turner & Hughes St

I L MILDURA 47 Seventh St East 3500 (03) 5021 5922

A OCEAN GROVE 30 Everist Rd 3226 (03) 5255 1133

A SEYMOUR 8 Industrial Crt 3660 (03) 5799 0377
Off Wallis St

A F I S T SHEPPARTON 7-9 Vaughan St 3630 (03) 5822 2411
Cnr Wyndham St

STAWELL 200 Upper Main St 3380 (03) 5358 3088
Near Cnr Fisher St

A L S D SWAN HILL 59 Nyah Rd 3585 (03) 5032 5268

TORQUAY 36 Baines Cres 3228 (03) 5264 7522

A F I TRARALGON 11-13 Deakin St 3844 (03) 5174 6611
Off Princes Hwy

A L S D WANGARATTA 15 Tone Rd 3677 (03) 5722 1177

T WARRAGUL 31 Princes Way 3820 (03) 5623 6664

I L S D WARRNAMBOOL 1072 Raglan Pde 3280 (03) 5560 5677

A EV F I L S D T WODONGA 12 Osburn St 3690 (02) 6056 1699
Cnr Queen St

WONTHAGGI 6 Cyclone St 3995 (03) 5672 2600

A L YARRAWONGA 64-66 Benalla-Yarrawonga Rd 3730 (03) 5743 2644

SYDNEY METRO:

ALEXANDRIA 2/59-61 Burrows Rd 2015 (02) 9699 1633

S FAIRFIELD 53 Barbara St 2165 (02) 9727 0755

A T MINCHINBURY 5-7 Colyton Rd 2770 (02) 9677 1444
Opp. McDonald's

S T MOOREBANK 66-68 Heathcote Rd 2170 (02) 9600 8177

MEADOWBANK 28 Constitution Rd 2114 (02) 9809 7722

NORTHMEAD 5/185 Briens Rd 2152 (02) 8821 7500

S PADSTOW 125 Fairford Rd 2211 (02) 9773 1111

A PENRITH 2A Coombes Dr 2750 (02) 4722 3566

NEW SOUTH WALES COUNTRY:

A F ALBURY 421 Wagga Rd 2641 (02) 6025 1133
Opp. Sista Motel

A LAVINGTON 63 End St 2710 (03) 5881 5099

A DENILQUIN 21 Bradley St 2580 (02) 4822 7977

L GOULBURN 120 Yambil St 2680 (02) 6964 8011

S GRIFFITH 38 Acacia Ave 2750 (02) 6953 8011

S LEETON 202 Arthur Kaine Dr 2548 (02) 4003 7444

A L MERIMBULA 176 Hammond Ave 2650 (02) 5908 1830
Cnr Stuart Rd

National Branch Network

AUSTRALIAN CAPITAL TERRITORY:

A L S D T Fyshwick 39 Quilpie Cres 2609 (02) 6280 0188
Cnr Newcastle & Cessnock St

NORTHERN TERRITORY:

L S D S COOLALINGA 43 Fairweather Cres 0839 (08) 8932 0739
EV S D S DARWIN 3 Charlton Crt 0820 (08) 8981 3333
(WOOLNER)
L S MIDDY'S Lighting 3 Charlton Crt 0820 (08) 8981 4270
DARWIN
I S D S PALMERSTON 25 Toupein Rd 0830 (08) 8932 1800
L S MIDDY'S Lighting 25 Toupein Rd 0830 (08) 8932 1800
PALMERSTON

QUEENSLAND:

A EV L S D BRENDAL NEW 1/260 Leitchs Rd 4500 (07) 2111 9900
A T MEADOWBROOK 17 Logandowns Dr 4131 (07) 3805 8025
A F S D T NERANG 2/138 Spencer Rd 4211 (07) 5527 4667
Cnr Indy Crt
T TINGALPA 8 Proprietary St 4173 (07) 3390 4811
A T VIRGINIA 49 Toombul Rd 4014 (07) 3256 7955
Opp. Walter St

SOUTH AUSTRALIA - ADELAIDE METRO:

EV S D T HINDMARSH 12 Susan St 5007 (08) 8340 9255
Cnr South Rd & Susan St
I SALISBURY NORTH 1 Playford Cres 5108 (08) 8182 3566
SOMERTON PARK 232 Brighton Rd 5044 (08) 8294 3088
Near Oaklands Rd
STEPNEY 79 Magill Rd 5069 (08) 8363 5444

TASMANIA:

F T HOBART 7 Effingham St 7009 (03) 6272 7355
(MOONAH)
L S D HOBART 2/21 South Arm Hwy 7018 (03) 6122 1877
EASTERN SHORE
(MORNINGTON)
A F LAUNCESTON 90 Gleadow St 7248 (03) 6331 6099
(INVERMAY)

WESTERN AUSTRALIA - PERTH METRO:

T BALCATT 11 Halley Rd 6021 (08) 9345 5545
Cnr Kirke Rd
T BIBRA LAKE 1/30 Salpietro St 6163 (08) 9434 5733
A I L S D EMBLETON NEW 20 Embleton Ave 6062 (08) 6103 5111
MUNDARING 11 Wandeara Cres 6073 (08) 9295 1939
Cnr Great Eastern Hwy
A T WANGARA 21 Dellamarta Rd 6065 (08) 9409 5088
Cnr Arrigo St
A L T WELSHPOOL 79 Welshpool Rd 6106 (08) 9350 6999

TRADING HOURS:

MON-FRI 7.30AM-5PM
SAT 8AM-12PM

Branch trading hours may vary see:
middys.com.au/branch-locator

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- A** A/C Stockists
- EV** Electric Vehicle Charging Station
- F** Fire Product Stockists
- I** Industrial Stockists
- L** Lighting Display
- SD** Smart Display
- S** Open Saturday
- T** Telstra Product Stockists



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FATHER'S DAY**



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Middendorp Electric Co Pty Ltd.
357 Ferntree Gully Rd, Mt Waverley, VIC 3149

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