



# MIDDY'S

ISSUE 40

JAN - MAR 2023

# NAG



## INDUSTRIAL STRENGTH

Offering you more with our value added Industrial services, solutions, project assistance and training.

MIDDY'S INDUSTRIAL  
LEADING THE WAY

INVESTING IN OUR  
INDUSTRIAL FUTURE

INDUSTRIAL  
CASE STUDIES

WIN A DRONE IN OUR  
VENTAIR PROMOTION





# Welcome From Middy's

ISSUE 40 JAN - MAR 2023

Intrinsic to Middy's offering you more mission, the Middy's Industrial team has been embracing a journey of new opportunities and growth, particularly demonstrated through value-add services to its customers and supporting its team of industry experts. A first-time contractor trip, the growth of a relationship with a respected business and its first Industrial conference; find out how Middy's has been leading the way (page 12).

We recently had a night to remember at our Scholarship and Small Business Awards function at the Garden State Hotel where we celebrated our winners and presented them with their awards. Read all about it on page 18.

Don't miss your chance to win a Drone in our Ventair Skyfan promotion which runs until the 15th February (page 5) and be sure to check out what's been happening across our amazing Middy's community on page 23.

From the Middy's family we wish you all a very Merry Christmas and a safe and Happy New Year.

Nicholas Middendorp

Anton Middendorp

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## ASK US ABOUT OUR SPECIALIST SERVICES

**MIDDY'S SMARTCENTRE**

**MIDDY'S**  
TechEnergy

**MIDDY'S**  
LIFT & FIRE

**MIDDY'S**  
LIGHTING

**MIDDY'S**  
EV SOLUTIONS

**MIDDY'S**  
RAIL

**MIDDY'S**  
SmartSpec

**MIDDY'S**  
INDUSTRIAL

**MIDDY'S**  
EnergyTrust

See page 35 for details...

Cover: (L-R): Shane from Dando Electrical & Hank Terpstra from Middy's Industrial at the Valley Park Farm Custom CT Cabinet & Main Switch Board Build



# DISCOVER LEGRAND'S INDUSTRIAL SOLUTIONS

Explore our range of comprehensive commercial and multi residential enclosures, protection and switching equipment. Specially designed to provide quick and easy installations, safety and reliability.

## PLEXO ENCLOSURES



601987

601982

601974

## DISTRIBUTION BOARDS



NDB2EXT250GR

NDB54P250GR

## TIME CLOCKS



412795

412790

412725

## CONTACTORS



412535

412544

412556

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DIGITAL BUILDING INFRASTRUCTURES

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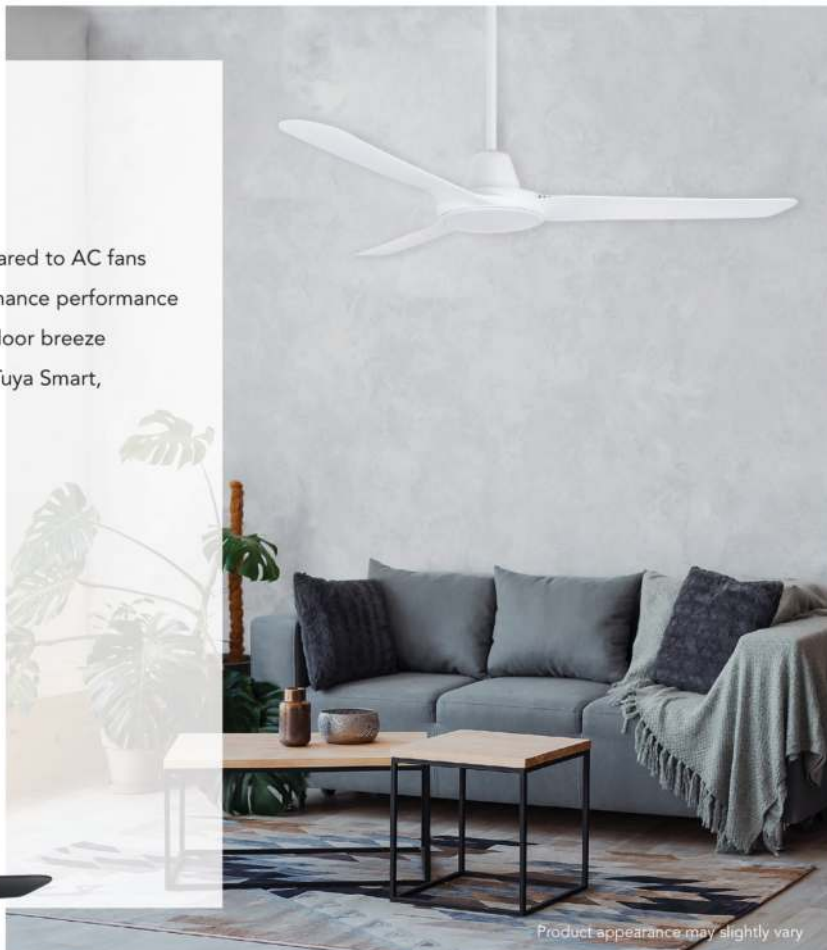


# SPYDA **EC**

## ULTIMATE ENERGY EFFICIENCY

- Unique EC brush-less motor uses up to 75% less power compared to AC fans
- Aerodynamic blades moulded from Thermoplastic alloy to enhance performance
- Creates a random variation airflow that imitates a natural outdoor breeze
- App control included: with built in WiFi and compatible with Tuya Smart, Smart Life, Google Home and Alexa
- Remote control included
- 6 year warranty

Product Code	Price ex gst	Price inc gst
SPYEC1253WH-L	\$309.00	\$339.90
SPYEC1423BL	\$299.00	\$328.90



Product appearance may slightly vary

# Skyfan <sup>DC</sup>

The future in fans

- Intelligent energy saving DC technology and up to 75% less power consumption
- High airflow and low noise level, makes the Skyfan range ideal for bedrooms
- Indoor and covered outdoor applications
- Android and IOS app control option (sold separately). Compatible with Google Home and Alexa
- LCD Remote control included with multi-functions: Summer winter reversible, Eco, Sleep and Timer
- 5 year warranty



Product Code	Price ex gst	Price inc gst
SKY1203WH	\$234.00	\$257.40
SKY1203WH-L	\$289.00	\$317.90



## DC 3 BLADE CEILING FAN

- Intelligent energy saving DC technology and up to 75% less power consumption
- High airflow and low noise level, makes the DC 3 Blade ideal for bedrooms
- Summer and winter reversible, switch located on wall controller
- Light models: 5 step dimmable 20 watt LED (1800 lumen) and tri-colour changeable (warm, natural and cool white)
- 5 year warranty

Product Code	Price ex gst	Price inc gst
DC31203WHWC	\$209.00	\$229.90
DC31203WH-LWC	\$254.00	\$279.40



With Light Models

Without Light Models

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THE AIR MOVEMENT SPECIALISTS

To find your local Ventair stockist and other products please visit  
[www.ventair.com.au](http://www.ventair.com.au) | [f](#) [@](#) [in](#) [p](#)



Propel into summer **WIN A**  
**DRONE**

**\$16K IN PRIZES  
TO BE WON**

**BONUS**

All entries also go  
into the draw to WIN  
a Garmin Forerunner  
255 Music Watch  
valued at \$699

Take to the skies! Buy any Ventair Skyfan between  
1 Dec 2022 - 15 Feb 2023 & go in the draw to  
**WIN a DJI FPV 4K Drone valued at \$2,099**

Fly high & double your chances by purchasing the Ventair  
Skyfan app (Wi-Fi control) with any Ventair Skyfan.



More details ► [middys.com.au/dronepromo](https://middys.com.au/dronepromo)

Open to Middy's Account Customers. Buy any Ventair Skyfan between 1 Dec 2022 - 15 Feb 2023 for one entry into the draw.  
Three major prizes to be won (1 per area). Double your chances by purchasing the Wi-Fi app control with Skyfan DC. Unlimited entries.  
All entries also go into a regional prize draw to win a Garmin Forerunner 255 watch (14 to be won - 1 per region). View full T&Cs on website.

 A family  
owned  
Australian  
business



# Middy's Greater Geelong Golf Day

A fantastic day was had connecting with customers of the Middy's Geelong, Geelong North, Grovedale, Ocean Grove and Torquay branches at our Greater Geelong Golf Day.

Middy's hosted 84 customers on the 29th September at the stunning 13th Beach Golf Links in Barwon Heads. In attendance was Middy's Director, Nicholas Middendorp, General Manager, Nick Collins and National Sales Manager, Mark Carrington.

It was so great to see so many customers wearing Middy's Pink Tradie Beanies in support of Breast Cancer Network Australia (BCNA) and we're proud to announce that we raised over \$3500 for the cause at the event.



The No #14 Middy's Show Car on display at the stunning 13th Beach Golf Links in Barwon Heads

The day got swinging with breakfast at 7.30am followed by a shotgun start at 8.15am. The No #14 Middy's Show Car was on course and there were raffles, prizes and giveaways to be won. Lunch and drinks were also provided.

Highlights of the day included Mark Carrington winning (buying) the signed Geelong Football jumper and Regional Sales Manager for Tasmania, Chris Bily's group spending 6 hours on course.

Thank you to our suppliers, Aussie Duct, Clevertronics, Ideal, Legrand, Matchmaster, Mercator, Nexans Olex, NHP, Omega, Pierlite, Prysmian, SAL, Schneider, Trader and Ventair for their support and to 13th Beach Golf Links staff for always running a quality event. ■



Middy's Pink Tradie Beanies being worn with pride in support of Breast Cancer Network Australia (BCNA)

## Farewell Robyn

Robyn McInnes retires after 47 years of loyal service with Middy's.

Joining Middy's in 1975, straight from secondary school, Robyn McInnes has seen many changes in the business, particularly the introduction of technology. Throughout her time at Middy's, she developed a reputation for integrity, reliability and for being a supportive colleague and employee.

Robyn's humility and kindness has been a constant throughout her working life at Middy's and she developed an excellent rapport with all levels within the company. Her willingness to assist in all areas made her a much-loved staff member of Middy's and all who have worked with her.

Robyn was Middy's longest serving female employee and Middy's first Branch Support Centre employee to achieve the milestone of 47 years of service. She will be an enormous loss to the Pay Office, HR Department, NBSC and the Company.

Robyn is planning a much-anticipated trip to the UK and Scotland in 2023 and hoping that there isn't another pandemic that causes her plans to be put on hold.

We thank Robyn for her many years of loyal service and commitment to the business and wish her all the best for a happy and healthy retirement. ■



(L-R): Director Nicholas Middendorp, CEO Nick Clark, Robyn McInnes & Director Anton Middendorp



Robyn's retirement lunch held at Middy's NBSC



# Join Qantas Business Rewards for free today and start earning points.

Earn Qantas Points for doing business with us when you spend on eligible products.



## BECOME A *Qantas Points* MILLIONAIRE



Congratulations to Middy's Welshpool customer, Paul Wyers from Hoist Torque Australia, winner of 1,050,000 Points in our NHP 'Become a Qantas Points Millionaire' Promo

### NEW OFFERS

Earn 1 Qantas Point per \$1 spent on all Clipsal Infrascan products & Smoke Detectors from 1 Dec 2022 to 31 Jan 2023

Earn 5 Qantas Point per \$1 spent on Legrand Bticino Living Now Wiring Device range (inclu. Connected Devices) from 1 Dec 2022 to 31 Jan 2023

### ALWAYS ON

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

View Offers  
& Learn More





## OBL MINI BATTEN



A compact surface mount LED batten with frosted diffuser that produce a white clean light. It has a 3-way switch to adjust the light levels, ideal for above bed, beside mirrors, inside wardrobes or for any small area lighting.

- Made with a UV resistant polycarbonate body for durability and long product lifetime
- Flexible Colour Select option of 3000K or 4000K
- Double Insulated. Using DPDT switch to isolate both live and neutral. Suitable for caravans and mobile homes

**COLOUR SELECT**

**LUMEN SELECT™**



**54,000 hr**  
Lifetime



**3 Year**  
Warranty

Product Code	Description
OBL600	OBL MINI LED BATTEN COLOUR LUMEN SELECT 10W/15W 3000K/4000K
OBL900	OBL MINI LED BATTEN COLOUR LUMEN SELECT 15W/20W 3000K/4000

## VANDALED CS



The VandalD CS is a robust weatherproof batten, built for tough Australian conditions. It is ideal for adverse, high impact areas such as walkways, schools, mining camps and public amenities.

- Strong IK10 polycarbonate RAL9007 grey body with an opalized diffuser
- Five optional cable entry points for versatility and ease of installation
- Stainless steel screws are retained in the durable silicone seal, providing IP65 protection
- Built for tough Australian conditions and tested at 50°C

**COLOUR SELECT**



**IK10**  
Impact  
Rating



**IP65**  
Ingress  
Protection  
Rating



**CRI 80**  
Colour  
Rendering  
Index



**60,000 hr**  
Lifetime



**5 Year**  
Warranty



**Ta 50**  
Operational  
Temperature  
Rating

Product Code	Description
VLED20ECS	VANDALED PC 20W NON DIM COLOUR SELECT 3/4K

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**Did you know that Versolex 90°C is a cost competitive option compared to 110°C rated power cables?**



**For applications that do not require higher operating temperature, Versolex 90°C would be the best option.**

This will potentially save cost of ownership for developers and asset owners whilst reducing energy cost for end-users. Additionally, this will also minimise the impact on the environment and reduce CO<sup>2</sup> emissions.

**Applications:** Mains/sub-mains and final circuits connecting to moving equipment and electrical appliances. Suitable for all applications from small equipment to heavy industrial.

# VERSOLEX<sup>®</sup>

Versolex Single power cables are specialised industrial cables developed for the demanding Australian market conditions. This multipurpose flexible cable has been designed for use in commercial, building, OEM, industrial and mining applications, including switchgear, welding and submersible (up to 500m). The Versolex range delivers excellent electrical and environmental properties, including resistance to moisture, chemicals and oils. It is more flexible and physically tougher than PVC with the configuration of XLPE insulation combined with TPE (Thermoplastic Elastomer) sheathing.

## Construction

Single Copper Conductor  
(Class 5 & 6)  
X-90 insulated  
TPE-90 sheathed to  
AS/NZS 5000.1

## Standards

AS/NZS 5000.1  
AS/NZS 1995 (Welding)

## Current Ratings

Refer to AS/NZS 3008  
table 5, 8, 11 & 14

## Voltage Rating

**0.6/1 kv**

## Convenience

Easy termination  
and installation

TPE Sheathed and  
physically tougher  
than PVC

## Maximum Operating Temp

**90°C**





# Smart Industrial Controls

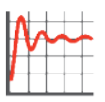
With Siemens SIRIUS from APS Industrial, you have exclusive access to a unique and comprehensive portfolio for every industrial control application. Thanks to their modular design and simple integration capability, these products can be designed and built into a control cabinet in a very simple way.



CONTROL



COMMAND



MONITOR

**SIEMENS**



NOW AVAILABLE AT YOUR LOCAL MIDDY'S BRANCH

**MIDDY'S**





**THE LOCATION:**  
VALLEY PARK FARM, GOULBURN VALLEY

## Valley Park Farm

### CUSTOM CT CABINET & MAIN SWITCH BOARD BUILD



**Download  
Case Study**

Valley Park Farm is a locally owned business which produce free range eggs to the Victorian and New South Wales markets.

The day after boxing day 2021, a battery pallet jack at the egg packing facility caught fire. The fire quickly spread into the plant including the Main Switchboard which was destroyed.

Priority was to get mains power to site and a custom CT cabinet was needed to be sourced quickly. Secondly construction of a new permanent main switch board (MSB) was required. Requirements for the new MSB included solar and stand by generator equipment.

Shane from Dando Electrical was engaged to rewire the plant and rebuild the electrical system. Shane contacted Hank Terpstra from Middy's Industrial for his assistance in sourcing a temporary 400A CT metering MSB to power up the site. Valley Farm could then continue to operate during the rebuild phase.

Hank also assisted in sourcing a switchboard builder who was able to produce shop drawings and seek design approvals in a very short time frame. A new 1250 Amp 8 meter long custom-built switchboard was manufactured and installed in time for the scheduled production commencement date.

Valley Park Farm are very appreciative and impressed with Hank and Shane's efforts to get the switchboard to site and operational as quickly as they did.

The Dando Electrical team, comprising of 15 electricians and apprentices, put in 16-hour days 7 days a week to deliver the project ahead of schedule. Since the fire some 11 months ago the plant is now fully operational, cleaning, sorting and packing up to one million eggs per day.

Dando Electrical would like to extend their appreciation and gratitude to Middy's, particularly the efforts and support from Hank Terpstra who without his input and knowledge the Custom built MSB would not have been delivered on time.

Shane is hoping for a quieter Christmas holiday this year...



**THE TEAM (L-R):**  
HANK FROM MIDDY'S INDUSTRIAL &  
SHANE FROM DANDO ELECTRICAL



### THE MAIN SWITCH BOARD BUILD:

**8M**  
**1250 AMP**

- ▶ Sine Switchboard
- ▶ NHP Switchgear
- ▶ Solar and Standby Generator Equipment



**PERMANENT  
MAIN SWITCH BOARD  
CONSTRUCTION**



**INCORPORATED  
SOLAR  
REQUIREMENTS**



**CUSTOM  
DESIGNED**

Download and print this Case Study at: [middys.com.au/case-studies](https://middys.com.au/case-studies)



# Leading The Way & Offering The Best In Value Add Services

Intrinsic to Middy's offering you more mission, the Middy's Industrial team has been embracing a journey of new opportunities and growth, particularly demonstrated through value-add services to its customers and supporting its team of industry experts. A first-time contractor trip, the growth of a relationship with a respected business and its first industrial conference; here's how Middy's has been leading the way...

## Offering the best in customer value

In September Middy's partnered with one of its key supplier partners, Schneider, to hold its first Industrial Contractors trip. Nicholas Middendorp, one of Middy's third-generation company directors, was also in attendance to speak about the Middy's family journey.

The trip was designed to not only provide a unique experience but educate, inform and further strengthen relationships with contractors. The Middy's Industrial team selected customers from each region, ensuring a variety of customers and partners were there from a diverse range of businesses.

The trip to Adelaide commenced with a Schneider factory tour at their Gepps Cross facility, followed by a series of product training sessions led by Middy's industry experts on industry trends including EV chargers, variable speed drive solutions and Schneider's connected products. This showcased the Middy's Industrial team's passion and how they can provide solutions around switchboard designs and specialised knowledge.

However, the trip wasn't just about promoting Middy's Industrial capability, as it was incredibly valuable to the specialised Middy's team to be educated and gain a better understanding from the contractors on what their needs are.

Overall the feedback on the trip was very positive, informative and professional. Middy's will be conducting more industrial contractor trips in 2023. ■



Since the COVID 19 restrictions it was fantastic to be able to sit in a room and discuss where the industry is heading and the group to be open to discuss. As an owner of a company, I have learnt things from group members as well as from the program.

- Geoff Williams, Victech Consulting & Construction



The Middy's Industrial Team at the National Branch Support Centre, Mount Waverley



Middy's first Industrial Contractors trip in Adelaide



Before this program, I would have not thought to go to Middy's. To assist technically and assist finding the correct information and provide solutions is of great value.

- Daniel Brosca, ADX Electrical

Middy's has so much more to offer with specialised knowledge in the industrial sector.

- Matt Hanlon, Watters Electrical

The most important part was understanding how the Middy's network pulls together to support my business.

- Paul Allan, Scope Electrical



#### The power of partnership

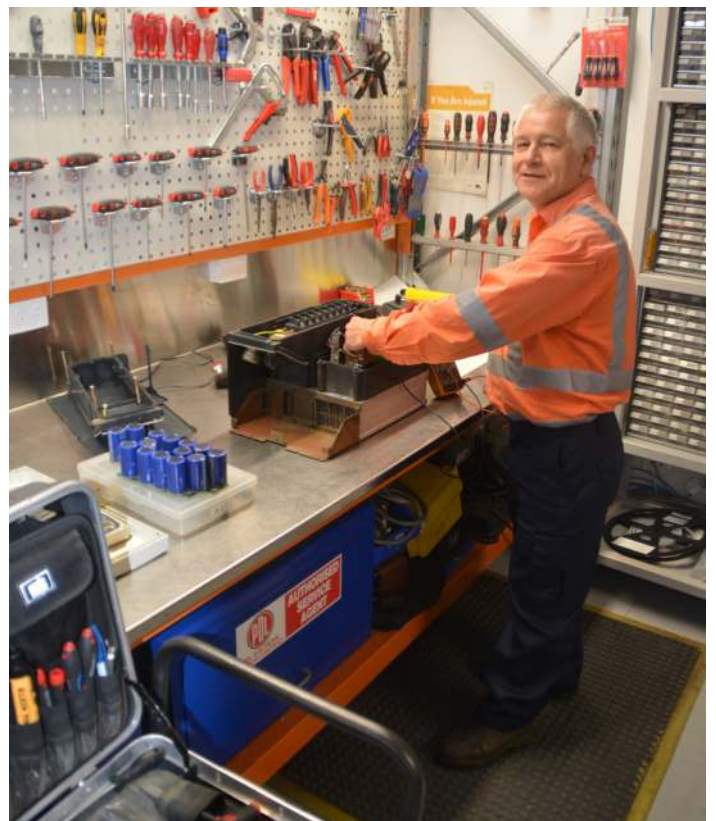
18 months ago, Middy's Industrial partnered with AET led by Lindsay Brown, as a third-party supplier. Lindsay and his team have worked with and supported Middy's Industrial over the years through specialised supply and support of electronic motor control technology. AET's reputable name is well known in the industry in providing support to drives manufacturers and end users across Australia.

Lindsay Brown is an integral member in the Middy's Industrial stable as demonstrated last Christmas break when Lindsay received a call from a Middy's branch to attend a variable speed drive breakdown. Lindsay attended to the breakdown immediately and remedied the situation for the customer who was highly impressed with the fast response, especially during the holiday season when many suppliers aren't available.

Some other weird and wonderful things AET have been called upon to help with over the years include:

- ❑ Providing remote assistance to Birdsville to help get a generator working to keep the beer cold for the Birdsville races
- ❑ Fixing the bow thruster DC Drive on the Aurora Australis so that expeditioners could set sail to Antarctica
- ❑ Replacing a drive in a stock-feed mill that makes food for lab rats to keep the wheels of medical research turning

AET is pleased to partner with Middy's as they have a shared value in commitment to service and support; a hallmark of Middy's long-standing reputation. Middy's is proud to have a strong relationship with such a reliable and flexible business and thank Lindsay and his team for their ongoing support. ■



Lindsay Brown from the AET and integral member of the Middy's Industrial stable

Our Middy's Industrial Specialist Team has a combined 160 years of industrial sales experience and are equipped to handle any enquiry from a simple motor control or distribution board request, through to main switch board, variable speed drives and automation solutions.

If you have a product, sales, technical or project enquiry please contact any of our friendly team to assist.

To find your nearest Middy's Industrial branch visit: [middys.com.au/industrial](http://middys.com.au/industrial) ■



# Leading The Way & Empowering Growth

## Development and Growth

Middy's Industrial recently held its first conference at Middy's National Branch Support Centre in October. Those in attendance included the senior Industrial team, Middy's National Sales Manager, Mark Carrington, and Directors Nicholas Middendorp and Anton Middendorp.

The conference's primary agenda was to continue our vision; adding value to our Industrial customers experience by providing end to end solutions that meets theirs and their customers' needs. The team got together and developed a strategic plan to continue to improve offerings in the market and build the presence.

Key suppliers were in attendance at the conference, presenting their road maps so the team could be up to speed with upcoming supplier changes and releases.



Middy's Industrial conference at the National Branch Support Centre

The main takeaway from the Industrial conference was for the team to continue to support their contractors and businesses to provide the best in service and technical expertise across key verticals in all regions. The industrial team are excited to keep leading the way in 2023. ■

## Industrial Spotlight

### Hank Terpstra Industrial Business Development Manager



Connect With Me  
**LinkedIn**

Within my Industrial Business Development Management role, I assist Middy's branches with industrial enquires, training, coaching and mentoring sales representatives and counter staff to facilitate our customers industrial requests. I also provide technical support and joint site visits to our contractor's customer.

Since joining Middy's over 2 years ago my focus has always been on our industrial electrical contractors and my top priority is to always deliver the best, cost-effective solution for all parties.

My intimate knowledge of supplier products and networks that I've built over the years has allowed me to offer complete solutions specific to project needs. I have previous experience as an electrician at the Ford Motor Company in Geelong and subsequent roles with B&R, Schneider, Clipsal Moeller and Hager B&R. This means that when I communicate with our customers, they know I have a full understanding of their needs.



The industrial segment that I have the most experience with is the low voltage switchboard market providing solutions with custom distribution boards, CT & tenancy boards and main switchboards. I can assist in providing end-to-end product support, assist with single line diagrams, quoting and coordinating final designs with suppliers and switchboard manufactures to ensure all finished products comply to the AS/NZ61439 or IEC 61439 design verification. I can also service any questions you may have prior to the design phase that may potentially lead to cost savings.

Contact Hank on **0429 843 242** or  
**hank.terpstra@middys.com.au**



# Investing In Our Industrial Future

As part of Middy's drive to offer you more, we provide our seasoned staff with the opportunity to upskill and specialise. One such program is the Industrial cadetship, which aims to provide an intermediate understanding of the principles, terminology and brand/product specific information surrounding the industrial industry.

The outcome of this course is so the cadets can confidently offer industrial electrical product selection advice to other staff and customers. We caught up with recent graduate **Belinda Blaess**, to discuss her experience with the cadetship.

## How long have you been working for Middy's?

I started my Counter Sales role at Middy's Swan Hill just over three years ago.

## What does that role involve?

With Middy's Swan Hill being in regional Victoria, we all help each other to get the job done for our customers. My day consists of answering customer calls, serving on the counter, packing customer orders, ordering and receipting goods and delivering goods to customers. We work together as a team everyone helps everyone.

## What piqued your interest to apply for the cadetship?

I really wanted to learn more about industrial before the cadetship even came about. I already had Troy Crawford, Middy's Industrial Business Development Manager, as my mentor, so when the cadetship came up it was just perfect timing.

## How was the cadetship experience (i.e. how long was it, what did it involve)?

The course took about seven months all together. We started in March and finished in September. Throughout that time, it was a mixture of some online learning days and some face-to-face. It was a great mix as it's important to help build my network by meeting other cadets and the instructors in person, but at the same time the online sessions were handy to avoid being out of my branch, especially when Swan Hill is so far away from Melbourne.

The course itself involved learning about the basics of Industrial; how to sell it, where to go and essentially who best to contact depending on what questions our customers ask. At the end of the cadetship we had to do a presentation which covered our journey, where we've come from, our sales results and what we thought of the course.



## What did you achieve from doing the cadetship?

The increased customer confidence I gained resulted in my branch's July to September sales figures to increase by 29.7% compared to the same time last year. I also gained a valuable career experience when I hosted an Industrial breakfast with the help of Troy Crawford. We spoke to customers about upcoming jobs, what we can offer and the stock that Middy's can supply.

## How do you apply your skills from the cadetship now and what does this mean for your branch?

I apply the skills I learnt when I'm talking to customers. I know a lot more about Industrial now, so it gives me the ability to be able to offer more products and a higher level of knowledge when helping customers. As a result we've seen an increase in sales, just because sales that we weren't previously able to service, we can now acquire as I know how to present and deliver them. We are also getting the harder questions coming through to the branch because customers have more confidence in us.

## What is the most rewarding part of your job?

The customer satisfaction. I suppose at the end of the day it's all about the customers and we have some pretty awesome customers out here so it's all about meeting their needs and getting some of those harder sales. That's probably the most rewarding.

## How do you see the future of industrial electrical?

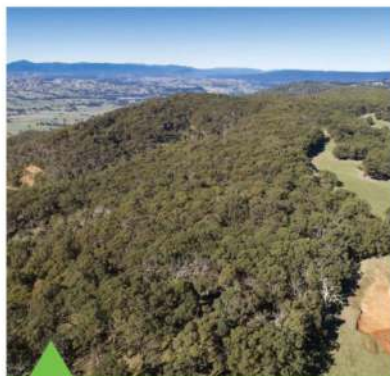
I think the future of industrial electrical will always be there. As it becomes more of an automated world out there, there's going to be more and more need for it. If we can be on the front foot, knowing our products and knowing what our customers want, then I think that's where we need to be. ■



I know a lot more about Industrial now, so it gives me the ability to be able to offer more products and a higher level of knowledge when helping customers.

- Belinda Blaess





**THE LOCATION:**  
TERIP TERIP, RGA OF MURRINDINDI  
(CENTRAL VICTORIA)



**THE TEAM (L-R):**  
ANDREW MCLEOD (MIDDY'S BENALLA  
BM) & M&P ELECTRICAL CREW - PAUL &  
MICHAEL HAMILL & ISAAC DEWIS

## Rural Power Generation

### TERIP TERIP HOMESTEAD POWER GENERATION PROJECT



Download  
Case Study

With fluctuating power issues at Terip Terip, a small Victorian rural location within the local government area of Murrindindi, the clients approached the team from M&P Electrical in Euroa to come up with a solution. From there Michael approached Andrew McLeod from Middy's Benalla to assist. After analysing the power requirements, Troy Crawford (Middy's Industrial BDM) along with the technical team at Pramac offered the GSW45 Generator as the best solution.

As the property runs off a SWER line (Single Wire Earth Return) this unit was reconfigured in-house by Pramac engineers to supply 30kVA 2 Phase 480V to the property. This was coupled with a Pramac built Automatic Transfer Switch, so if the power fluctuated more than 10% above or 6% below it brings the generator into play. All without the need for human intervention.

This system has the capability to run power for the entire homestead including Power, Lighting, Split Systems, Floor Heating and Refrigeration. Not losing power is paramount in the last case as there are critical medicinals that must be kept at a constant precise temperature.

The install has been a great success thanks to the excellent work conducted by the M&P Electrical Team. The homestead owners are not even aware of when or how often the generator is brought into play unless they view the software log. Which also importantly lets them know the fuel consumption and when refilling is required.

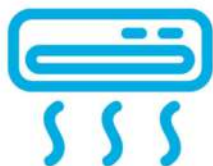
### THE INSTALL:

- ▶ PRAMAC GSW45P 45KVA 3 PHASE GENERATOR
- ▶ RECONFIGURED TO 30KVA 2 PHASE 480V
- ▶ AUTOMATIC TRANSFER SWITCH SYSTEM

### CONTROLS:



POWER &  
LIGHTING



SPLIT  
SYSTEMS



HEATING &  
REFRIGERATION



The team at Middy's were instrumental in assisting us with this project. We were so happy with the result that we actually have another similar unit waiting for install. We have the confidence in the Middy's group to provide the service and after sales support we have come to expect.

Michael Hamill, M&P Electrical



Download and print this Case Study at: [middys.com.au/case-studies](http://middys.com.au/case-studies)



# Info Nights Wrap-up

The Middy's 2022 Info Nights were a huge success. With Directors Nicholas and Anton Middendorp in attendance, we welcomed over 3,500 customers, partners, suppliers and staff at 14 events across the country. While the nights are about informing our customers about new technology and legislation there was plenty of fun to be had...

For the first time we held Info Nights in the regional areas of Goulburn, Griffith, Merimbula and Wagga Wagga and we will back to these areas in 2023. We were fortunate to have wonderful keynote speakers who were informative and insightful on topics such as industry regulations, legislation and the opportunities and potential that EV has for our customers.

A big thank you to our MCs, Marty Fields and Des Dowling. Thanks also to Keith Van Der Zyden, Head of Certificates of Electrical Safety (COES) Energy Safe Victoria, Ross De Rango, Head of Energy and Infrastructure, Electric Vehicle Council and Grant Morehouse, Technical Manager, NECA Group ACT, NSW, QLD, TAS for your time, support and knowledge throughout the year.

We would like to extend our thanks to Brad Jones and Bryce Fullwood at the BJR Team for their appearances and support over 2022 providing insights into the world of V8 Supercar Racing.

It was also wonderful to have the support of our key suppliers who participated in our Trade Shows and fiercely fought over 'Product of the Night' competitions over the 14 events. Thanks to APS, Cabac, Clevertronics, Dahua, Dueltex, Eaton, Fantech, Fergus, GLG (Pierlite), Hager, Haneco, Ideal Industries, Legrand, Matchmaster, Milwaukee, Nexans/Olex, NHP, Omega, Prysmian, PSA Products, Redback, SAL Sunny Lighting Schneider/Clipsal, Trader (GSM), Ventair and to Mekolec, Middy's TechEnergy, Middy's Solar and Middy's Industrial. Thanks also to industry partners NECA, Electric Vehicle Council and TTA.

While the nights were informative they were also a lot of fun. A highlight of the 2022 calendar was our search for the apprentice with the best mullet. We look forward to more fun and antics at our Info Nights in 2023. Register your interest to attend at [middys.com.au/info-nights](http://middys.com.au/info-nights) ■

2023 INFO NIGHTS SCHEDULE*	
22 March	Echuca/Deniliquin
19 April	QLD
3 May	WA
17 May	Hobart/Hobart Eastern Shore
31 May	Albury/Wodonga
14 June	NT
12 July	Hoppers Crossing/Laverton/Ravenhall
26 July	Merimbula
9 August	Goulburn
16 August	SA
30 August	Melbourne Inner East
6 September	Ballarat/Ballarat West/Stawell
13 September	Dandenong/Dandenong Sth/Hallam/Narre Warren
11 October	Pakenham/Warragul
18 October	Griffith/Leeton
1 November	Wagga Wagga

\*Dates correct at the time of print

**BUMPER  
SCHEDULE  
16 EVENTS**

## - KEY STATS -



**14 EVENTS**



**3500+  
CUSTOMERS**



**4 NEW REGIONS**

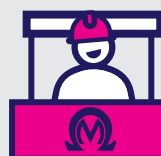
Griffith, Goulburn,  
Merimbula & Wagga Wagga

1. Launceston TAS
2. Melbourne Outer East VIC
3. Greater Geelong VIC
4. Bendigo VIC
5. Griffith NSW
6. Sydney NSW
7. Melbourne North West VIC
8. Merimbula NSW
9. Melbourne South VIC
10. Leongatha & Wonthaggi VIC
11. Goulburn NSW
12. Wagga Wagga NSW
13. Melbourne North East VIC
14. Mildura VIC



*Middy's sets the benchmark for customer tradeshows, these events always attract large numbers of customers with a very well-practised, punchy agenda that provides benefits for customers, suppliers, the Middy's team, and industry supporters. The 2022 series of Info Nights was no exception and Schneider was proud to be the major sponsor.*

**Jill Kokinos**  
Commercial Manager, Home & Distribution, Schneider Electric



**25+  
TRADE  
SHOW  
PARTICIPANTS**



**9 BJR TEAM  
GUEST APPEARANCES**

BRAD JONES &  
BRYCE FULLWOOD

**BEST APPRENTICE  
MULLET SEARCH**



*Congratulations Middy's on another awesome Info Night, always such a well organised and run event. We always look forward to them and have a great time.*

**Andrew Droffelaar**  
Droffelaar Electrical, Middy's Mildura



**14 EV PRESENTATIONS**  
ELECTRIC VEHICLE DISPLAYS  
& EV GRANT INFO SESSIONS



**200+  
PRIZE GIVE AWAYS**



**14  
INDUSTRY UPDATES**



**130+  
APPRENTICE PROGRAM  
SIGN UPS**





# Celebrating Our Scholarship & Small Business Award Winners

## What a night to remember and congratulations to our Middy's 2022 Scholarship Program and Small Business Award Winners...

On Friday 11 November, the Middy's Scholarship Program and Small Business Award winners were hosted at our Awards Presentation Night at the Garden State Hotel.

As it was the first time in two years that we were able to come together, we also extended the invitation to the winners of 2021 to attend.

National Sales Manager, Mark Carrington did a wonderful job as MC, adding a personal touch to the night by highlighting Middy's BCNA relationship and talking about the importance of their work. His opening speech set the tone for a wonderful evening.

Speeches from Middy's Directors, Nicholas and Anton Middendorp captured the importance of the night, diversity in the industry and thanked all the customers for their continued support.

The winners and staff in attendance were ready and raring to celebrate the night mingling over good food and drinks. The room was filled with excitement as this year's 2022 Nick Middendorp \$10,000 Award was announced. Congratulations to Middy's Albury customer, Simon Hoppe from Konekt Electrical on the win.

A big thank you to Brendan Eggins, the 2021 Nick Middendorp \$10,000 Award winner who provided some insight on his win and how he used the funds he won to improve his workshop.

Thank you also to the Middy's Directors, Senior Management, Branch Managers, and staff for their attendance and taking part in the celebrations. We look forward to another successful event in 2023. ■







## We caught up with Simon Hoppe, 2022 Nick Middendorp Small Business Award winner for a chat...

**Middy's:** Congrats Simon on being a 2022 Middy's Small Business Award Winner (and winner of the \$10K Nick Middendorp Award). Can you tell us a bit about your business?

**Simon:** Konekt Electrical is a family owned electrical contracting business in Albury having grown from being a sole trader over ten years ago to now being a team of 3 employing a qualified electrician and an apprentice.

In alignment with customer expectations our business has changed over the years and we have now branched into solar installations as a specialisation. Adaptability is one of the key elements in maintaining a successful business; to the changing needs of builders and home owners, and to embrace rapid improvements in technology.

We partner with a number of local builders that build bespoke homes and undertake historical restorations and expansions. We enjoy the challenge that these unique builds bring to deliver top notch outcomes. We also cover a range of electrical works for individuals, encompassing heating and cooling, fans, lights, maintenance and safety upgrades. Essentially, we aim to help people with any of their electrical needs.

We focus on the quality of what we deliver and spend the extra time to ensure that our work is completed to an exceptionally high level, even if it takes longer, it's worth it. Our staff are engaging and we make a point of being open with our clients on our ability to complete the works and the time frame of deliverables. This makes a huge difference in managing our business, reducing stress and pressure by using transparent communication.

**M:** How has winning a Middy's Small Business Award helped your business?

**S:** It has helped heaps and we are looking at splitting the funds across some different areas. We are keen to progress with additional training on solar and battery installations and home charging bases for electric vehicles so the funds will be perfect for that.

We are also looking at expanding our van fleet to enable us to work across additional sites. The funds can go to fitting out a new van with shelving and roof racks. We are also looking at setting up a new trailer for solar transportation as currently we are just using our general trailer. Setting up a new trailer tailored for solar panels and equipment transportation would vastly improve our efficiency in delivering solar projects.

Another area we are looking to invest in is IT improvements. Along with many small electrical contractors, we often find ourselves drowning in paperwork. Any remaining funds could be spent on improving our current processes to help automate our administrative operations.

**M:** What future plans do you have for your business?

**S:** Our business will continue to explore opportunities for sustainable environmental electrical installations and delivering more advanced solar and battery solutions is a key part of this. We're keen to provide advanced technologies pro-actively to our builder and home owner customers.

Enhancing the efficiency in our operations is a big part of our future plans. Operational improvements will allow us to expand to an additional apprentice and ensure succession planning across the business to provide us with more flexibility as we manage delivery across multiple jobs.

**M:** Why do you choose Middy's as your wholesaler of choice?

**S:** Middy's has been instrumental in supporting us with our expansion to solar installations. Middy's do all our solar design and provide us with competitive prices on all of the solar panels and equipment. The staff who work on our solar designs are terrific and if we ever have issues on site they have been able to provide us with an extra level of support. Our local Middy's Albury branch typically holds a large variety of stock on site and are efficient in ordering when we require unique items. Middy's also lock in low prices on stock that we use regularly.

**M:** How hard was it to apply for a Middy's Small Business Award, would you recommend it to others?

**S:** It was super easy. We spent an hour or so entering the application online which was a very smooth and simple process. We actually had entered a few years ago, but Matt at our Albury branch suggested we try entering again and I'm glad we did, because now we are \$15K better off.

The awards night itself was bloody awesome. Middy's put us up in a hotel and the awards venue was top notch (Garden State Hotel in Melbourne CBD) we really enjoyed it. We also learnt a lot more about the Middy's business and all of the additional work they do to support the community. I'd definitely recommend to anyone to enter the awards, the rewards for winning are so great and can make a real difference to your small business.

## Scholarship PROGRAM 2022

### GOLD WINNERS



**John Szeligiewicz - JCS Industries**  
(Wangaratta, VIC)

**Mark Baker - Darling Irrigation**  
(Leeton, NSW)

**Aaron Adam - Nu Age Electrical**  
(Traralgon, VIC)

**Scott Bailey - Bailey Technologies**  
(Ballarat, VIC)

**Xavier Waters - Alpex Electrical**  
(Wangaratta, VIC)

**Casey Landman - Fourth Phase Electrical**  
(Lilydale, VIC)

**Tom Hobbs - Hobbs Electrical Contractors**  
(Ocean Grove, VIC)

### SILVER WINNERS



**Joseph Ferguson-Lane - Connect Electrical SE**  
(Horsham, VIC)

**Matthew Brown - Evolution Electrical**  
(Sunshine, VIC)

**Ryan Doyle - RMD Electrical**  
(Frankston, VIC)

**Ibrahim Salameh - Pro Electrics Melbourne**  
(Dandenong, VIC)

**Wayne Britton - Britton Electrical Solutions**  
(Lilydale, VIC)

**Chris Brunskill - Sea To Summit Electrical**  
(Ocean Grove, VIC)

## Small Business AWARDS 2022



### \$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

### \$10,000 NICK MIDDENDORP AWARD WINNER

**Simon Hoppe - Konekt Electrical**  
Middy's Albury, NSW



# Sparky Spotlight



**Paul Allan**  
Owner/Director, Scope Electrical Solutions Pty Ltd

## Paul Allan Owner/Director, Scope Electrical Solutions

**Paul is a customer of Middy's Echuca. He is Owner/Director of Scope Electrical Solutions Pty Ltd. We stop to chat and find out what he's all about...**

### **What type of work does your business specialise in?**

We pride ourselves in being specialists in many areas including; Industrial Installations, Machine Automation, Systems Integrations, Control Board Building, Thermal Image Reporting and Industrial Breakdown Maintenance.

### **How long have you been a Middy's customer?**

I've been a loyal customer of Middy's for 15 years now.

### **What is most important to you from a supply channel partner?**

That would have to be providing reliable service and stocking a large range of Industrial products and equipment that we regularly need.

### **How has the Middy's Industrial team aided your business?**

Middy's Echuca are great communicators. This is super important now when there are so many challenges around securing parts. I consider Troy Crawford part of our team at Scope Electrical Solutions. He is our go to for all industrial equipment. Middy's has a huge network of suppliers and we get access to them through the industrial team at Middy's. Middy's have been a fantastic supporter of my business and I look forward to dealing with the staff at the Echuca branch and the Industrial team, working in the background, into the future. I have great confidence in Middy's as I have seen they are willing to adapt to an ever changing environment and the focus on the industrial sector has been a big advantage for us.

### **You recently visited Schneider HQ with the Middy's Industrial crew. How was that experience?**

I was chuffed to be invited for starters, it was an awesome trip and a great opportunity to meet some of the Middy's Industrial team and other Electricians in the same sector we work in. We got an insight into Schneider and Middy's forward planning and that gave me some great ideas on what to focus on going forward. We also enjoyed some bevs and probably too much food. Not very often do you get to enjoy a beer and a chat with one of the Middy's directors. I think Middy's are all about listening to what we, as Business owners, need and then striving to provide that.

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

# Staff Milestone



## Rick Brain 45 Years of Service at Middy's

**Middy's proudly celebrated Rick Brain's 45th anniversary at the Cove Hotel in Patterson Lakes last October.**

Rick began his career at Middy's Frankston in 1968 and has been a long-term valued employee ever since. Rick developed his skills as a Sales Representative and Branch Manager in various branches, for more than 20 years before returning to where it all began on the Peninsula. He was promoted to the position of Regional Manager in 1998 and was able to re-establish old and develop new relationships with customers and staff.

Rick also assisted Middy's over many years in buying, selling and servicing our large fleet of vehicles.

In April 2010 Rick took on the role of Regional Assistant for the South East and has been instrumental in supporting the Peninsula branches with staff shortages, Dead Stock Reduction, as well as sharing his knowledge, experience, and company values.

Rick now spends his time at Middy's Mornington, supporting the team and continuing his banter with the Peninsula customers. Most mornings, weather permitting, Rick tries his luck with the fish at the Mornington Pier before he starts work at 7am.

Rick has been an active social member and loyal supporter of the Chelsea Football Club for the past 50+ years and also supports the mighty Pies in the AFL.

We'd like to thank Rick for his loyalty and support during his 45 years of service. We'd also like to thank everyone who came down to the Cove Hotel in Patterson Lakes on the 6th October to help celebrate this fantastic milestone over a wonderful lunch and a few drinks.



# VCAL/VET Electrical Day

## Middy's investing in the future.

Over two days in October (Wednesday 12th and Thursday 13th) the Middy's Western Metro team sponsored and participated in a VET/VCAL Electrical Day at Emmanuel College, Point Cook. The aim of the VET/VCAL Electrical Day was to support both Year 11 and 12 students entering into the trade and industry, encouraging and informing them of the pathways to become a qualified electrician. Over 70 students attended over the two days.

The Middy's stand proved popular with the Fit-Off Challenge and with the title of winner (achieving the fastest time to fit-off) being fiercely fought over. The champion Julian, smashed it with a time of 36 seconds. For their efforts, all the students who participated in the challenge, were rewarded with a highly sought after Middy's hoodie.

The event was extremely encouraging and successful in engaging with the next generation of electricians. A wonderful effort and thank you to Middy's Marc Golland, RSM Western Metro VIC and Chris Welch for all their hard work and commitment to supporting the next generation of trade. ■



The boys had a great time and it's wonderful to see our Vocational students having as much opportunity as our mainstream VCE kids. And thank you for the hoodie. It's probably the comfiest hoodie I've ever had.

- Charlie Redman, Emmanuel College



The Middy's stand proved popular with the Fit-Off Challenge



(L-R): Chris Welch - Sales Representative, Middy's Port Melbourne, Fit-Off Challenge Champ Julian & Marc Golland - Regional Sales Manager, VIC5

## DON'T LOSE YOUR COOL THIS SUMMER

### HUNTER HVLS FANS

The Hunter Titan and Eco ranges of direct-drive HVLS fans use a unique aerofoil blade design with a twist profile that maximises efficiency across the entire range. This advanced blade design delivers a higher volumetric flow rate whilst minimising power consumption. Its high performance direct drive motor helps to minimise energy usage and reduce the fan's overall weight.



#### HUNTER ECO HVLS FAN

8 sizes from 2.4 (8') to 7.3 (24') metres.  
HUNTER-ECO08 HUNTER-ECO10 HUNTER-ECO12  
HUNTER-ECO14 HUNTER-ECO16 HUNTER-ECO18  
HUNTER-ECO20 HUNTER-ECO24

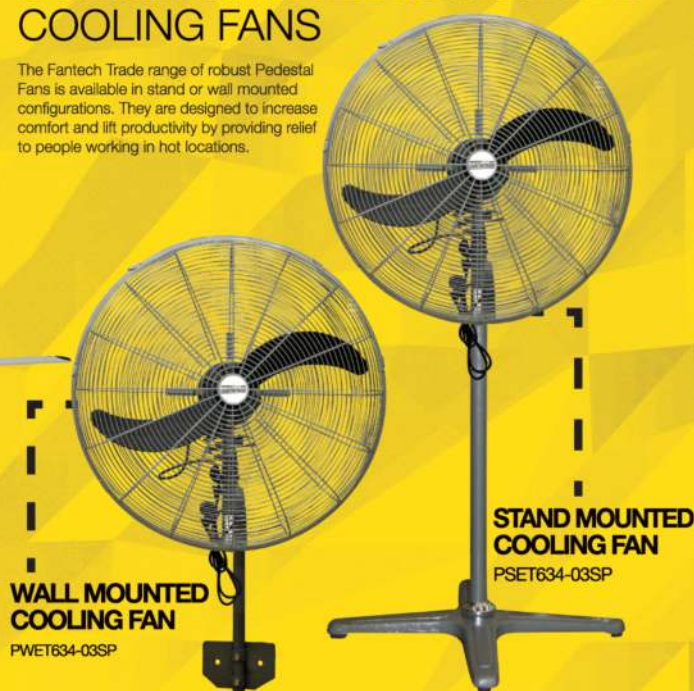
#### HUNTER TITAN HVLS FAN

5 sizes from 4.2 (14') to 7.3 (24') metres.  
HUNTER-TITAN14 HUNTER-TITAN16  
HUNTER-TITAN18 HUNTER-TITAN20  
HUNTER-TITAN24

## FANTECH TRADE /// MADE FOR TRADE

### STAND & WALL MOUNTED COOLING FANS

The Fantech Trade range of robust Pedestal Fans is available in stand or wall mounted configurations. They are designed to increase comfort and lift productivity by providing relief to people working in hot locations.



#### WALL MOUNTED COOLING FAN

PWET634-03SP

#### STAND MOUNTED COOLING FAN

PSET634-03SP



# 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



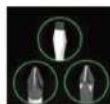
#### IEC60335-1 compliant contactor

Standard offering meets electro domestic requirements



#### Improved Connection

One screw head to fit most common screw drivers: Philips, Pozidriv and flat



#### Auxiliary contact suitable for 1mA

For direct connection to PLC, dust-resistant for harsh environment



#### Green Packaging

Made from 100% recycled material, paperless product information



#### Traceability – from plant to customer

Anti-fake service and easy quality check thanks to QR codes



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Life Is On

**Schneider**  
Electric

October 2021

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# Middy's Community Snapshot

Across Middy's 110+ nationwide branch network we are interacting with and supporting our customers and local communities...



Middy's Leeton join the EV-olution. Big thanks to the guys at MIA Electrical Services for installing our new Schneider Electric EV Charger



Devastating floods hit Middy's Seymour but the team rallied together to clean up & reopen swiftly



Middy's Deniliquin EV Charging event for local contractors & business owners



Aussie brands coming together at an exclusive tour of the RM Williams facility in Adelaide for Middy's VIP customers



Swinburne Interior Design students visit the Middy's SMART Centre in Mulgrave



Middy's Griffith sausage sizzle in support of the McGrath Foundation



Bendigo Health staff showing their support for BCNA with their Pink Tradie beanies and pink donuts



Middy's Fyshwick proudly sponsor the Tuggeranong Buffaloes as part of our commitment to supporting our local communities & junior sport. Go Buffs!



Middy's 6th annual Andrew Brown Memorial Golf Day at Sandhurst in honor of 25 Year employee Andrew Brown who lost his battle with cancer in 2016

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

Don't forget to follow @middyselectrical on: [f](https://www.facebook.com/middyselectrical) [i](https://www.instagram.com/middyselectrical) [in](https://www.linkedin.com/company/middyselectrical)





## PIERLUX ECO LED HIGHBAY GEN 6



The new generation Pierlux Eco LED Highbay Gen 6 is the ideal light fixture for industrial applications.

- One box solution – 4-in-1 Lumen Select (200W variant only)
- Superior housing made of LM6 grade aluminium die-cast, resistant to corrosion ideal for harsh conditions
- 1-10V dimming available in single wattage range - 120W (19,200lm)

Product Code	Description
ECOHB120W850G6	120W 19,200LM 5000K DIM
ECOHB200W85LSG2	200W 30,950LM 5000K LS

**LUMEN** SELECT



**IK08**  
Impact  
Rating



**IP65**  
Ingress  
Protection  
Rating



**Ta50**  
Operational  
Temperature  
Rating



**50,000 hr**  
Lifetime



**5 Year**  
Warranty

## BWP ECO LED WEATHER-PROOF BATTEN GEN 2



Now even easier to install, this high output LED weatherproof batten delivers longer life and ultimate flexibility.

- One box solution allowing you to change colour temperature and lumen select for the output you need (4ft range only)
- Clip-in modular gear tray with safety lanyards for easier installation and maintenance
- Emergency version – Complete with Lithium Iron Phosphate Battery (LiFePO4)
- Available in 2ft and 5ft

Product Code	Description
BWPECO404ECSLS	4FT COLOUR SELECT LUMEN SELECT
BWPECO404ECSEM	4FT COLOUR SELECT LUMEN SELECT MAINTAINED

**LUMEN** SELECT

**COLOUR** SELECT



**IP65**  
Ingress  
Protection  
Rating



**54,000 hr**  
Lifetime



**3 Year**  
Warranty



**3 Year**  
Warranty  
Inc. Battery  
\*Emergency  
variant

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**PIERLITE.COM.AU**



# Helping You Navigate The World Of Smart Electrical



Middy's is here as your partner, to help you and your clients navigate through this rapidly emerging world of smart electrical.

Our dedicated and knowledgeable TechEnergy team is here to provide you with technical assistance to ensure technology solution sales are simple and deployment is seamless.

With 100+ years in the electrical industry we understand how valuable your time is and we want to support you in growing your business. To do this we have a range of services at hand ready for you to tap into so that you can capitalise on opportunities that come your way. These services include:

- ❑ **Smart Centre** – this state-of-the-art facility is fully operational with all the latest and greatest smart electrical products and is manned by expert staff ready to educate you and your clients on solutions for Solar, Battery Storage, Lifestyle Automation, Security, Lighting and Audio/Visual.
- ❑ **Training** – the Smart Centre hosts a wide range of training programs from our network of preferred manufacturers to get you up to speed with selling, installing, and commissioning smart electrical products.
- ❑ **EnergyTrust** – a software platform developed by Middy's for Solar & Battery Storage installers which generates sales proposals in the fastest and most accurate way possible so that you can spend less time quoting and more time installing.
- ❑ **Smartspec** – an electrical design program exclusive to Middy's and used by our Smart Centre sales consultants to design smart electrical solutions for your customers and plot these onto their house plans enabling you to capture the upside of up sell.
- ❑ **Solar & Battery Storage Design** – our CEC accredited designers generate everything from preliminary designs for quoting to electrical drawings for installing grid tied and off-grid systems.
- ❑ **Lighting Design** – our tertiary qualified designers produce commercial and industrial lighting designs to ensure your lighting project is compliant with Australian standards.
- ❑ **Integration** – our qualified integrators design and commission lifestyle automation systems enabling your customers to experience the best of smart electrical in their home and business.

With over 27 years in the electrical automation industry, the Middy's Integration team and approved partners provide design, documentation and commissioning services. Continuously reviewing new and emerging technologies allows us to stay ahead of the game and provide best in class solutions and support.

For more information contact your local branch or representative.

Alternatively, you can call **1800 778 823** or email

**techenergy@middys.com.au** ■



**MIDDY'S**  
TechEnergy



# What A Year For Middy's Racing

Brad Jones, owner of Brad Jones Racing (BJR) and Bryce Fullwood, V8 Supercar driver, reflect the year that was...

## BRAD JONES

We were excited and proud to welcome Bryce and the entire Middy's Electrical/Middy's Racing family to BJR in 2022. From the outset we saw it as a great fit: Middy's being a family-owned and operated business just like our own. As the season got underway and we introduced Bryce's #14 Pink Middy's Rocket to the people of Australia, it was apparent that the car was a favourite and seeing the Middy's army decked in their Bryce shirts wherever we've travelled has been a highlight. Bryce slotted in with the team and the crew from the outset and so to it seemed did the extended Middy's family.

As the season got underway and we introduced Bryce's #14 Pink Middy's Rocket to the people of Australia, it was apparent that the car was a favourite and seeing the Middy's army decked in their Bryce shirts wherever we've travelled has been a highlight.

- Brad Jones

From the pit tours to the corporate experiences to the ride days and Info Nights and our Clipsal Cup events, there has almost been as much action off track as we've seen on it.

The 2022 season was always going to be an interesting one. It was the first year of a relative "return to normal" following the couple of disrupted seasons we had as a result of the COVID pandemic.

For teams and for our partners, there were still challenges. Navigating the different requirements of the States and Territories (and later, New Zealand) for entry and travel still presented its issues early in the year, while in Tasmania we saw a cap on crowds. But as the year progressed, we were able to put COVID behind us – hopefully to stay.

For the team itself there were also ups and downs. Bryce came into the team to a new car, new engineer and new crew and it took some time for them all to start working together and to understand how to make the car work the way they wanted.

2023 will bring with it more change, but we see huge opportunities in the GEN3 era. Everyone across the paddock is going to be on a level playing field going into the new season and we are all looking forward to rolling out the new Camaros when we test the new cars for the first time in 2023. From there we head to Newcastle for the first round of the season in early March and we all cannot wait to see how the Middy's Racing Camaro looks when it hits the track.

## BRYCE FULLWOOD

Well, what a year it's been. The move to BJR has been such a positive one for me and that is, as always, thanks to the continued and tremendous support of Middy's. It was a new team, new car and a new environment but the Middy's team remains a constant in my career and it's during some of the challenging times that having this kind of support becomes even more important.

Early in the season we unveiled the Middy's pink rocket and, although this was originally going to be our "day" livery, it quickly became obvious how



It was a new team, new car and a new environment but the Middy's team remains a constant in my career and it's during some of the challenging times that having this kind of support becomes even more important.

- Bryce Fullwood

much everyone loved the look of this car and so the pink stayed. You can't miss it on the track that's for sure.

The season for us has been up and down. We've had some great times and some not so great times, but to a degree we were expecting it to take a while to make all the pieces of the puzzle fit. Now as we get set to head into a new era for Supercars with the GEN3 Camaro, I couldn't be more excited to continue this journey alongside the Middy's and BJR families.



Bryce kept a cool head at the Bathurst 1000



Roller coaster ride at the Adelaide 500

## Drum roll please...

Middy's is excited to announce our continued support of Bryce Fullwood and Brad Jones Racing (BJR) for the 2023 Supercar Championship Season as the co naming rights partner. Our commitment to Bryce and his Supercar journey, has extended over the last 10 years, right from his early days in go-karting back in Darwin, to his Supercars debut in 2018 and now at BJR. We look forward to continuing our partnership next season with BJR's owner Brad Jones and the entire BJR team. BJR's business is built around similar values to Middy's, being a family owned and run operation. Bryce will pilot the newly built GEN3 Camaro #14 Middy's Racing Supercar at the season's start at the Newcastle 500 on 10-12 March 2023. ■

Check out the 2023 Repco Supercars Calendar at:  
[middys.com.au/events/middys-racing-supercar/2023-event-schedule](https://middys.com.au/events/middys-racing-supercar/2023-event-schedule)



# Charge smarter with NHP's range of Delta Electric Vehicle charging solutions!

- Easy installation
- Fast and efficient performance
- Accessories available including charger posts, charging cables and upstreaming hardware
- Two-year warranty with extension possible for up to ten years

Delta AC Max 22kW



Delta DC Wallbox 25kW



Delta DC Wallbox 50kW



Delta DC City Charger  
100kW and 200kW



## Switchboard solutions for AS/NZS 61439

Don't be left behind. NHP's Cubic Modular switchboard systems and Concept distribution panelboards will ensure you're compliant with the new standards.

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# Industrial Automation Devices

With a range of over 7000 standard and 1300 special items, Pizzato Elettrica offers safe, reliable cutting-edge solutions in the field of industrial automation



## Position Switches & Microswitches

- Up to IP69K
- 20 million operation cycles
- Many actuators available
- Up to 17 contact blocks available
- Low temperature up to -40°C
- High temperature up to +180°C
- ATEX version
- Modular solutions



## Safety Devices

- Safety switches
- Magnetic safety sensors
- Safety sensors with RFID technology
- Safety switches for hinged doors
- Safety handles
- Rope safety switches
- Single function safety modules
- Multifunctional safety modules



## HMI Devices

- Foot switches
- Single and multiple buttons
- Emergency buttons
- Indicators
- Selectors
- Potentiometers
- Contact blocks
- LED units
- Sockets
- Joysticks
- Enclosures



## Lift Devices

- Lift control stations
- Door switches
- Signalling switches
- Operator switches
- Switches devices with manual reset
- Switches with electrical reset
- Safety modules for lift floor leveling



## Industry Leader

Established in 1984 in Marostica (Italy), Pizzato is one of the leading European companies in the field of industrial automation, providing excellence in product quality, innovation and development for its customers



## Quality Standards

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- Available in single mode, OM3 and OM4 fibre



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Includes test lead L9787 x 1, shoulder strap & manual

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**Digital Insulation Tester**  
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FOLLOW US

Open to Middy's account customer who follow @middyselectrical. Entries close 31 March 2023.  
One winner drawn randomly each month Jan-Mar 2023. One entry per individual post.



# MIDDY'S WAGGA WAGGA

## Now Covering Both Sides Of Town

Middy's Wagga Wagga opened on 19 September and joins Middy's Wagga Wagga East to provide branch coverage on both sides of town.

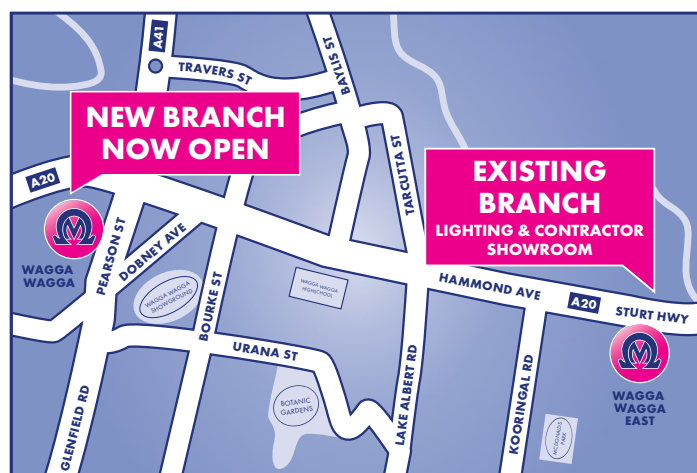
Our new branch is located on a main travel route, perfectly located to support our customers going to and from jobs. It took Branch Supervisor, Luke Young and the Middy's Wagga Wagga team weeks of hard work to stock the shelves and ensure that the new Pearson Street branch was ready for trading by D-Day. With two locations in the area (176 Hammond Ave and 26 Pearson St), Middy's now offer a geographic advantage for the local contractors having a footprint on both the East and West of Wagga Wagga, in addition to our already popular delivery service.

On the 12th of October the Wagga Wagga Info Night was held. The night was helpful in reinforcing the products and services Middy's offers to the industry, as well as the commitment we have made to the contractor adding the convenience of dual locations.

Since opening we are building a loyal customer base of existing and new Middy's customers, seeing growth each week of trading. Complementing our sales, we have recently completed our first promotion whereby four lucky contractors won a Sonos Roam. With the promotion being so well received, we have more new promotions planned into the new year. Also, be sure to pop into one of our sneaky Pie Day Fridays if you're looking for a drink and a bite to eat whilst you pick up supplies.

### Branch features:

- ❑ Middy's second branch in Wagga Wagga
- ❑ Providing even greater access to all your Middy's needs
- ❑ Easily accessible and centrally located
- ❑ Excellent off-street parking facilities
- ❑ Large showroom & warehouse with broad range of stock
- ❑ Extensive range of A/C, Lighting & Automation products
- ❑ Open plan self service product areas



Come in and say hello to the team and see what Middy's Wagga Wagga can offer you to help you grow your business into the future. ■

## MIDDY'S WAGGA WAGGA

26 Pearson St, Wagga Wagga, NSW 2650  
P (02) 5999 1111 | E [wagga.nsw@middys.com.au](mailto:wagga.nsw@middys.com.au)  
Mon-Fri 7am-5pm



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**CSL S AIRPORT WEST** Cnr Matthews Ave & Fraser St 3042 (03) 9338 3611  
**S T BAYSWATER** 882 Mountain Hwy 3253 (03) 9720 1755  
 Cnr Jersey Rd

**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 CS 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

**CSL 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 CS I L SD HALLAM** 1/76-78 Hallam Rd 3083 (03) 9284 2777  
 1 Bray St 3915

**I HASTINGS** Cnr Frankston Flinders Rd (03) 5979 3533

**S T HAWTHORN** 229 Burwood Rd 3122 (03) 9819 4199

**HEIDELBERG** 489 Upper Heidelberg Rd 3084 (03) 9457 6222  
 Cnr Montgomery St

**A CS EV L S D S HOPPERS CROSSING** 142-146 Old Geelong Rd 3029 (03) 9741 5000 **NEW**

**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

**CS EV L S D S 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 L S D S MELTON** 93-95 High St 3337 (03) 9743 9244  
 Cnr Norton Dr

**CSL SD 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

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

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

**A L S D 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 Kelleys Rd

**A CS 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

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

**CS I SD S 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

**CS I SD T BALLARAT WEST (DELACOMBE)** 8 Wiltshire Ln 3356 (03) 5332 0500

**A CS L SD BENALLA** 42 Sydney Rd 3672 (03) 5762 4099  
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**A CS FLSD S T BENDIGO (GOLDEN SQUARE)** 114 Hattam St 3555 (03) 5441 2707

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

**CS L SD COLAC** 55 Corangamite St 3250 (03) 5231 5600

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

**CS F I S D S GEELONG** Lawrence Pl 3220 (03) 5222 3855  
 Near Little Rye 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

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

**A CS L SD HORSHAM** 33 Hamilton St 3400 (03) 5382 5422

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

**CS 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  
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**A EV F I S T SHEPPARTON** 7-9 Vaughan St 3630 (03) 5822 2411  
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**STAWELL** 200 Upper Main St 3380 (03) 5358 3088  
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**A CS L SD 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  
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**A CS L SD WANGARATTA** 15 Tone Rd 3677 (03) 5722 1177

**T WARRAGUL** 31 Princes Way 3820 (03) 5623 6664

**CS I L SD WARRNAMBOOL** 1072 Raglan Pde 3280 (03) 5560 5677

**A CS EV FILSD S T WODONGA** 12 Osburn St 3690 (02) 6056 1699  
 Cnr Queen St

**WONTHAGGI** 6 Cyclone St 3995 (03) 5672 2600

**A CS 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

**ST 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

**EV L S D 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 (LAVINGTON)** 421 Wagga Rd 2641 (02) 6025 1133  
 Opp. Sista Motel

**A DENILIQUIN** 63 End St 2710 (03) 5881 5099

**CS L SD GOULBURN** 21 Bradley St 2580 (02) 4822 7977

**EV S GRIFFITH** 120 Yambil St 2680 (02) 6964 8011 **NEW**

**EV S LEETON** 38 Acacia Ave 2750 (02) 6953 8011 **NEW**

**A CS EV L MERIMBULA** 202 Arthur Kaine Dr 2548 (02) 4003 7444 **NEW**

**A CS FILSD S T WAGGA WAGGA** 176 Hammond Ave 2650 (02) 5908 1830

**EAST** Cnr Stuart Rd

**A CS I L S D WAGGA WAGGA** 26 Pearson St 2650 **NEW** (02) 5999 1111



# National Branch Network

## AUSTRALIAN CAPITAL TERRITORY:

**ACS EV LSD ST** FYSHWICK 39 Quilpie Cres 2609 (02) 6280 0188  
Cnr Newcastle & Cessnock St

## NORTHERN TERRITORY:

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

## QUEENSLAND:

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**ACS F SD T** NERANG 2/138 Spencer Rd 4211 (07) 5527 4667  
Cnr Indy Crt  
**T** TINGALPA 8 Proprietary St 4173 (07) 3390 4811  
**AT** VIRGINIA 49 Toombul Rd 4014 (07) 3256 7955  
Opp. Walter St

## SOUTH AUSTRALIA - ADELAIDE METRO:

**CS EV SD 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 (MOONAH) 7 Effingham St 7009 (03) 6272 7355  
**CS L SD** HOBART 2/21 South Arm Hwy 7018 (03) 6122 1877  
EASTERN SHORE (MORNINGTON) Near Reece & Bunnings  
**A F** LAUNCESTON (INVERMAY) 90 Gleadow St 7248 (03) 6331 6099

## WESTERN AUSTRALIA - PERTH METRO:

**T** BALCATT 11 Halley Rd 6021 (08) 9345 5545  
Cnr Kirke Rd  
**EV T** BIBRA LAKE 1/30 Solpiero St 6163 (08) 9434 5733  
**ACS EV IL SSD** EMBLETON 20 Embleton Ave 6062 **NEW** (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 CSL 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](http://middys.com.au/branch-locator)

## BRANCH FEATURES:

**A** A/C Stockists  
**CS** Contractor Showroom  
**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



A family  
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Australian  
business



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**Thursday 26 January**  
Trading resumes Fri 27 Jan

**2023 Diaries &  
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## MIDDY'S

**[MAG]**

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