

Siemens Australia announces Colterlec as New Distribution Partner in Automation

Siemens Australia has strengthened its distribution partnership with Colterlec, one of the region's leading distributors of industrial electrical equipment, to include automation portfolio and associated products. The agreement will extend Siemens' footprint in suburban and regional locations and allows customers better access to benchmark automation technologies.

Colterlec's strong presence in Newcastle, Wollongong, Sydney, Brisbane, Adelaide, Canberra and Perth will be leveraged, ensuring that customers will have access to stocked product and local expertise on Siemens automation technology. Customers in these regions vary across a range of industrial applications, including breweries, water treatment plants, key infrastructure, manufacturing and mining.

The partnership is an extension beyond Colterlec's current representation of the process instrumentation range - a relationship that Siemens has had with Colterlec since 2014.

Speaking on the agreement, Chris Vains, the head of Siemens Automation Systems said that, "The strengthening of our relationship with Colterlec ensures that Siemens can service current and future customers better through a stronger national and regional presence. Colterlec's sales team is a collaborative extension of our own and I look forward to successful partnerships between Siemens, Colterlec and our customers."

The new relationship complements Siemens' significant focus on Industry 4.0, strength in innovation and digitalisation and local market approach via the Totally Integrated Automation (TIA) offering.

TIA boasts greater interoperability of all automation components. TIA products have been designed to minimize engineering time, resulting in lower costs, reduced time to market, and greater flexibility for integrators and end customers.

Colterlec's Managing Director Grant Turner said, "We bring many benefits to the end customer, including our extensive product range relevant to industrial customers. The Siemens brand aligns to our culture and the TIA offering complements our other products on offer. We bring added value through our ability to reach and service customers in all regions of Australia and our commitment to not only meet their individual expectations, but exceed them.

"We look forward to working with Siemens to deliver to our customers the extensive integrated range on offer."

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Siemens AG (Berlin and Munich) is a global technology powerhouse that has stood for engineering excellence, innovation, quality, reliability and internationality for more than 165 years. The company is active in more than 200 countries, focusing on the areas of electrification, automation and digitalization. One of the world's largest producers of energy-efficient, resource-saving technologies, Siemens is No. 1 in offshore wind turbine construction, a leading supplier of gas and steam turbines for power generation, a major provider of power transmission solutions and a pioneer in infrastructure solutions as well as automation, drive and software solutions for industry. The company is also a leading provider of medical imaging equipment – such as computed tomography and magnetic resonance imaging systems – and a leader in laboratory diagnostics as well as clinical IT. In fiscal 2015, which ended on September 30, 2015, Siemens generated revenue of €75.6 billion and net income of €7.4 billion. At the end of September 2015, the company had around 348,000 employees worldwide. Further information is available on the Internet at www.siemens.com.