

Monday, 21 March 2011
Sydney New South Wales

PRESS RELEASE

FOR IMMEDIATE RELEASE

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ON THE ROAD AGAIN WITH RITTAL NEW ZEALAND

Once again Rittal New Zealand will hit the road in their mobile showroom travelling the North and South Islands of New Zealand. If you cannot come to Rittal, Rittal - The System will come to you!

December 2010 saw a new look Rittal New Zealand Truck Tour, with a fresh product showcase and new decal for the annual voyage around New Zealand. The tour visited over 247 companies, and began over 3100 conversations between Rittal New Zealand and their current / potential clients.

In 2011, Rittal New Zealand has done a lot of work to the truck by putting in an extensive range of new product - all operational to enable live demonstrations. Products such as CMC access units, LCP, Corporate Racks, Master and Slave Servertech PDU's, PMC 200, Ri4Power form 4 board, Roller doors system. A TS cabinet sits at the end of the display, built to Bellcore 4 earthquake standard, is full of Phoenix Contact product including ILC Controller, Ethernet industrial switches and Bluetooth access points. An IW with CP monitor housing holds a Phoenix Valueline industrial PC which is linked with everything on the truck.

On average the tour will be on the road 2 to 3 days every week from now until June.

When New Zealand Sales Manager, Chris Thorpe, was asked why this tour is so important to Rittal he replied "Due to distance between major cities in New Zealand it gives us a chance to go out and make face to face contact with those end users that do not normally get the chance to send engineers to main cities to tradeshows."

This value added service enables the team to talk possibilities, demonstrate solutions, give answers and provide customers with meaningful technical information. The customers know very quickly we are not just a catalogue like most of our competition.

For more information about the tour or to arrange for Rittal New Zealand to visit you on future tours, please contact Chris Thorpe P: 04 566 7630 | M: 021 415 600 | E: c.thorpe@rittal.co.nz

COMPANY BACKGROUND

Rittal is the world's leading supplier of enclosure and housing systems. Founded in Herborn, Germany, Rittal has been operating throughout Australia and New Zealand since 1995. New Zealand's diverse industries including data, mining, dairy industries, manufacturing, transport and process and control industry are technical environments that require a high degree of expertise and face to face support to satisfy the demands of our customers. Outstanding German engineered products together with strong local support build the foundation of success for users and supplier. This global company has over 11 000 employees, located in 60 subsidiaries worldwide.

IMAGES

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