

'i-news'



Newsletter from Craig and Derricott- Winter 2011

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"Making installation easy"



"To watch the video click the smart phone"

> Craig and Derricott have released a 3 minute video that provides a step by step guide to installing an electrical Switch Disconnector up to 63A. The video has been developed for electrical contractors and installers and offers a visual guide starting with switch preparation and includes best techniques for knocking out cable entries and getting the right measurements for stripping back cables; it also covers some common problems and how best to deal with them which will

help to ensure a quick and efficient installation. The video is useful to refer to when installing moulded plastic, aluminium die cast and photovoltaic isolators from the Craig and Derricott i-switch range.

QR codes can be found on the boxed cartons for moulded plastic, aluminium die cast and photovoltaic isolators; which can be scanned with your smart phone to view the video'



What a successful year its been.....

> 2011 has been a successful year for C&D. Company sales have grown by 15% compared to last year and I would like to thank our customers for your business and continued support. i-switch product sales have increased by 40% and export sales have also grown by another 15% giving us our best annual results since the company was formed over 67 years ago. We have added further products to our catalogue including a highly successful range of Photovoltaic DC isolators and a new range of isolators supplied in aluminium die cast enclosures. For 2012 there will be a new range of rotary cam switches and a new F400 Fire rated switch with ratings up to 63A. Our railway sector business has remained strong with several long term overhaul and refurbishment projects now running which have compensated for the delays in new rolling

stock programs. Customer service is at the heart of the business and we have continued to recruit new territory based staff to manage and deliver our proposition whilst at the same time increasing support from our factory based team. We are passionate about Customer Service and will be maintaining our investment in people and products to keep up the momentum. We look forward



to providing further high quality electrical control gear solutions to our customers throughout 2012.

Andrew Dolman - **Managing Director**

Visit C&D at the Middle East Electricity Exhibition - 2012

> 2012 will see Craig and Derricott exhibiting at the Middle East Electricity Exhibition which will be held from the 7th-9th February at the Dubai International Exhibition Centre. Although the exhibition has been running for some years this is the first time that Craig and Derricott will be exhibiting at the show. We will take the opportunity to showcase our ranges of i-switch (isolation equipment) and i-push (control stations) products including the newly launched die cast switch disconnecter. For more information on the show click here www.middleeastelectricity.com.



“Make a date in your diary to come and see us at stand ZJ70 in the Zabeel Hall”

New Recruits - Sales Team

Name - Ricky Fenwick
Position - Sales Manager,
Area - South, East / South, West (London)



Bio - Ricky joins Craig and Derricott with over 20 years experience in the electrical switch gear and panel builder market. Ricky said, *“I am pleased to have joined a well organised company with an excellent product portfolio and to also be part of a professional enthusiastic team. I look forward to developing my area, for C&D products, moreover I am excited to expand the panel builder market in which I have 28 years experience providing C&D with a good market presence in the allocated area.”*

Lets get interactive.....



Key Features:

- 5 Full catalogues immediately available.
- Fully linked to website content.
- Go directly to product page on website for purchase
- Tabulated for quick access.
- Content search facility

> Craig and Derricott have converted all of their online catalogues to fully hyper linked interactive versions. The new interactive catalogues allow customers to conveniently browse through each of the 5 product catalogues for i-switch (isolation equipment), Photovoltaic Isolators, i-push (Control Stations), i-trip (circuit protection equipment) and i-select (rotary switches) flipping through catalogue pages easily, just like a print catalogue. Each time a page is turned the hyper linked sections blink making it easy to see which sections are interactive. Other features include a zoom in or out, book mark pages of interest and search for a term or product name which come as standard.

Making buying easier....

The i-switch and i-push catalogues are integrated with the e-commerce section of the C&D website which means that the customer can go directly to the product page on the website ready for purchase by clicking on the relevant product headings.

Click the monitor to launch the catalogues

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