

Welcome!

Dear Partner,

Welcome to Rittal Industrial and Electrical (IE) News!

Innovative Solutions for the future.

– That's True!. At Rittal, our innovations are clearly designed with user benefits in mind – we never compromise on this. Measurable energy efficiency pays when you use Rittal products and solutions.

User-friendly Solutions has become the prime criterion among all major industry players from different platforms... including Consumers' – Small Enterprises' – Large Enterprises'. Rittal has always been on the frontline to improvise with the growing needs and deliver results, all the time.

Focusing on Middle East markets... The positive change is evident, where different Industries are coming together to exchange new ideas, collaborating, integrating products & solutions with services to make the future a sustainable environment for business continuity.

In this newsletter edition, we are happy to share our latest Innovations on Industrial and Electrical portfolio showcased at the **HMI Fair 2016** at Hannover in Germany. Further, an overview of our participation at **(MEE) Middle East Electricity Exhibition** in Dubai, UAE and more... Assuring you of our best support and engagement to you, all through ahead in 2016 & forward.

Wishing you all the blessings for the Holy month of **Ramadan**.



Best Regards,

Bharat Mahajan

Sales Manager

Industrial and Electrical Division - Rittal Middle East



The BIG News!!!



HMI 2016

[April 2016, Hannover, Hall 12]

Merkel and Obama at Rittal: This is a fine company!"

US President Barack Obama and German Chancellor Angela Merkel paid tribute to the innovative strength of the family-owned Rittal company during a state visit. In his discussion with the political leaders, Dr.-Ing. E.h. Friedhelm Loh, owner and CEO of the Herborn-based enclosure and system provider, explained the importance of software and data for future industrial production. The new "Blue e+" generation of cooling units, which is setting new standards in terms of energy efficiency, also impressed Obama and Merkel on their tour when they visited the Rittal booth at the 2016 Hanover Fair.

Watch the Video < [Click Here](#) > / or / visit < www.rittal.com/uae-en > for more on HMI 2016.

Rittal impresses at Hannover Messe

Rittal once again put on an impressive show at the trade fair, with showcase of Additions to the Blue e+ family, The new generation of roof-mounted fans, New LED system lights, New NH slimline switch-disconnectors with fuses (fast-switching disconnectors), The new Rittal Automation Systems division and many of its new products & of course, the IT Innovations from CeBIT.



Innovations!



Our expertise can help you to optimise your processes, from manual to automated.

Today, end-to-end data is the key to saving time and money in any automated process. Make the most of the engineering expertise of Eplan, the System and automation know-how of Rittal. The virtual prototype is the heart of the digital workflow, linking together all process steps seamlessly and thus establishing the basis for efficiency and effectiveness – from engineering through to automated production and beyond.

		
Engineering	System	Automation

For Details and Enquiries: barat@rittal-middle-east.com

[Click Here](#) to Learn More on Rittal Automation Systems Offerings

Exploring Efficiency!

World's first - Blue e+. The world's most efficient range of cooling units

- Efficiency: 75% energy saved due to speed-regulated components and heat pipe technology
- Versatility: Suitable for international use due to a unique multi-voltage capability
- Safety: Longer service life of the components inside the enclosure and the cooling unit due to component-friendly cooling
- User-friendliness: Intuitive operation due to touch display and intelligent interfaces

Available from stock!

All the wall-mounted versions of the Blue e+ cooling units have been in stock since last week. The relevant accessories are also available:

Blue e+ cooling units

- 3186.930: 2 kW
- 3187.930: 2.6 kW
- 3188.940: 4.2 kW
- 3189.940: 5.8 kW

Accessory

- 3285.900: Filter mat
- 3285.910: Metal filter
- 3124.400: External temperature sensor

1,000 Blue e+ units have already been delivered to customers.

→ [Blue e+ microsite](#) provides a great summary of the cooling unit features and also includes the efficiency calculator.

World's first.

The Blue e+ cooling unit series – the ultimate in efficiency. Worldwide.



Rittal roof-mounted fans. One system for all sizes

The new generation of roof-mounted fans will be available from starting on 21 March. Our new roof-mounted fans offer "One system for all sizes":

The benefits to you:

- Just one mounting cut-out for all output categories (258 x 258 mm)
- Optimum efficiency, thanks to sophisticated air routing with minimal pressure losses
- Innovative clamping attachment ensures a high protection category

→ [Click here](#) to explore more



Product News!

Don't judge a box by its cover.

It has been around *since 1961 – our AE compact enclosure*. Even after more than 50 years, the enclosure remains a worldwide best-seller. The huge popularity of the AE with our customers is demonstrated by the fact there are currently more than 25 million of them in use. Nonetheless, there are many users – particularly in the growth markets – who are not yet aware of the benefits and advantages that the AE offers.

The core marketing tool is a dedicated AE website that can be found directly on the Rittal homepage. This is where users can access new videos about AE that clarify issues such as cable entry options on the AE. However, the microsite also includes information on compatible accessories and lots of useful downloads. Furthermore, flyers have been included with AE enclosures since October 2015 and offer tips and information on AE accessories that are particularly helpful for users in workshops.

→ [Click here](#) to explore the AE enclosures



Optimising AE stainless steel surface finish

AE stainless steel is being given a new surface finish starting from 1 April 2016. Changing from grain 240 to grain 400 will enhance the appearance of enclosures and gives them an improved finish. With this change the optical appearance of the enclosure will be increased and the cleaning will be easier.



Ri4Power FLAT PLS 60 busbar supports available again

Ri4Power FLAT PLS 60 busbar supports (9676.002) are available again following successful tool repair.



Guidance to configuring enclosures – from Rittal: Electrical safety is already assured

When it comes to electrical switchgear, safety is a top priority. A whole host of standards and regulations need to be satisfied in order to prevent personal injury and damage to property. Such measures also include equalising the potential between all the metal parts in an enclosure.

The TS 8 bayed enclosure system from Rittal shows how automatic potential equalisation of all panels can be used to ensure safety for a wide range of applications, even without the use of separate earth straps.

→ [Click here](#) to explore more



“Optimum surface protection with innovative technology”

To ensure optimum surface protection for enclosure solutions, Rittal offers a paint quality comparable with that used in the automotive industry and thus delivers optimum corrosion protection for almost all applications. The composition of the three phase coatings is described in this flyer and is also shown in three dimensions by the metal panels.

→ [Click here](#) to request your copy of this special brochure today!



New LED system lights

Rittal unveiled the new LED system lights at Hannover Messe 2016.

They feature an incredibly innovative lighting technology that has been optimised for Rittal enclosures. What's more, the new system lights boast a whole range of features and set new standards in enclosure lighting. The LED system lights were being presented at HMI 2016 and will be available in a number of design variants from June.



Ri4Power system 185 mm – Undoubtedly superior

Compact, secure configuration of power distributor systems.

▶ [More information on Ri4Power](#)

System assembly – no drilling required

The busbar system may be quickly and conveniently installed in the enclosure in just three steps:

▶ [More information on system assembly](#)

The form-fit connection system

Component adaptor for the safe use of standard compact circuit-breakers from a range of manufacturers.

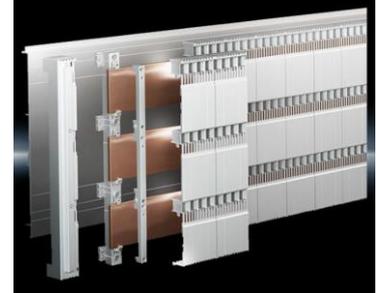
▶ [More information on connection system](#)

Fuse elements to suit all situations

The new system of NH slimline fuse-switch disconnectors is based on separate air routing for heat dissipation, and targeted removal of switching gases.

▶ [More information on fuse elements](#)

→ [Click Here](#) to watch the video



Marketing!

Another year of Successful Participation at MEE 2016.



1 - 3 March 2016
Dubai World Trade Centre, UAE
OPEN DAILY 10 AM - 6 PM



Rittal Middle East
Country: United Arab Emirates
Stand No.: 5D10

Post Show results... by MEE 2016 organizers:

1,500+

EXHIBITORS

65,000

SQM OF PRODUCTS

58,456

TOTAL ATTENDANCE

126

COUNTRIES REPRESENTED

24

COUNTRY PAVILIONS

Rittal Services!

Rittal Services:

Lifecycle management goes far beyond basic statutory liability for defects and voluntary manufacturer warranties. Rittal safeguards the long-term productivity of your manufacturing systems. Get in touch with us for your requirements for Services and Services Contracts tailored to your specific requirements to protect risk of production downtime.

Help desk!

Rittal Middle East:

Tel : +971-4-3416855

Mobile : +971-52-9851424

Email : service@rittal-middle-east.com



Feedback & Contact Us!

We appreciate your feedback, do let us know what you would like to hear from us and any sections you want to be added on this information sharing tool. Engage with us on the below contact details.

Tel : +971 4 341 6855

Fax : +971 4 341 6856

Email : info@rittal-middle-east.com

Websites : www.rittal.com/uae-en | www.rittal.com

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