

PRESS RELEASE

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Market leaders cooperate to match their drives and motors

Mitsubishi Electric and Brook Crompton are to offer their inverter drives and motors as a matched and tested package, forming part of a UK-wide agreement that pre-empts tightening energy efficiency regulations.

The two companies have worked together for many years and are now strengthening their relationship because so many motor users are adopting variable-speed drive technology to meet new energy efficiency requirements. Both Mitsubishi Electric inverters and Brook Crompton electric motors are widely recognised as “best-in-class” and, when matched together, create a world-class variable-speed drive system which is efficient, reliable and user friendly.

“This is a high level strategic alliance between two great names in British industry,” says Matt Handley of Mitsubishi Electric. “We have been working together for quite a while and are now forging even stronger links.”

Engineers from the two companies have cross-trained on each other’s equipment, so are able to operate independently. However, they also support each other and work as a team to offer integrated solutions.

“We are offering a single point of sale,” explains Chris Lawton of Brook Crompton. Clients will deal with only one company (Brook Crompton); the co-operation of the technical teams is seamless.”

Brook Crompton’s product range is extensive, encompassing the market leading W-series & S10 series induction motors, brake motors, hazardous area motors, single phase motors & high voltage motors. This wide range of products is further enhanced via the services portfolio also on offer as a result of the combined skill set of Brook Crompton and Mitsubishi Electric.

Both companies have direct sales and a network of Key Distribution Partners. Between Brook Crompton, Mitsubishi Electric and all of their partners there is £10M worth of stock held in the UK, so availability is there to cover every eventuality. They address sectors such as the water industry, food and beverage, HVAC, packaging, automotive and general manufacturing.

Matt Handley again: “We are in a period of change in the UK. For many years some motor users were reluctant to fit an inverter, seeing it as an unnecessary expense and complication. However, the spiralling costs of energy and subsequent legislation changes have made them reassess inverters as a very effective way of improving efficiency.

“Of course, if you cut your energy consumption, you also reduce your running costs. In fact inverters usually recoup their purchase price within 12–24 months. Most end-users now appreciate this and work it into their financial modelling, while OEMs help their clients to do the same calculations.”



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Chris Lawton is equally excited: “The motor industry can be a little set in its ways at times, however new interest in energy efficiency is shaking the market up! Established practices, such as running pumps and fans at full speed and controlling the output with a valve or louvre, are fast becoming history.”

About Mitsubishi Electric

With over 90 years of experience in providing reliable, high-quality products to both corporate clients and general consumers all over the world, Mitsubishi Electric Corporation is a recognized world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, as well as in products for the energy sector, water and waste water, transportation and building equipment.

With around 124.000 employees the company recorded consolidated group sales of 39.3 billion US Dollar* in the fiscal year ended March 31, 2014.

Our sales offices, research & development centres and manufacturing plants are located in over 30 countries.

Mitsubishi Electric Europe, Industrial Automation – UK Branch is located in Hatfield, United Kingdom. It is a part of the European Factory Automation Business Group based in Ratingen, Germany which in turn is part of Mitsubishi Electric Europe B.V., a wholly owned subsidiary of Mitsubishi Electric Corporation, Japan.

The role of Industrial Automation – UK Branch is to manage sales, service and support across its network of local branches and distributors throughout United Kingdom.

*Exchange rate 103 Yen = 1 US Dollar, Stand 31.3.2014 (Source: Tokyo Foreign Exchange

Market)

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