

PRESS RELEASE

EM launches 2020 catalogue with 450 new products and latest brands

28 February 2020: Leading supplier [ElectroMechanica \(EM\)](#) has launched the latest edition of its biannual product catalogue. The catalogue covers a broad range of new developments across each of the various categories. “We place the same emphasis on the continued introduction of global innovations and solutions, combined with comprehensive and personalised local support and service,” EM Director **Richard Nobbs** comments.

The latest brands in the 2020 catalogue include Chauvin Arnoux, a European leader with over 120 years’ specialist experience in portable test and measurement instruments. New products include an upgraded Lovato contactor range, and the introduction of a new frame size. The Delta ME300 drives are a range of econo compact vector-controlled drives that offer essential built-in functionality, including multi-pump control, built-in brake chopper, RS-485 (Modbus), and support for both IM and PM motors.

The CPT PSM series of surge protection devices monitors the earthing system from within the actual surge protection device gives an indication of the status of the earth loop via multi-state LEDs, confirming that the device is installed properly, and how effective the surge protection is. The new Socomec A40 panel-mounted power-monitoring device has been designed for measuring, monitoring, and reporting electrical energy. It offers a range of functions for measuring voltage, current, power, energy, and quality, and allows for the analysis of single- and three-phase loads.

All new products will be available when the catalogue is launched officially at a customer open day to be held at the EM head office in Ormonde, Johannesburg on Thursday 27 February. The 2020 catalogue will simultaneously be made available at all branches, and be available on the EM website from 1 March.

“EM has been serving the electrical industry for over 35 years, and remains totally committed to its founding principle of supplying Africa with world-leading, high-quality products, brought to you by people passionate about service,” Nobbs highlights.

EM CEO **Dave van den Berg**, who established the company in 1984, produced the very first catalogue by hand. Today there is an extensive marketing, sales, technical, operations and finance team involved in the two-year period it takes to compile and produce the catalogue. While Dave is still very much involved in the decision-making process as to what products to include in the catalogue, customer feedback is critical.

Ends

Notes to the Editor

To download hi-res images for this release, please visit <http://media.ngage.co.za> and click the ElectroMechanica link to view the company’s press office.

About ElectroMechanica

ElectroMechanica was established in 1984 by David van den Berg as a specialised direct importer and wholesale distributor of high-end industrial electrical products, motor control switchgear and electronic automation products. A wholly-owned South African company, ElectroMechanica offers its clients state-of-the-art products, sourced from leading local and international brands, all complying with recognised international safety standards and performance specifications.

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