



A powerful combination

Schulte Elektrotechnik acquires the APSA brand and launches an industrial line

Lüdenscheid, Germany, February 2020. Schulte Elektrotechnik's takeover of the APSA brand allows it to add an industrial line to its high-quality portfolio of power modules. In addition to the EVOLine brand, Schulte Elektrotechnik will now produce and sell APSA power outlet strips. At Light + Building 2020, the company will be showcasing both brands on one stand for the first time. They will present tried-and-test APSA series like Rackline (19-inch sockets), Octagon and the 6000 series of power outlet strips, which will be produced at the Schulte Elektrotechnik factory in Lüdenscheid as of immediate effect. Following the take-over, the Lüdenscheid-based company acquired all the production tools and the brand name. Similarly to all Schulte Elektrotechnik solutions, APSA stands for German-made quality.

APSA customers will now be able to obtain the German brand's reliable power outlet strips again. And that's not all, planners from the industry will also be able to choose from the EVOLine range at the same time. What's more, design-savvy planners who already use EVOLine, will now have access to an even broader range of power modules thanks to first-class Schulte Elektrotechnik products. From server rooms packed with cables to chargers fitted stylishly to table tops, all power components will come from one single source in the future. "In acquiring APSA, the company will be able to tap into new markets in the IT sector, or appeal to businesses fitting power solutions or to retailers and wholesalers," comments Steffen Waldminghaus, CEO of Schulte Elektrotechnik. Because the high-quality APSA products are sold via wholesalers, to industrial customers and as part of projects. Schulte Elektrotechnik's recently completed factory in Lüdenscheid produces the customised power outlet strips. The company's own plastic manufacturing processes, contact component production, assembly and testing will now be complemented by all of APSA's production tools.

Launch at the trade show

APSA will have its own area at Schulte Elektrotechnik's stand at Light + Building trade show in Frankfurt. Visitors to the international premier trade show for lighting and building services technology will be able to see the APSA brand and its products for themselves. Designed for use in public buildings, service providers or IT rooms, APSA power outlet strips



are now Schulte Elektrotechnik's new industrial line. One example is the 19-inch power outlet strip from the Rackline series, which has been especially developed for fitting in control cabinets. Or there's the Octagon series, which, thanks to the way it's affixed, is ideal for workspaces where technicians operate. Both series have custom-configurable functional modules and guarantee a reliable supply of electricity.

A one-stop shop with German-made products

Schulte Elektrotechnik's longstanding experience with developing and making sockets and power modules is a guarantee of quality and reliability. The new APSA industrial line underpins the company's desire to expand its site in Lüdenscheid. "The APSA brand allows us to fulfil our goal of being able to offer high-tech, individually inspected products from one single source made by Schulte Elektrotechnik Lüdenscheid," comments Siegfried Schulte, founder and owner of the company. What's more, Schulte Elektrotechnik has all of APSA's production tools and a much greater level of vertical integration and expertise with plastic injection moulding and manufacturing contact components than APSA had with its production processes. Thanks to the expertise with EVOLine and the acquisition of the new brand, the German site will be maintained and synergy harnessed.

Schulte Elektrotechnik at Light + Building

8 - 13 March 2020

Schulte Elektrotechnik

Hall 9.0, stand E54



About Schulte Elektrotechnik

APSA belongs to Schulte Elektrotechnik. In 1964, Siegfried Schulte started an engineering business in Lüdenscheid – and is still working on his vision of making electrical products safer and more intelligent. In addition to high-quality EVOLine power modules for workplaces and homes, the company makes the APSA industrial line. As modular system solutions for power connections, APSA products supply electricity for a whole range of power supply products in offices, public buildings and service companies. Today, Schulte Elektrotechnik has more than 30 sales partners worldwide. All APSA products are made at a high level of vertical integration by around 170 people at Schulte Elektrotechnik in Lüdenscheid. The high proportion of manual work carried out in the production process guarantees first-class craftsmanship.

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Images



APSA_19Zoll.jpg

The 19-inch Rackline series of power outlet strips are designed for fitting in control cabinets.

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APSA_Oktagon.jpg

The Octagon series for offices, schools and service providers – custom-configurable with functional modules.

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The APSA products and the EVOLine power modules are made in the recently completed factory in Lüdenscheid.

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