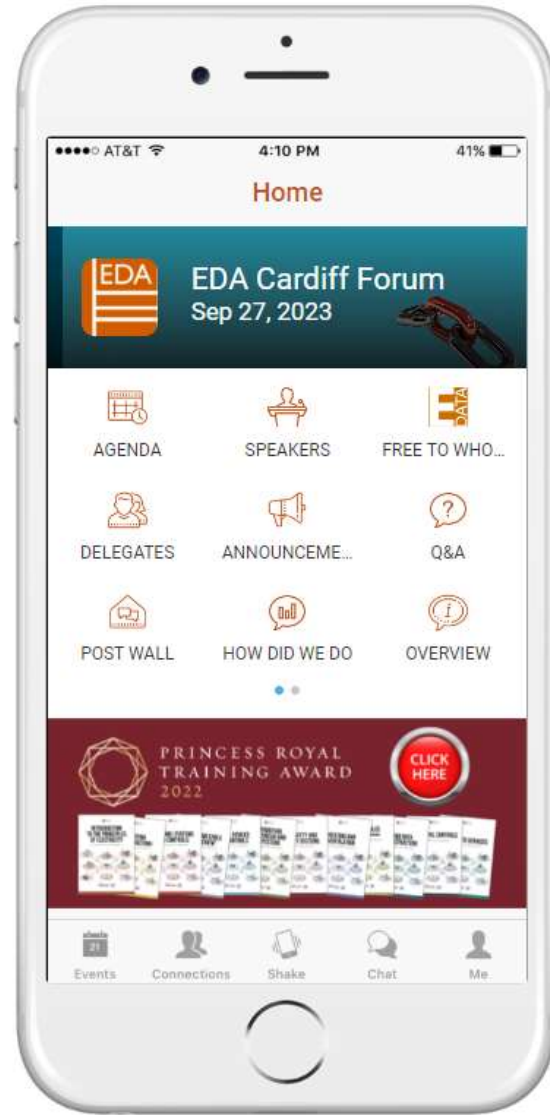


Scan the QR Code  
to Download the  
**EDA Events App**



## EDA Cardiff Forum

Download our official app:



 Scan QR Code

# **Welcome to the EDA Regional Business Forum Cardiff**

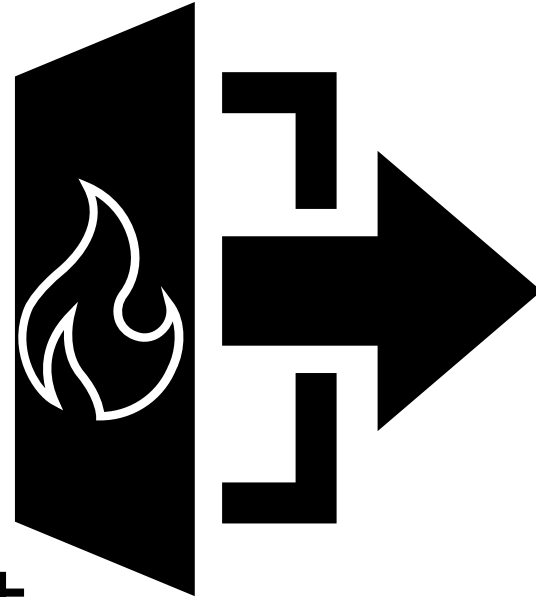
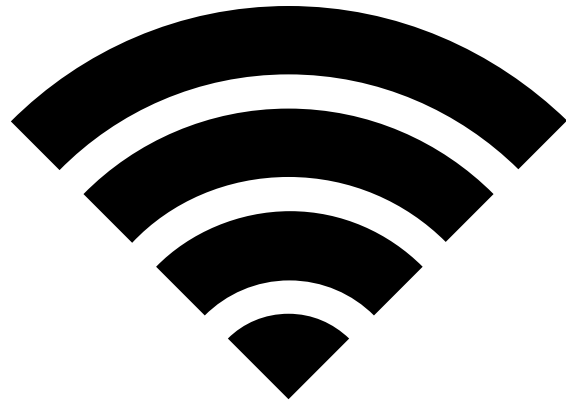
## **Wednesday 27 September 2023**



# Welcome & Introductions

**Charlie Lacey**  
**EDA President**  
**Managing Director, Stearn Electric Co Ltd**





**WIFI** - CGC Guest  
Password: **Golf2580**  
(capital G)

# Today's Colour Coding System

---

**Copper Lanyards =**

**Wholesalers**

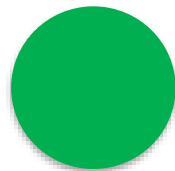
**Turquoise Lanyards =**

**Affiliated Manufacturers, Solution Providers, Service Providers**

**Grey Lanyards =**

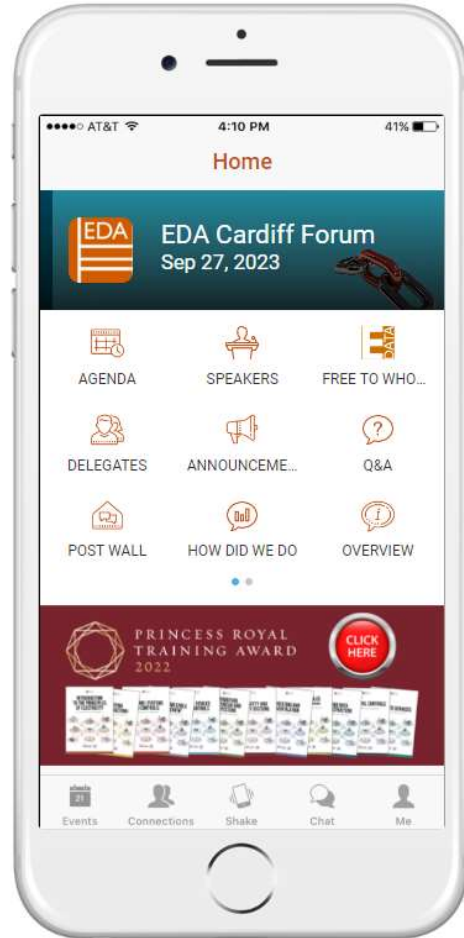
**EDA, Trade Associations, Guest Presenters, Press**

**Green dot =**



**First Timers**

# Scan the QR Code to Download the **EDA Events App**



## EDA Cardiff Forum

Download our official app:



 Scan QR Code

# Today's Presentations

---

1. **EDA Update** Margaret Fitzsimons & Anne Vessey
2. **EDA Training Success** Tracy Hewett, EDA with Tom Jones, Kempston Controls
3. **A Wiring Plan for Business Growth** Richard Andrews, Cardiff Met University with Sam Horseman of Super Rod
4. **Attracting talent to your team: UK's labour market is changing** Shaun MacDonald, Department for Work & Pensions

## *Refreshment break*

4. **More than hot air – why hand dryers are the leading sustainable choice** Mark Sheridan, ATC Ltd
5. **Sustainability in Lighting** Graeme Shaw, Thorn Lighting

## *Lunch break*

6. **Meet the data superheroes** – panel discussion with Richard Appleton, EDA, Graham Lewis of Red Arrow, Richard Moyes, Prysmian Cables & Systems Ltd, and Stuart Swalwell of Cembre Ltd
7. **Demystifying Cyber: how to protect your business from online criminals** Detective Superintendent Paul Peters

## *Afternoon tea and continued networking*



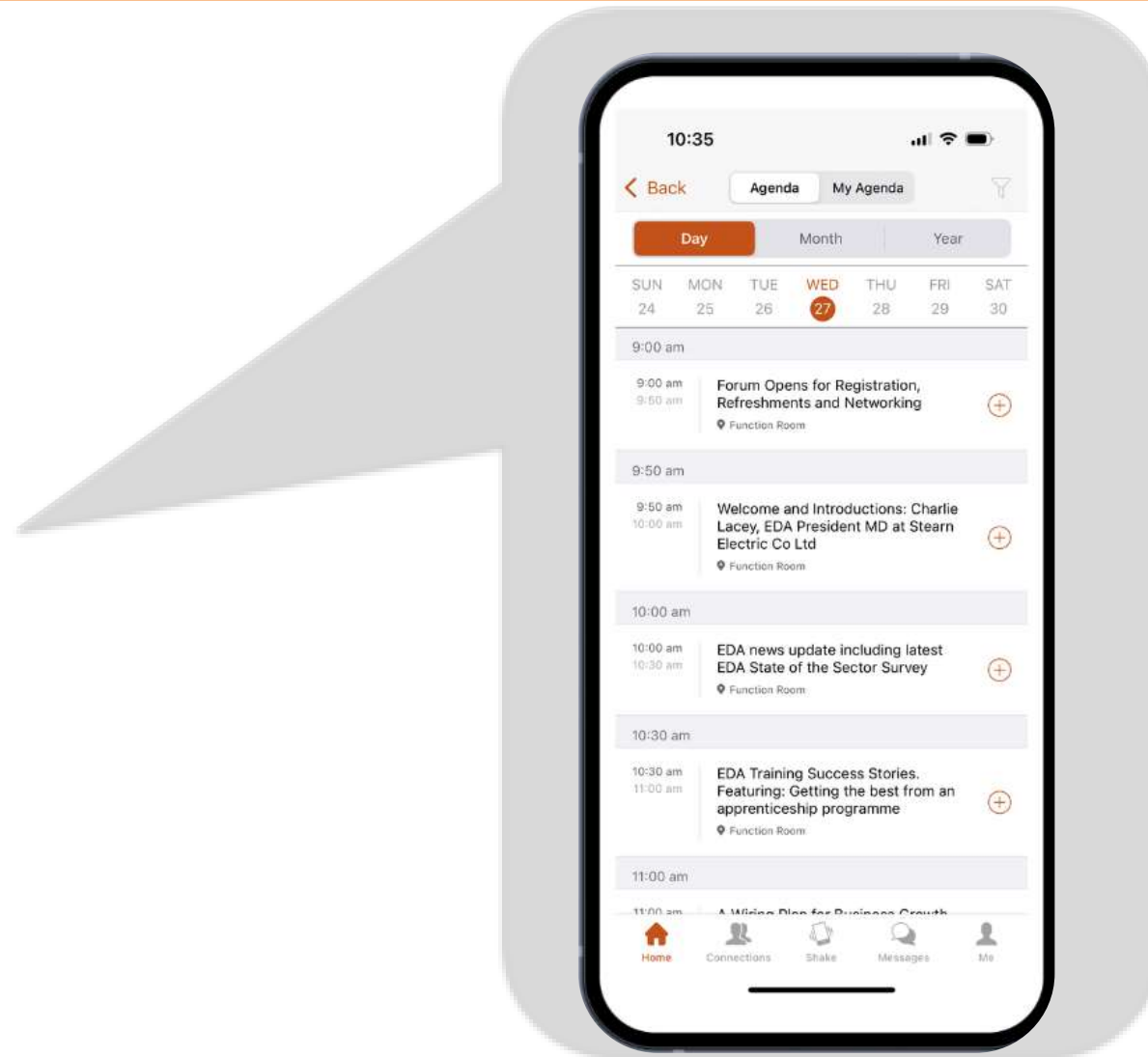
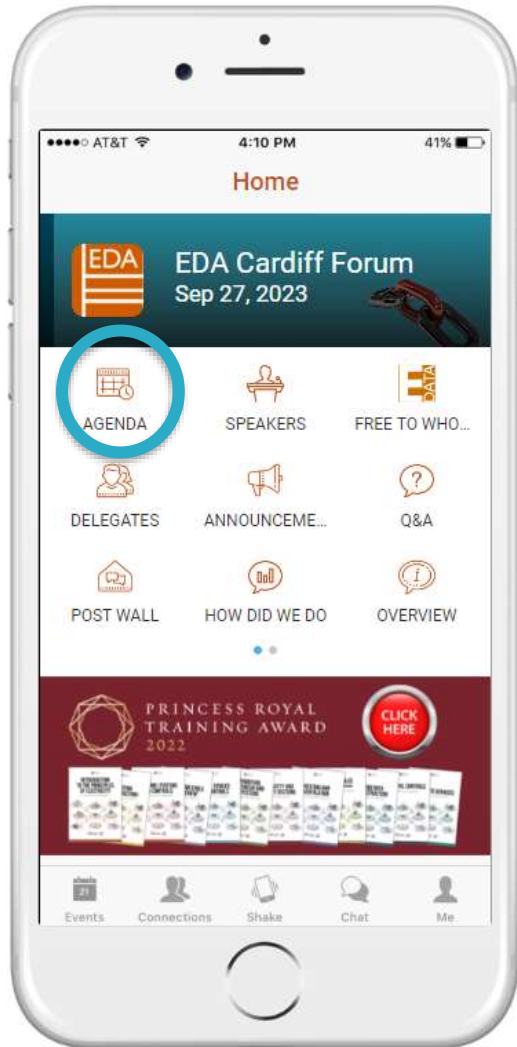
THE  
**CYBER  
RESILIENCE  
CENTRE**  
FOR WALES

Please visit their stand

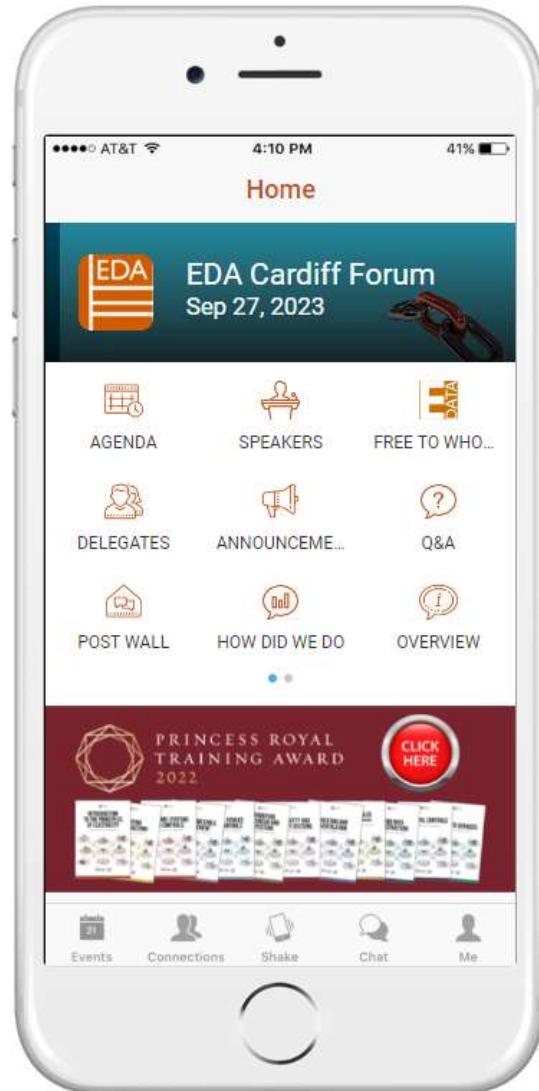
**Detective Inspector Paul Hall**  
Head of Cyber and Innovation



# Agenda is on the App



# Ask a question



Live questions very welcome

Or use the Q&A function on our EDA Event App

# EDA Update

Margaret Fitzsimons, CEO



# EDA Headline Facts - Membership



259 Member  
Companies

*CEF*  
*Edmundson Electrical*  
*Rexel UK*  
*Stearn Businesses*

*ANEW*  
*AWEBB*  
*FEGIME UK*  
*The IBA*

*Switch Electrical (Chesterfield)*  
*Flick Electrical*

c. 1,912  
wholesaler  
branches



25,000  
employees

**98 branches in Wales  
(26 companies)**

£ >£4.6 Billion  
turnover



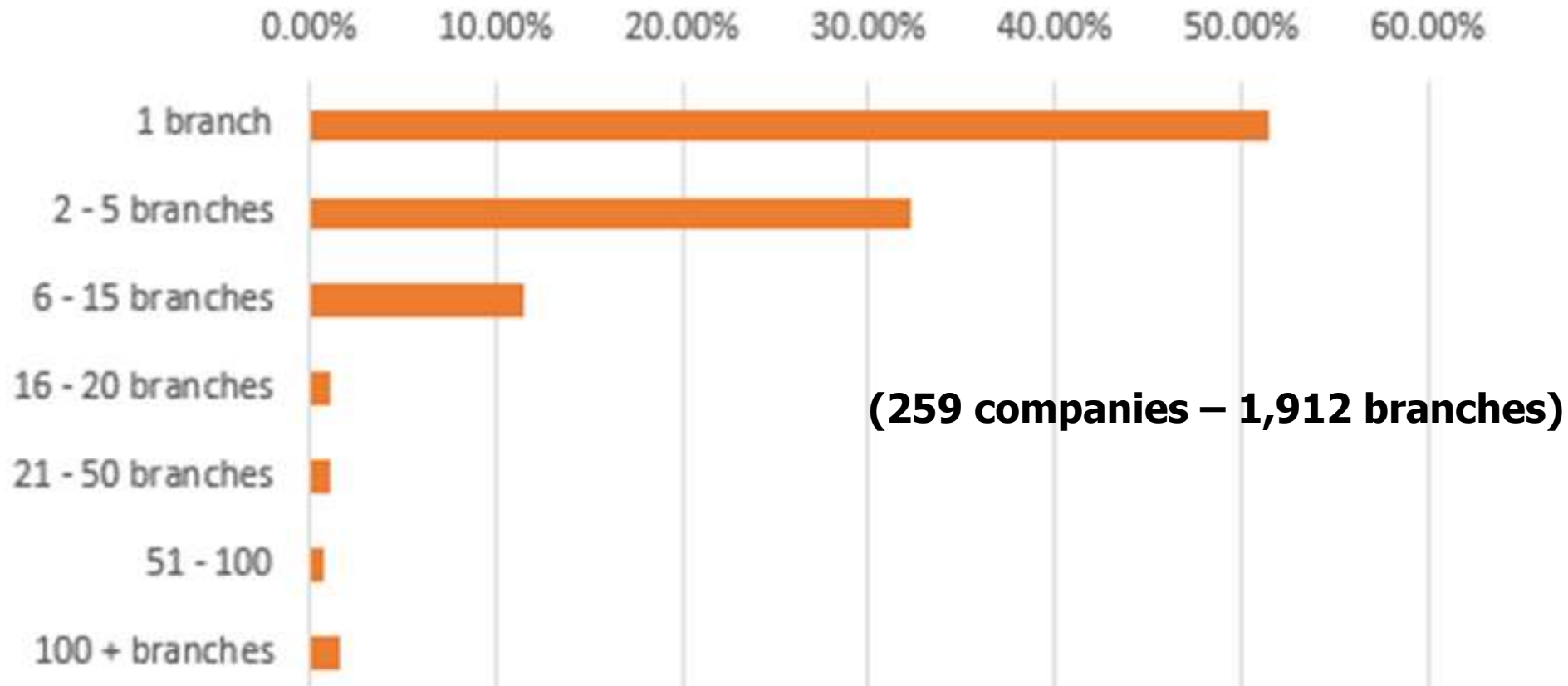
Representing  
75% of  
the market

# Wholesaler Membership Growth



# Highly fragmented sector

Profile of EDA business and their branch network



# EDA Board of Management



**Charlie Lacey**  
**EDA President**  
Stearn Electric Co. Ltd



**David Moore**  
EDA Vice President  
Medlock Electrical Distributors Ltd



**Chris Ashworth**  
**Immediate Past President**  
CEF



**Edgar Aponte**  
Rexel UK Ltd



**Mark Ashworth**  
ABM Electrical Wholesale Ltd



**Margaret Fitzsimons**  
EDA, CEO



**Andy Johnson**  
LEW Electrical Distributors



**Dan Poole**  
Phase Electrical Distributors

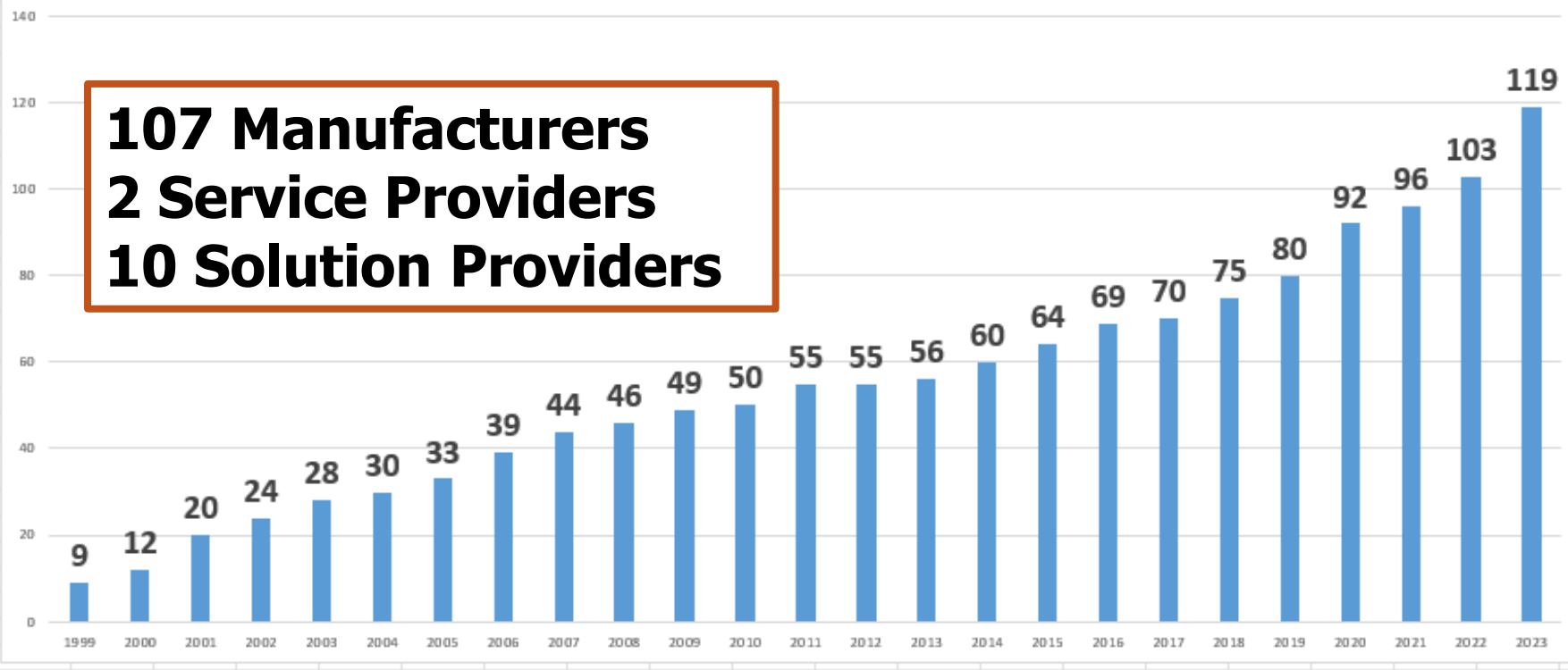


**Richard McCartney**  
Edmundson Electrical Ltd

# Strong support from affiliated manufacturers and solution/service providers & **new in 2023**

EDA Affiliate Membership Growth: Manufacturers, Service Providers & Solution Providers  
Year on Year

**107 Manufacturers**  
**2 Service Providers**  
**10 Solution Providers**





# The trade body for electrotechnical wholesalers



Representing the interests of electrical wholesalers since 1914



The essential link in the supply chain between manufacturers of electrotechnical products and the electricians who install them

---

# Four Pillars of EDA Activity



**Industry Insight**



**Training  
& Apprenticeships**



**Digitalisation  
ETIM & BIM**



**Business  
Community:**  
Events & Forums,  
Publications  
News

# Building Business Community

## Mission:

To offer events, publications and services that provide visibility, access and unparalleled opportunities for networking and business development for members.



**Business  
Community:**  
Events & Forums,  
Publications  
News

# Business Community:

# Building relationships at Business Networking Events

## Regional Business Forums 2023

- Peterborough – March
- Glasgow – May
- Wed 27 September : Cardiff
- Thurs 15 November : Bradford



Please tell your colleagues

## Digitalisation Forum & Data Awards

Wed 29 November 2023, London

## Scottish Function – Gleneagles

Tuesday 3 October - Friday 6 October 2023

## Annual Awards Dinner 2024

Thursday 7 March 2024

## Summer Event for Manufacturers and Wholesalers

Thursday 4 July 2024

## Light + Building, Frankfurt: EDA UK Delegation

Sunday 3 March 2024 – Tuesday 5 March 2024

## EUEW – European Union of Electrical Wholesalers – Biennial Convention

Helsinki, Thursday 5 & Friday 6 June 2025

[www.eda.org.uk](http://www.eda.org.uk)

The screenshot shows a calendar interface for the EDA website. At the top, it says 'Today' and 'Now onwards'. The calendar displays several events:

- SEP 22** 11:00 am - 11:30 am: Using EDATA: Webinar for Wholesalers, Friday 22 September 2023. Image: Using EDATA Webinar for Wholesalers.
- SEP 27** Featured 9:00 am - 3:30 pm: EDA Regional Business Forum, Cardiff. Image: EDA Regional Business Forum Cardiff.
- OCT 3** Featured All day: Scottish Function 2023: Tuesday 3 October – Friday 6 October. Image: Scottish Function 2023 building.
- OCT 10** 10:00 am - 5:00 pm: Merchandising Best Practice, 1 day training course, Bristol. Image: Watch your sales rocket.
- OCT 19** 11:00 am - 11:30 am: Using EDATA: Webinar for Wholesalers, Thursday 19 October 2023. Image: Using EDATA Webinar for Wholesalers.
- OCT 24** 11:00 am - 12:30 pm: Talking Shop Teams Dialogue: bringing together the electrotechnical supply chain. Image: Talking Shop Teams Dialogue.
- NOV 1** Featured 10:30 am - 3:00 pm: Going for Gold Data Quality. Image: Going for Gold Data Quality.
- NOV 15** Featured 9:00 am - 3:30 pm: EDA Regional Business Forum, Bradford. Image: EDA Regional Business Forum Bradford.
- NOV 23** 9:00 am - 9:30 am: Using EDATA: Webinar for Wholesalers, Thursday 23. Image: Using EDATA Webinar for Wholesalers.

# Business Community - EDA Publications



Est. 1914



Quarterly Newsletter

## Annual Publications



# Business Community: Building relationships through working together for the good of the sector



# Industry Insight



# Industry Insight

## Mission:

To curate and communicate information from a variety of sources (*the EDA, the supply chain and wider construction industry*) that offers valuable insight, identifies threats and opportunities and enables better decision making



**Anne Vessey**  
**Head of Marketing and**  
**Communications**





# EDA State of the Sector Survey Highlights Q3 2023

Quarterly survey results  
presented at our  
Talking Shop Dialogues





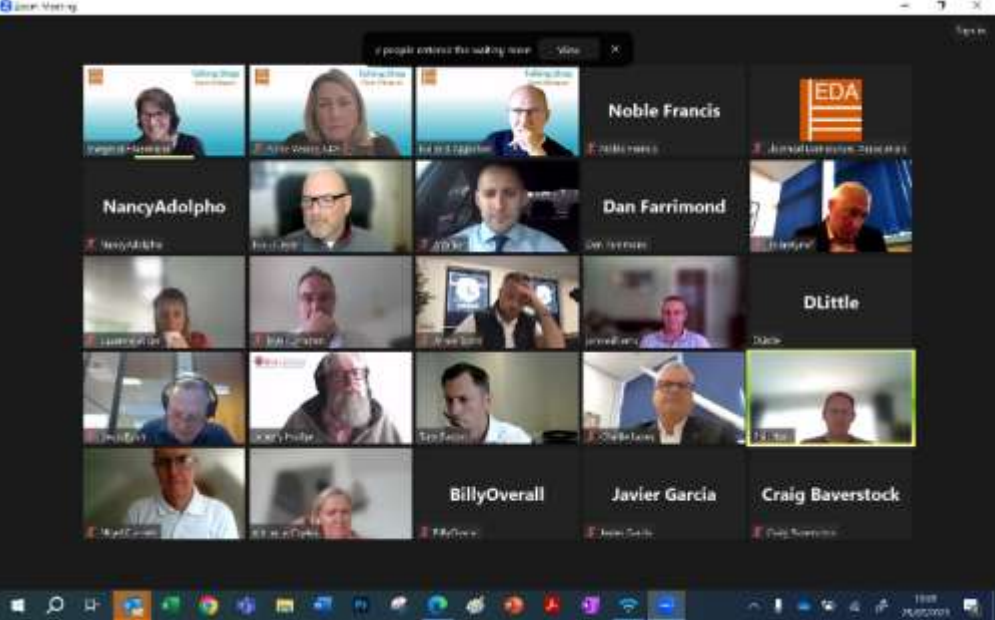
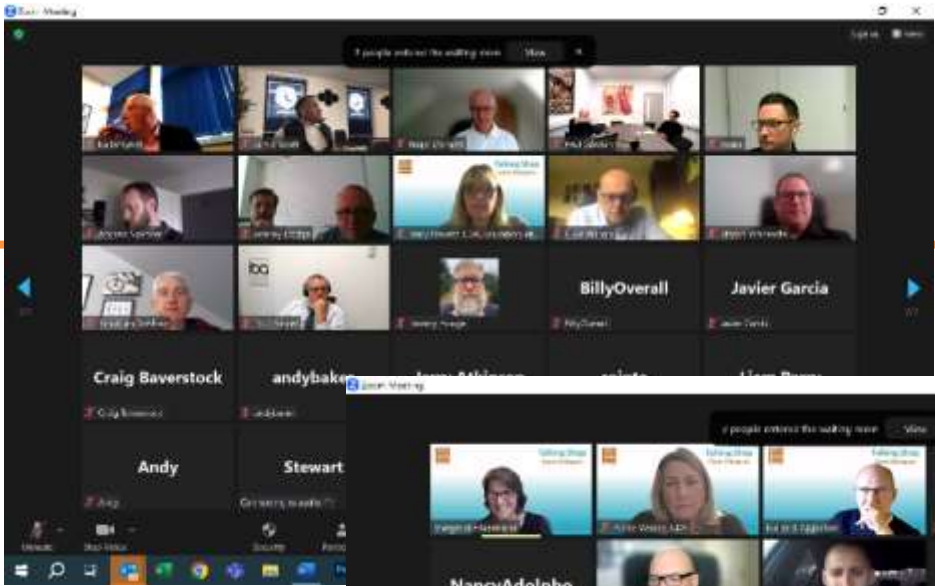
Est. 1914

Over 300 people from EDA business have joined us on screen Jan, April and July

Please join us for our next Talking Shop

11am- 12.30pm  
Tues 24 October 2023

Register at [www.eda.org.uk](http://www.eda.org.uk)



# Wholesalers in Q3 2023: Your 3 most pressing operational challenges

**1**

**Customers paying more slowly +  
Increased exposure to bad debt**

**2**

**Inflation +  
Downturn in demand**

**3**

**Attracting and retaining staff**



# Manufacturers in Q3 2023: Your 3 most pressing operational challenges

**1**

**Attracting and retaining staff**

**2**

**A downturn in demand**

**3**

**Raw material price inflation**



## Wholesalers said...

**“We are a counter sales business and volumes are dropping.”**

**“Reduced activity, increasing discounting, margin down.”**

**“Private housing RMI is significantly down this year. Renewable technologies are providing the growth but overall volumes are down.”**

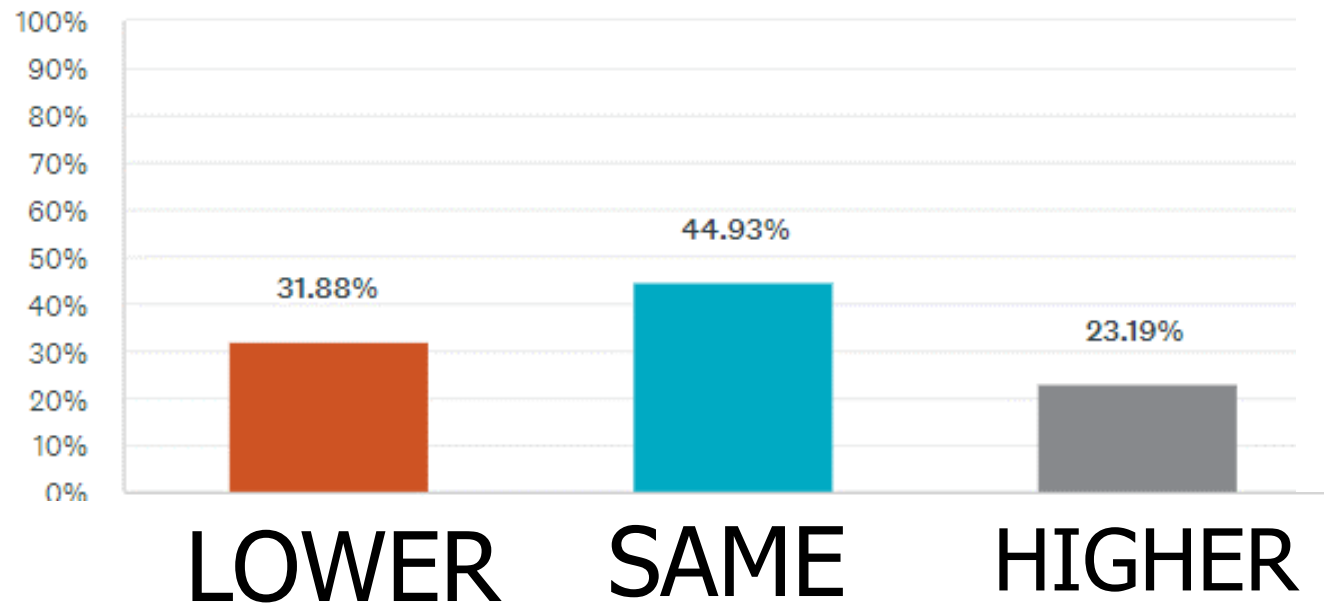
**“We must make the best of a difficult year and remain optimistic.”**

**“Need for diversification into renewables is clear.”**

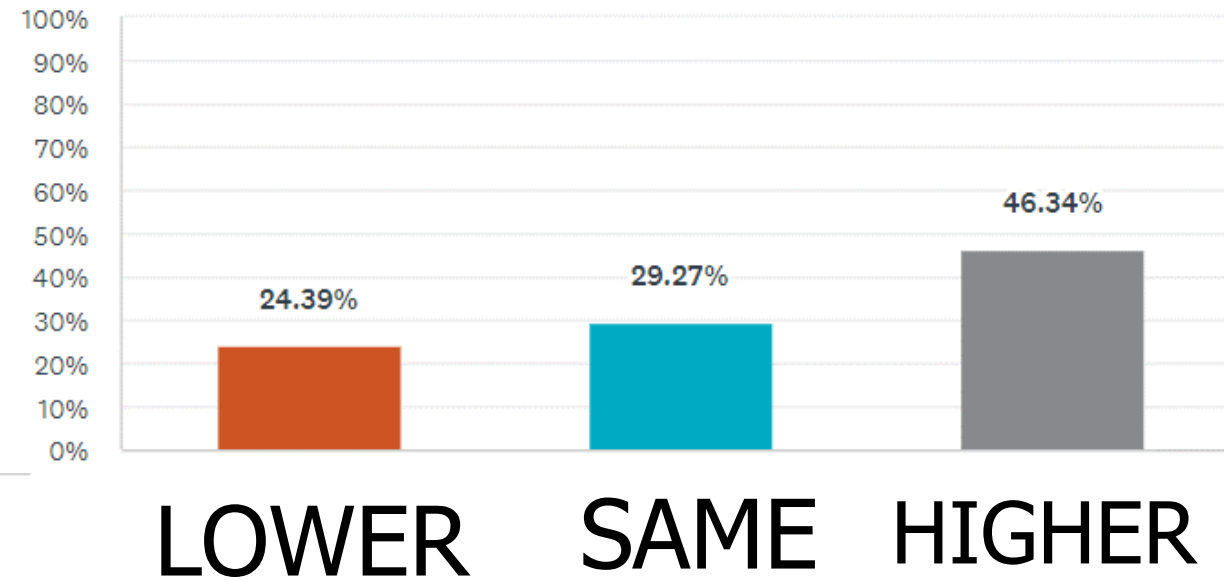


# How will like-for-like sales in 2023 compare with 2022?

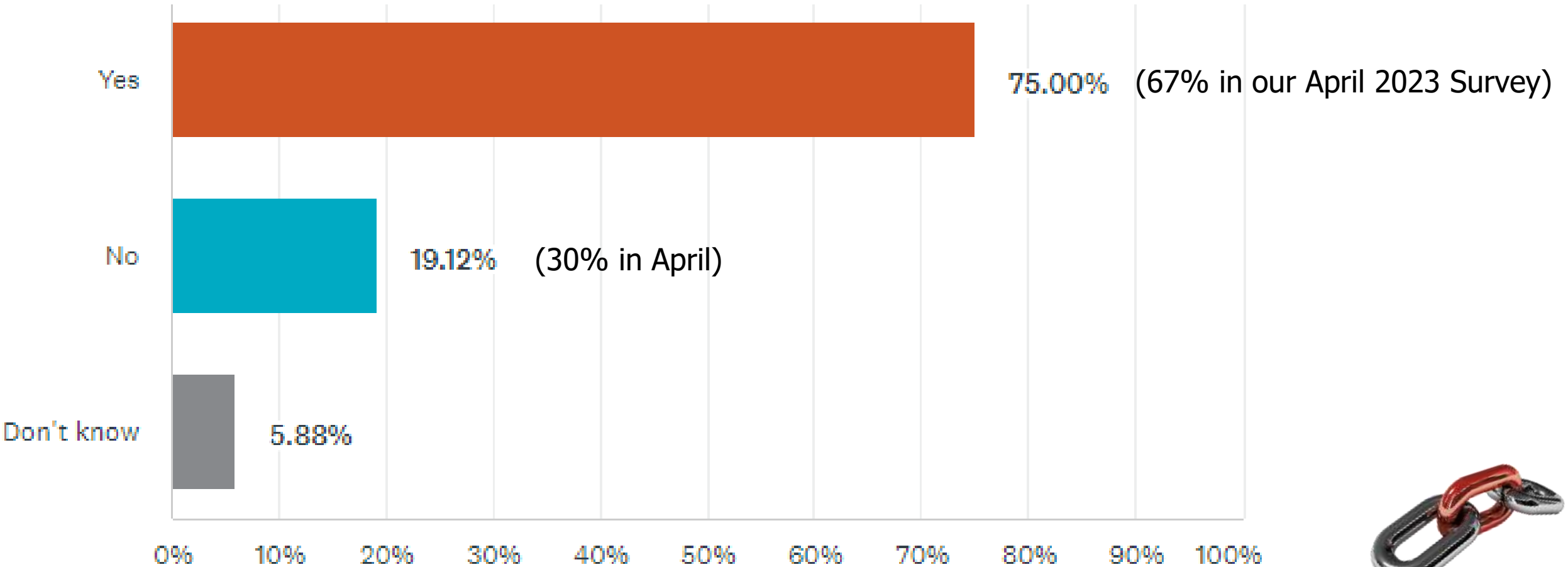
## Wholesalers



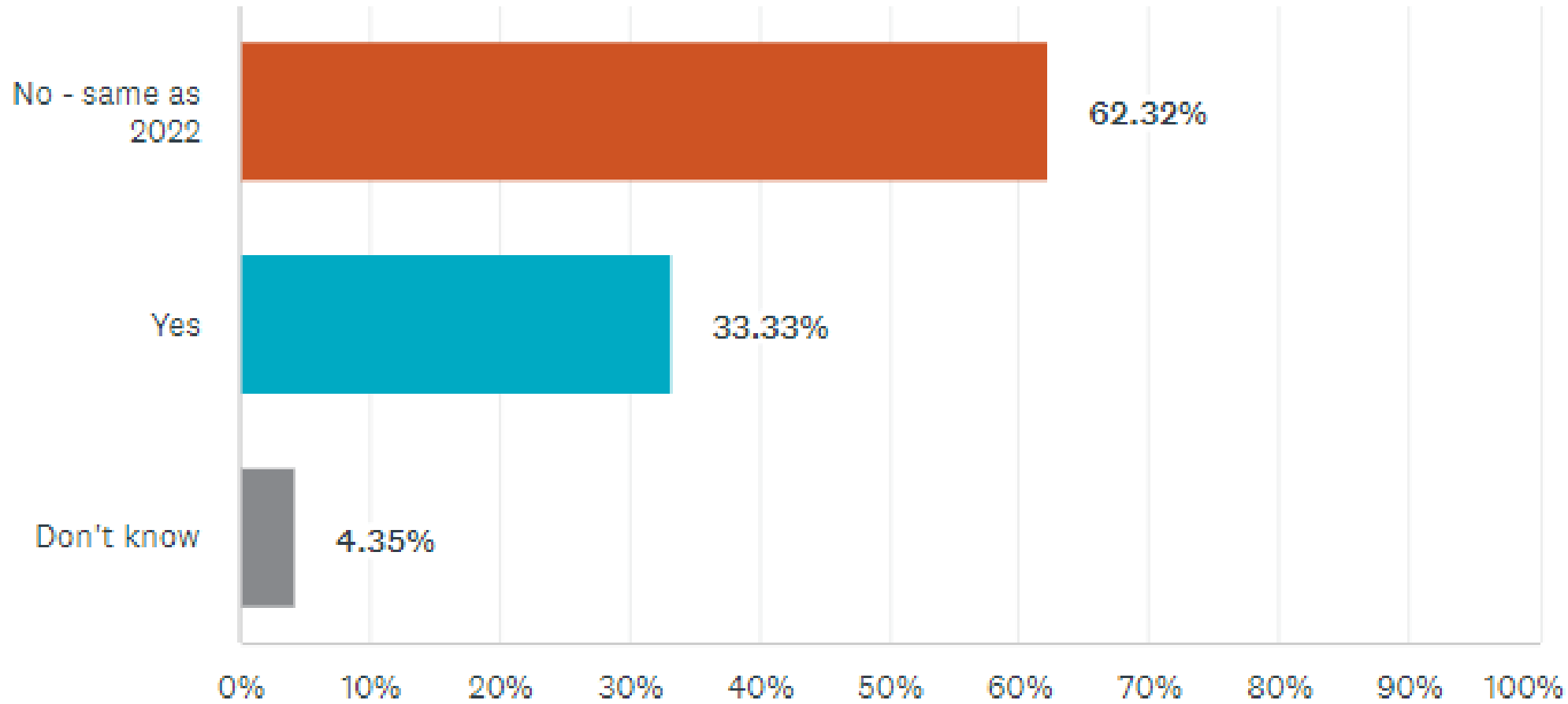
## Manufacturers



**Wholesalers:** In our last survey wholesalers reported customers paying later than expected. Is this continuing in Q2 2023?

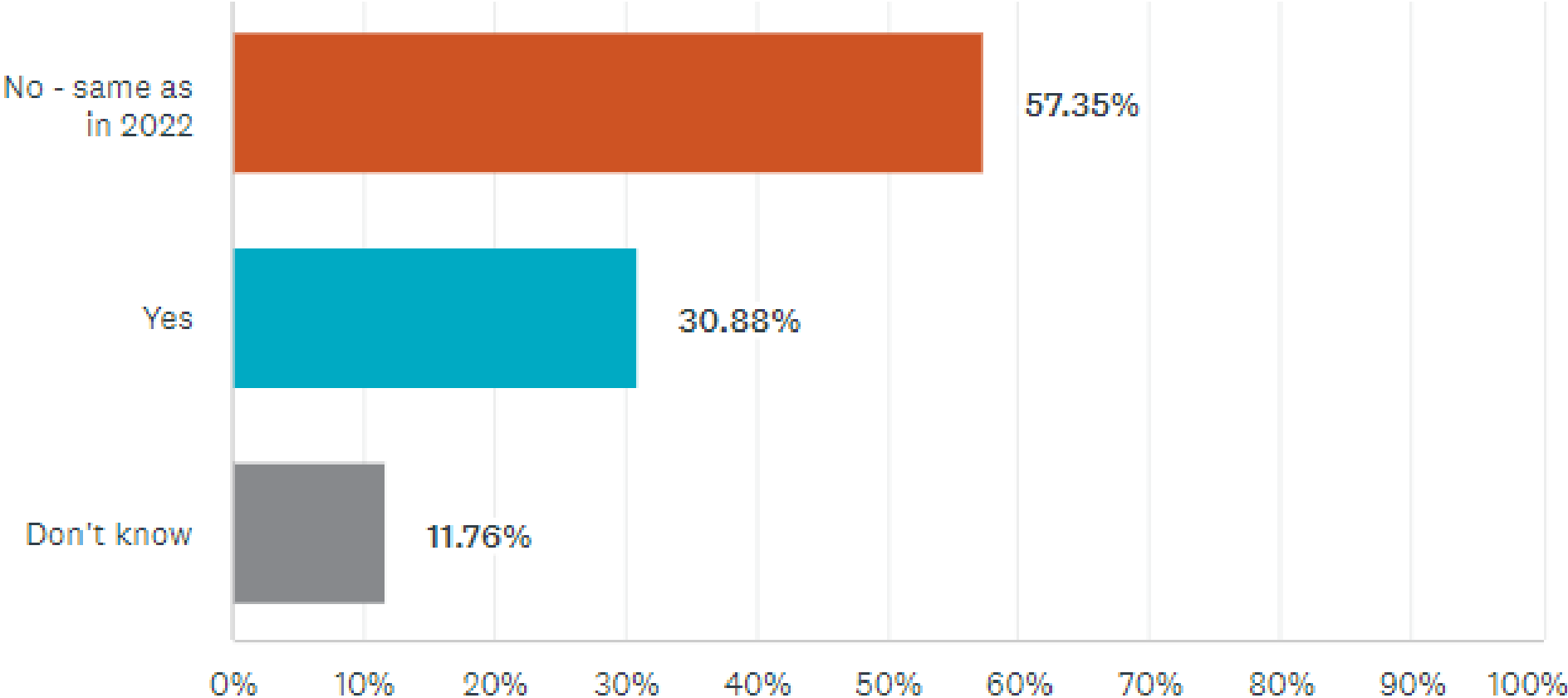


# Wholesalers: Compared to 2022 are you experiencing a rise in bad debts?





# Wholesalers: Compared to 2022 are you experiencing a higher number of contractor businesses falling into administration?



# Q3 2023: Wholesalers

Is there any variation in the level of stock you are holding?

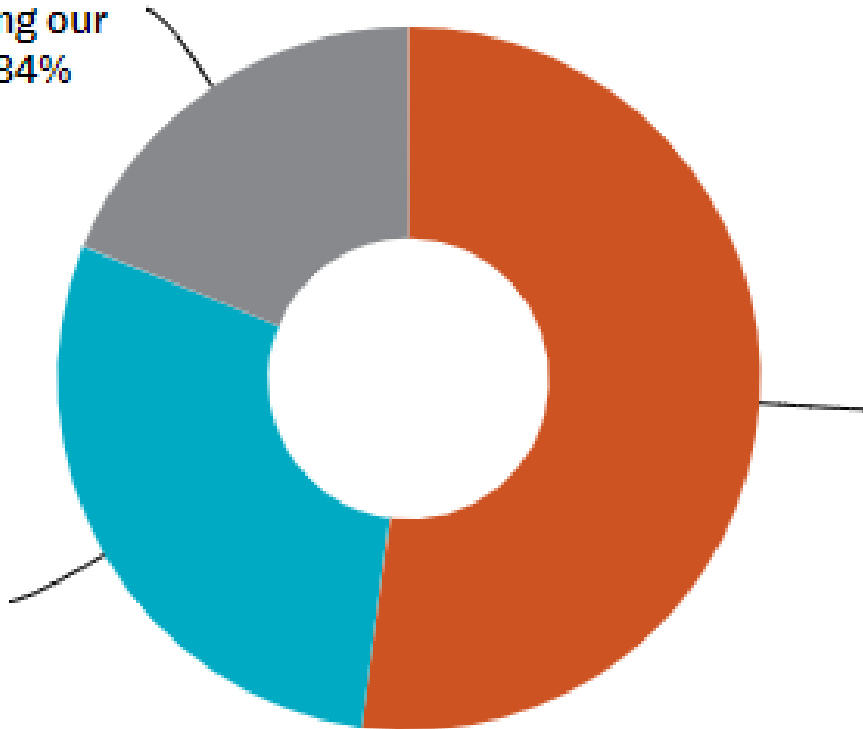
Comments:

“We decreased stock levels slightly at the beginning of the year”

“More value, same level of stock”

There is no change to our stock levels 52.17% (36)

We are increasing our stock levels 18.84% (13)



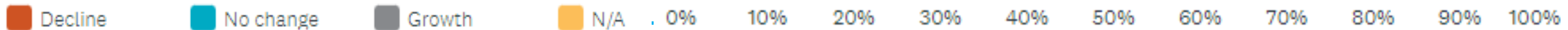
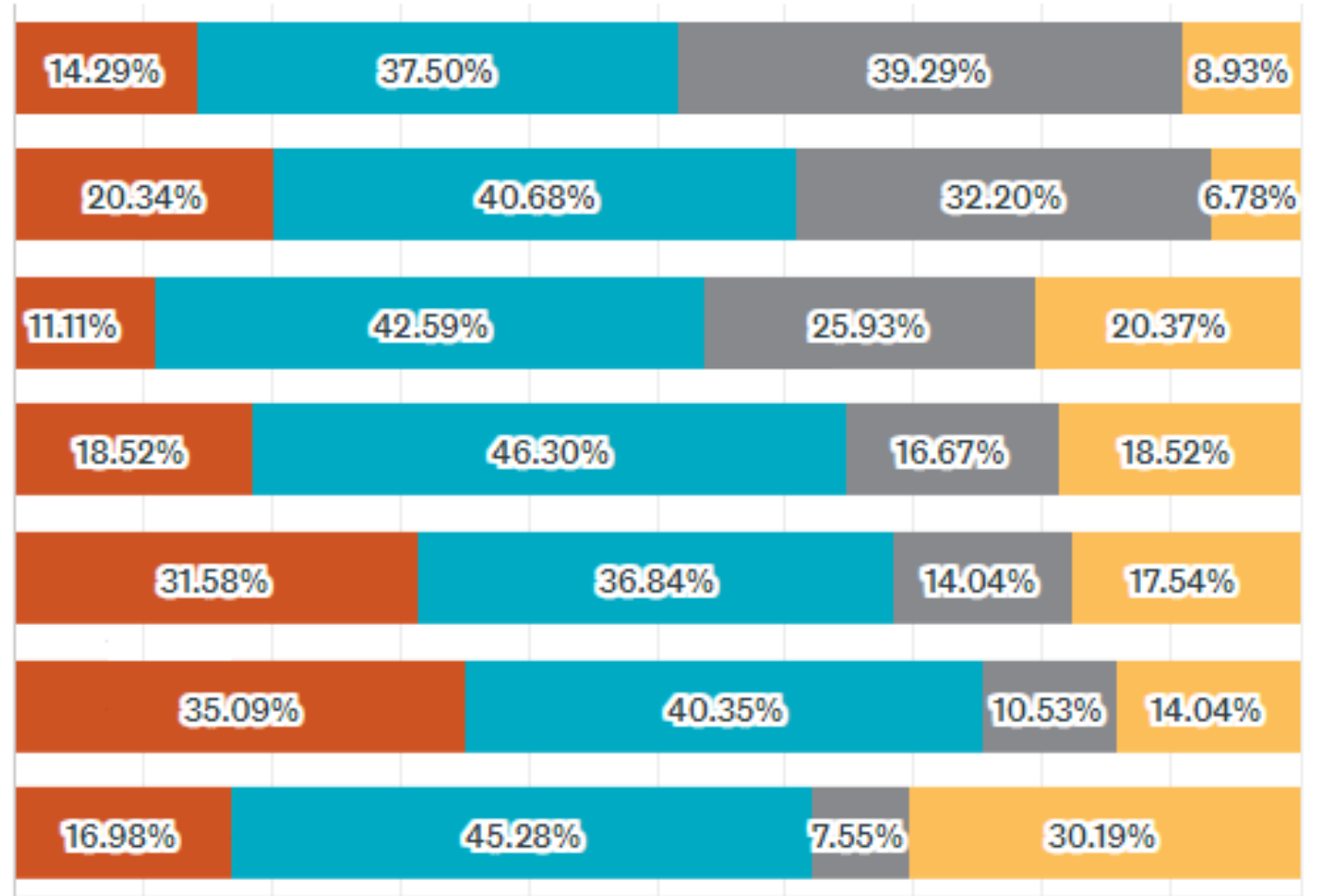
We are decreasing our stock levels 28.99% (20)



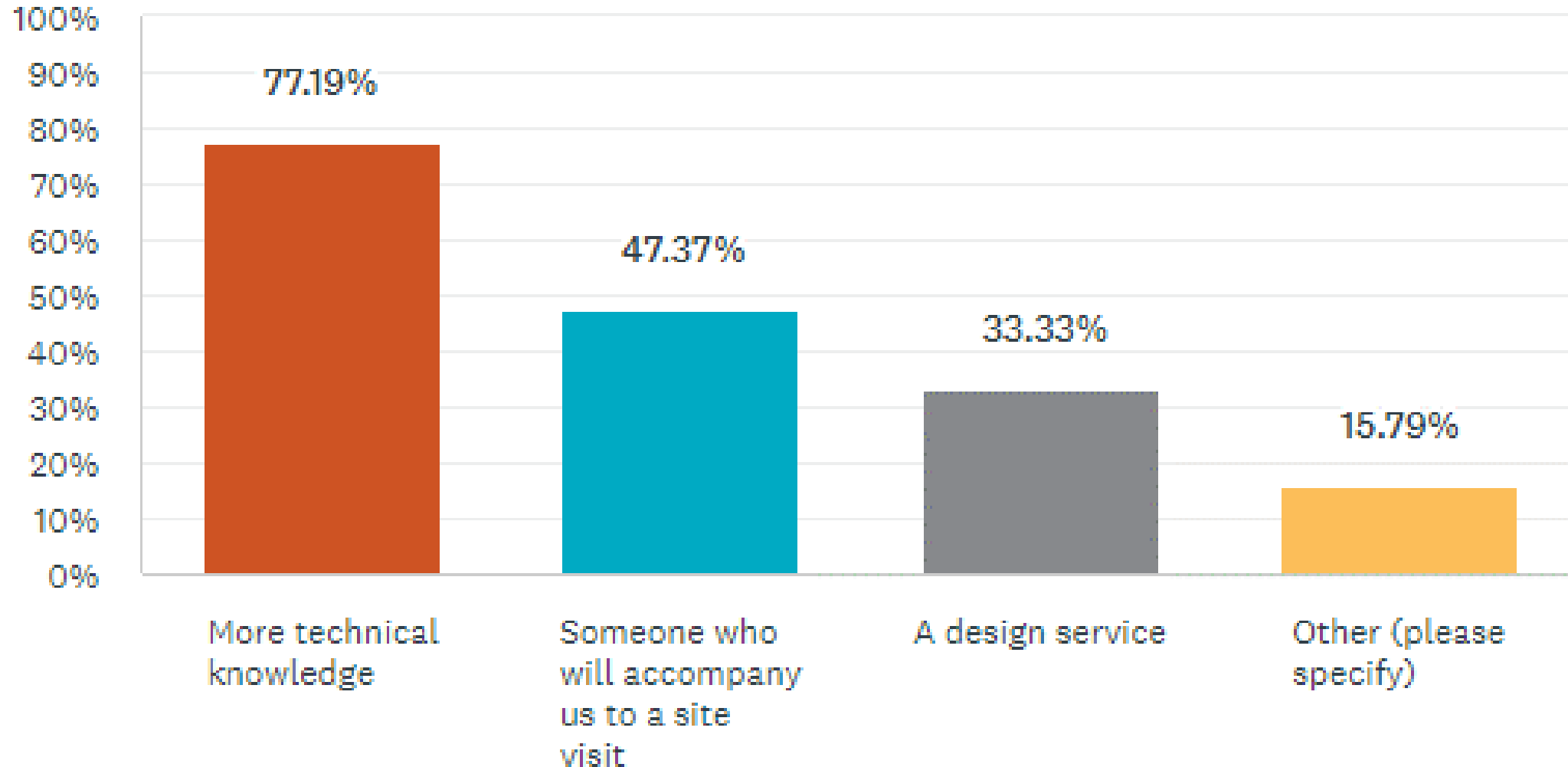
# Wholesalers: Have you experienced a change in turnover in Q2 2023 compared to Q1 2023 for the following sectors?

## Ranked by growth (grey band)

Industrial (warehouse and factories) <b>(April 2023, 2<sup>nd</sup> place 36% growth)</b>	↑
Commercial (offices of all types, new and renovation)	↓
Infrastructure, govt projects, and local authority projects	↑
RMI public housing	↑
New private housing	
RMI private housing <b>(April 2023, 3<sup>rd</sup> place 21% growth)</b>	↓
New public housing	↓



**Wholesalers:  
What added value are you looking for from  
Area Sales Manager roles at your manufacturer suppliers?**



## Wholesalers:

What type of added value are you looking for from Area Sales Manager roles?

**“Working closer to our branches to develop business”**

**“Close working partnership that brings enquiries to us”**

**“Much more interaction with our sales staff”**

**“More face to face interaction with our sales staff, more information about strengths and weaknesses of their and their competitors’ products”**

**“More constructive product based meetings”**

**“Product knowledge: their own and competitors”**



# Latest Construction Industry Forecasts 2023 - 2025



Summer 2023 Forecast from the Construction Products Association (CPA)

Normally £210

To get your free copy, email [Margaret.fitzsimons@eda.org.uk](mailto:Margaret.fitzsimons@eda.org.uk)





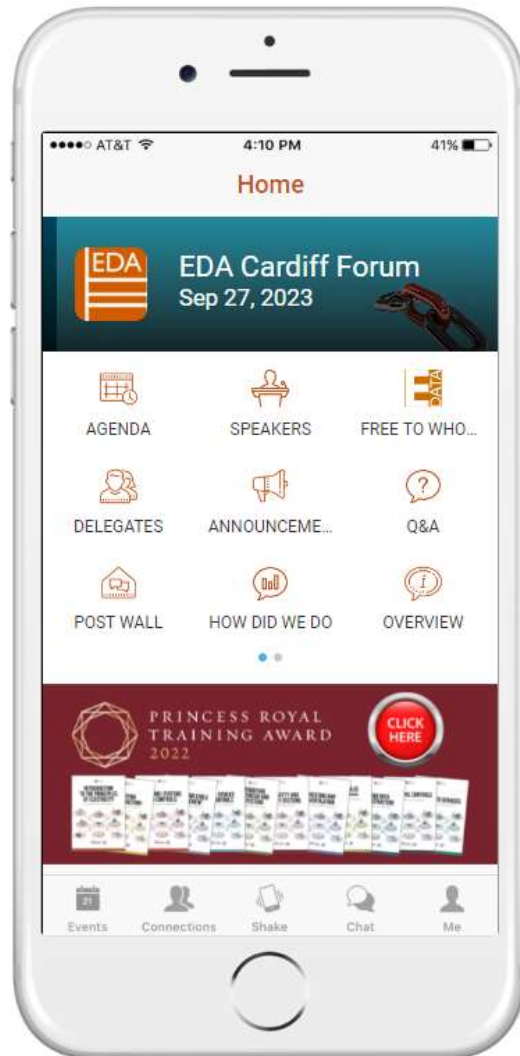
**Join us virtually to hear the  
Q4 Survey Results**

**11am- 12.30pm**

**Tuesday 24 October 2023**

**Register at [www.eda.org.uk](http://www.eda.org.uk)**

# Ask a question

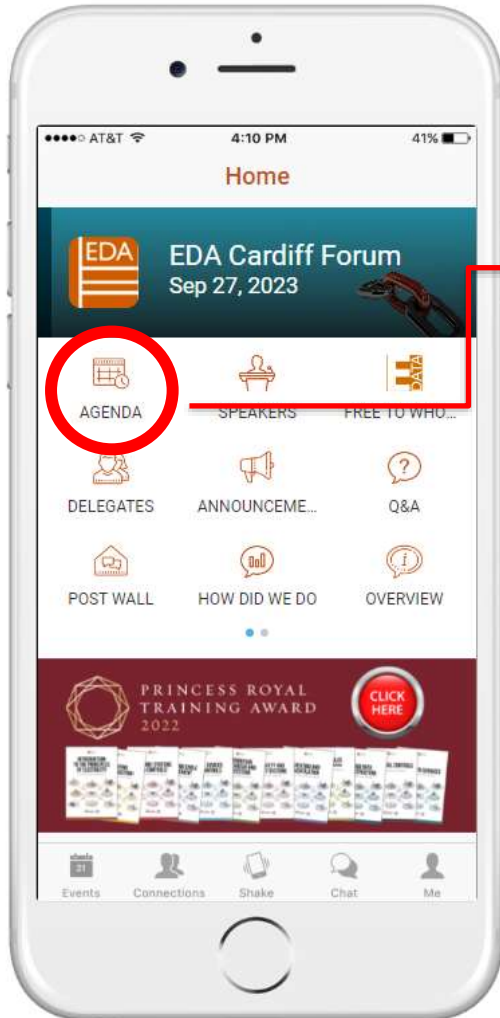


Live questions very welcome

Or use the Q&A function on our EDA Event App



# Rate the presentation

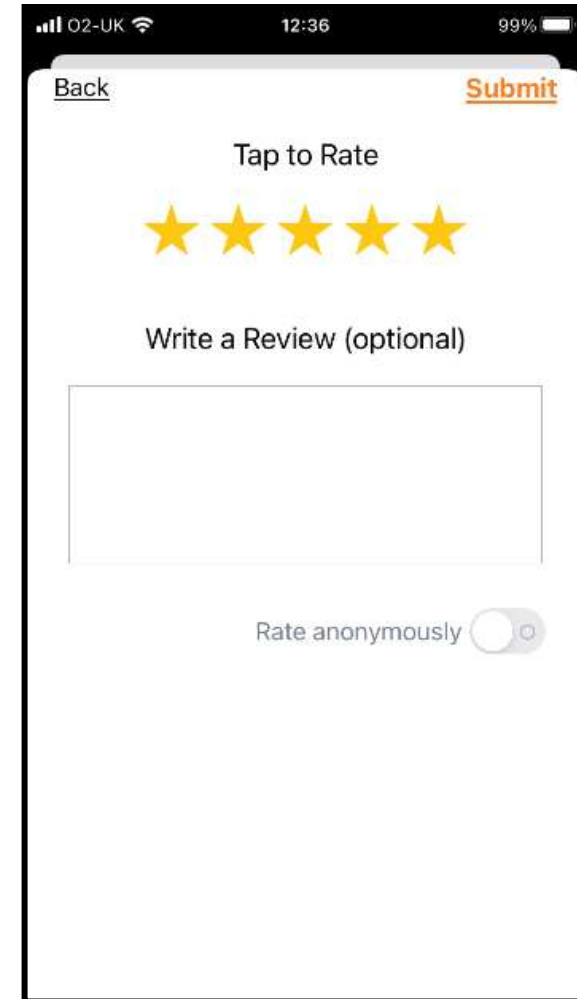


Got to Agenda

Open the session

Rate Now

Add a comment



# Education and Training

## Mission

To encourage recruitment into the sector and provide opportunities for members to upskill and develop professionally from the moment they join until they retire (and beyond)

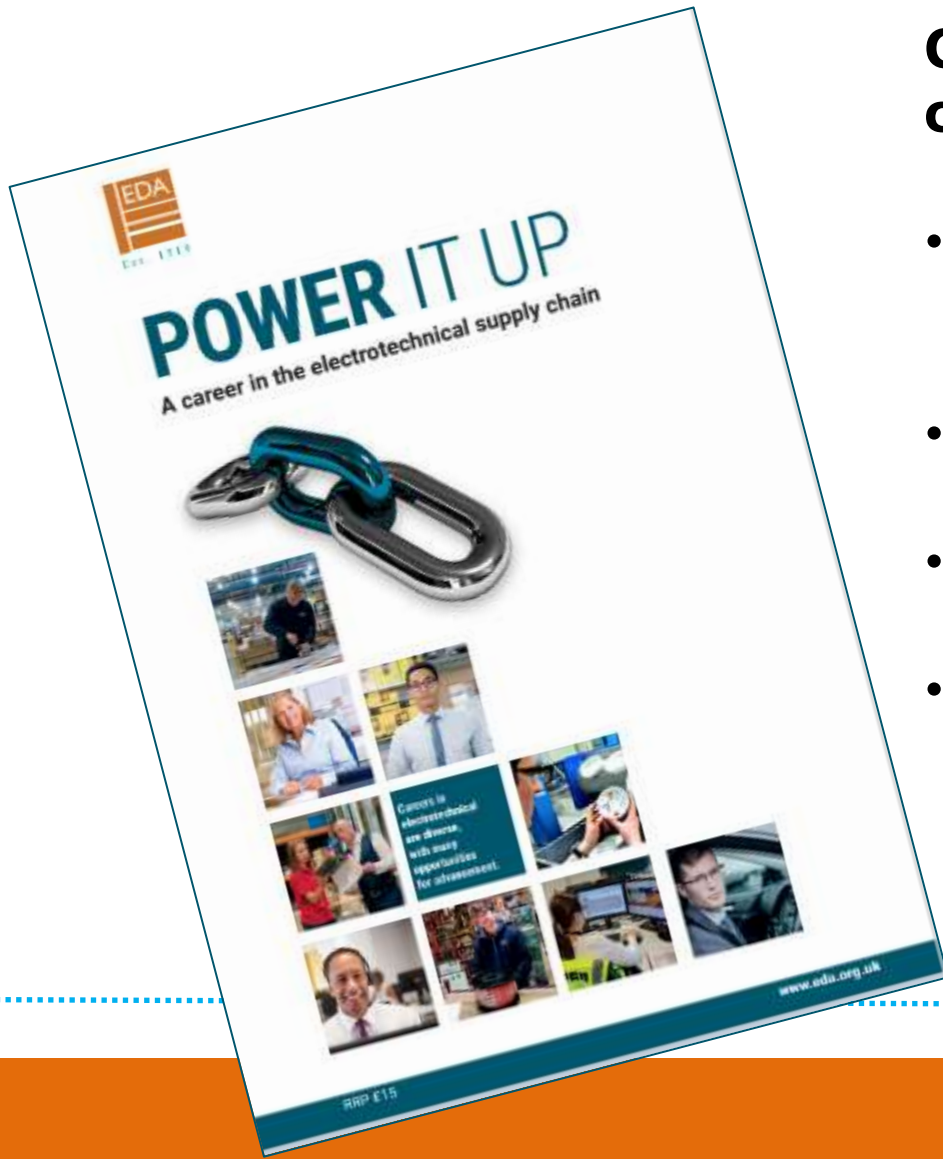


**Tracy Hewett**  
**Head of Education & Training**



# Recruitment and Induction

## Power It Up: A career in the electrotechnical supply chain



**Created by a working party across the whole supply chain in 2022**

- Supporting apprentices, new starters and recruitment into the sector
- One copy sent out to each member – principal contact
- Download for free at [www.eda.org.uk](http://www.eda.org.uk)
- Available to order for £15 per copy (postage and packing cost only)



# Module Outcomes Since Launch (June 2018)

City & Guilds Accredited Programme



7,099 modules ordered

4,436 modules completed

2,290 learners

173 organisations

598 branches



PRINCESS ROYAL TRAINING AWARD 2022



# Now available electronically

EDA

Welcome to the



# EDA ACADEMY

**£99 + VAT  
per module**



# Classroom Course - Trade Counter Merchandising



Learn to use tried and tested merchandising techniques to increase margin at your trade counters.

**6-hour face to face training**

**Tuesday 10 October 2023**, Bristol (thanks to Termination Technology)

**Wednesday 24 January 2024**, Barnsley (thanks to Red Arrow)



**“Definitely worth attending; good ideas on product placement on the trade counter to maximise sales and engagement with your customers.”**

# Classroom Course – Credit Control Bootcamp



Don't let the burden of bad debt get the better of your business

Implement regular robust credit control procedures now to avoid the pain of late payers and the risk of writing off bad debts later

## 4-hour face to face training



Partnering with the credit control professionals



**Tuesday 5 December 2023**, Lutron Experience Centre, London

**Remember: A sale is only a sale when it's paid for!**

# 30-Minute Masterclass Sessions



Bringing our learning programmes – apprenticeships and EDA Product Knowledge Modules – to life.

The sessions are all free. Attend as many or as few as you want.

**6<sup>th</sup> September:  
Energy Efficient Hot  
Water**

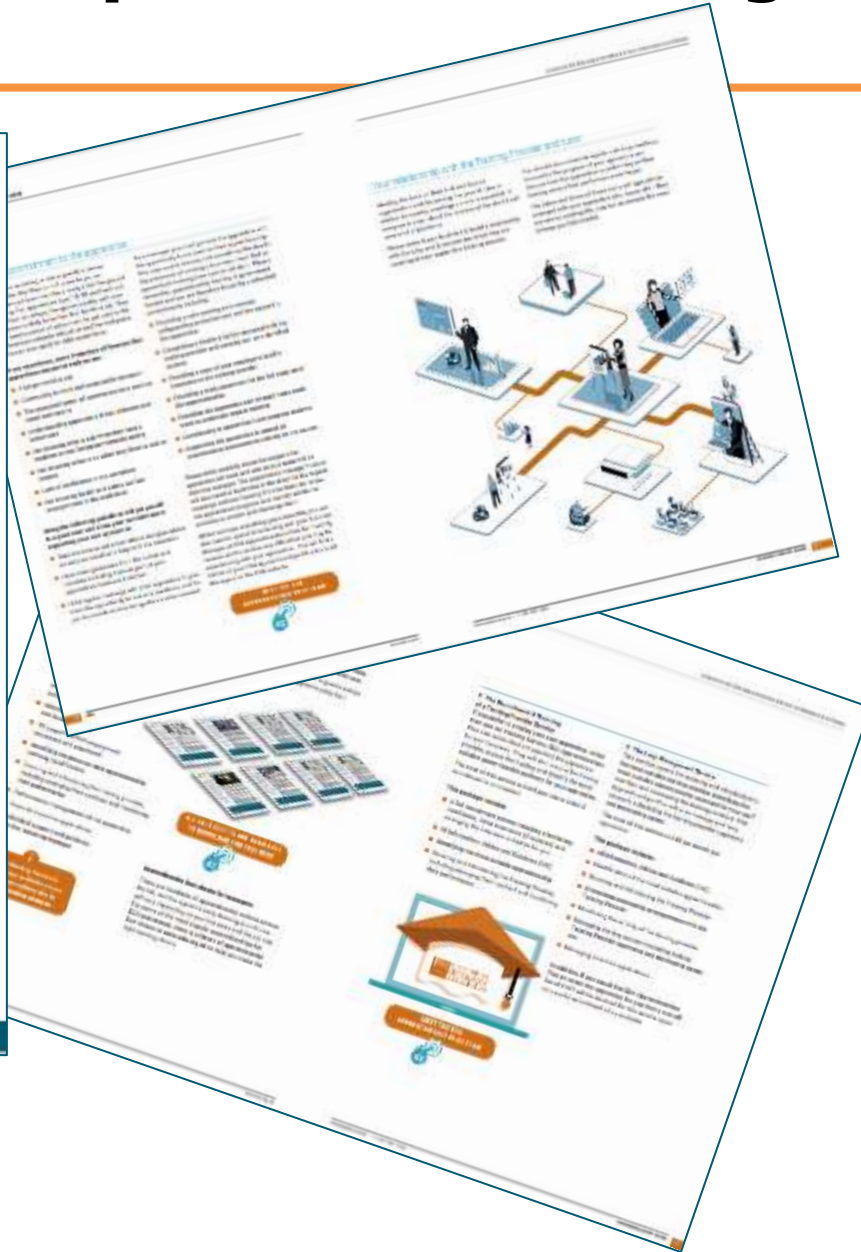
**41 Sign-ups  
16 Attended**

**4th October:  
The Rising Importance of  
Aesthetics in Cable Installations**

**40 Sign-ups to date**



# EDA Apprenticeship Guide for Managers

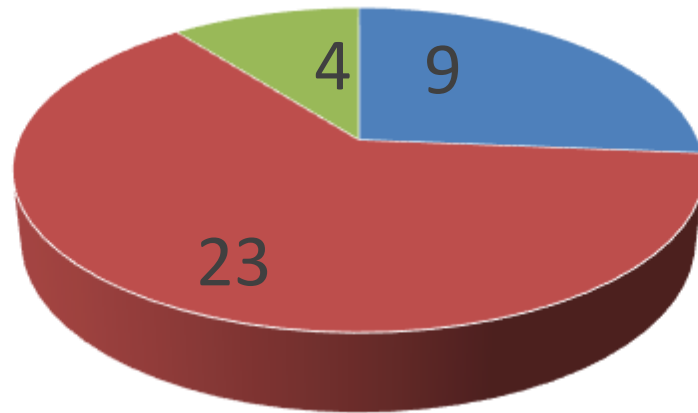


- 17-page guide providing insight and information about the EDA Service
- Tips and hints on how to get the best from your apprentice
- Free PDF download

# Data is Power Training Initiative

First cohort to commence 28 September, 2023  
**36** on programme

Data is Power: Candidate Profile



■ Wholesalers ■ Manufacturers ■ Others

Data is Power: Participants on Programme



# EDA Apprenticeships in partnership with **EDA Apprenticeships Plus**



458

Expressions of Interest in 2022

212

New apprenticeships started in 2022

325

Expressions of Interest in 2023

244

New apprenticeships started  
in 2023

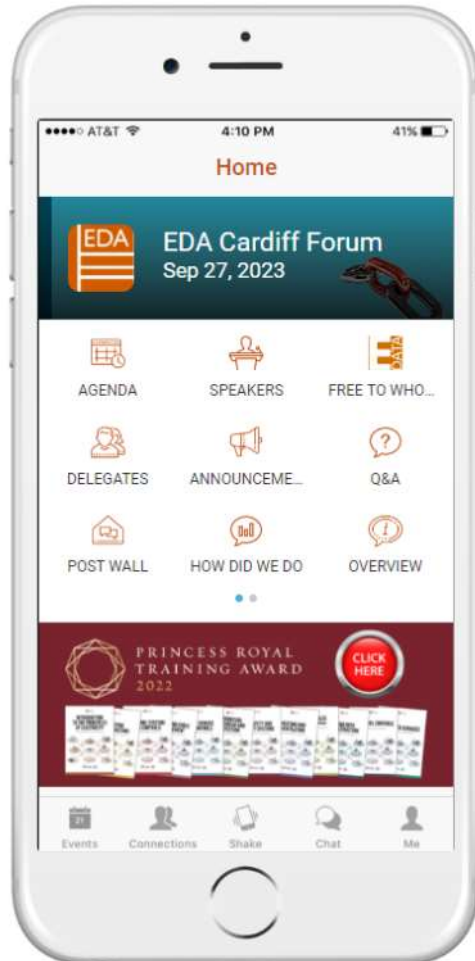
# An Apprenticeship Programme the Kempston Controls Way

In conversation with

Tom Jones  
Channel Partner Director  
Kempston Controls



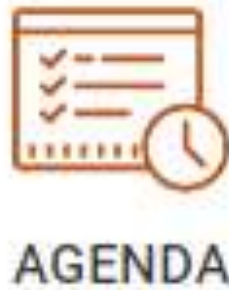
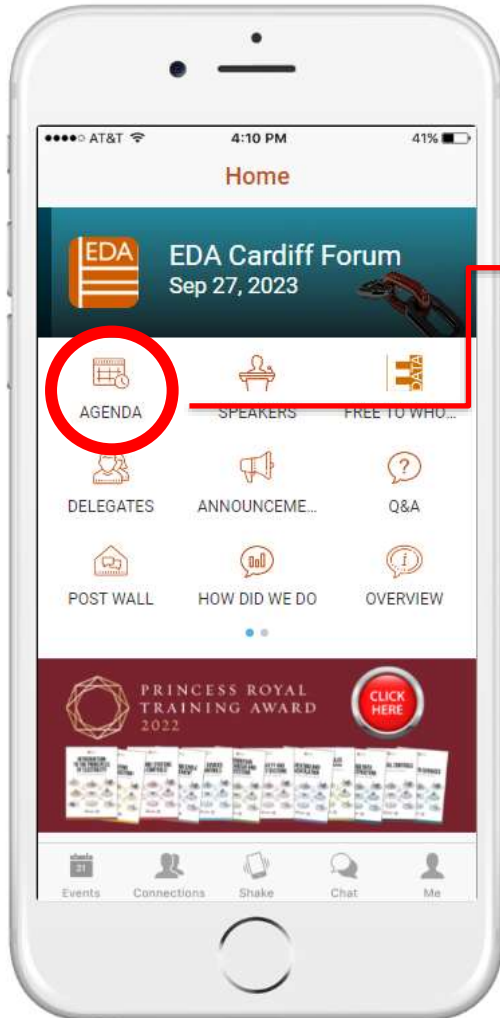
# Ask a question



Live questions very welcome

Or use the Q&A function on our EDA Event App

# Rate the presentation

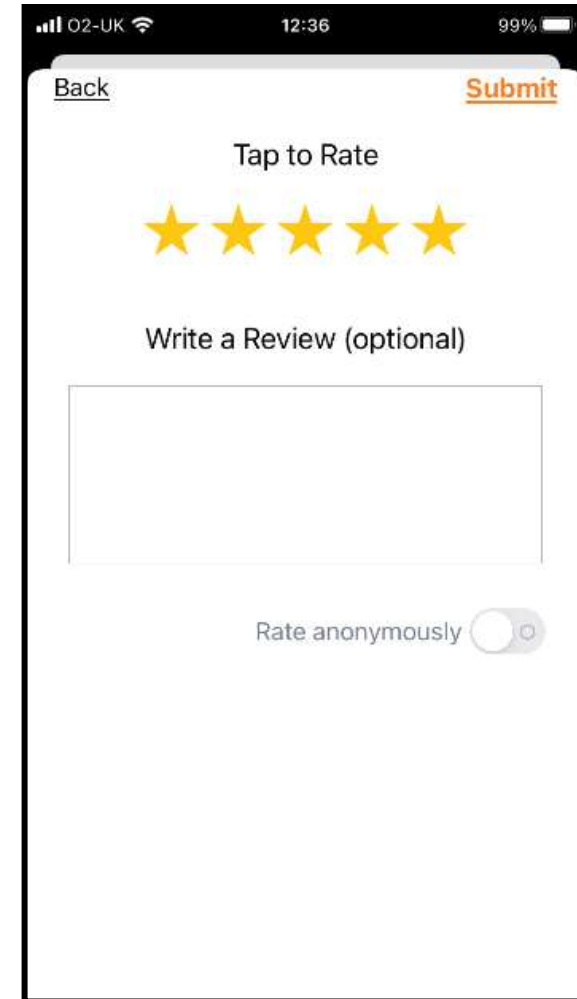


Got to Agenda

Open the session

Rate Now

Add a comment



# A Wiring Plan for Business Growth: Why Help to Grow Management will give your business a competitive edge (and it's 90% funded by government)

Richard Andrews  
Cardiff Metropolitan University

&  
Sam Horseman  
Super Rod



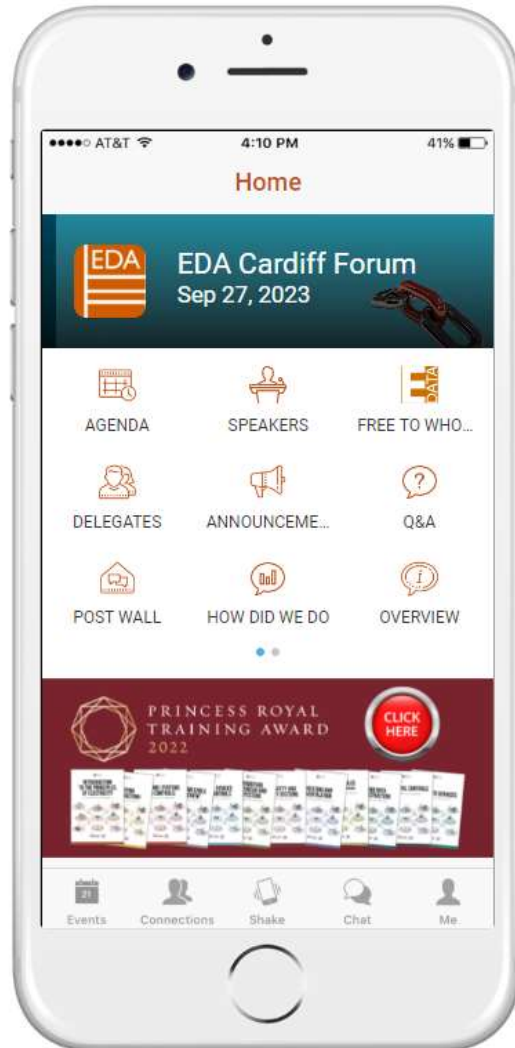
Cardiff  
Metropolitan  
University

Prifysgol  
Metropolitan  
Caerdydd



**HELP TO GROW.**  
MANAGEMENT COURSE

# Ask a question

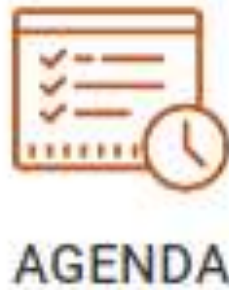
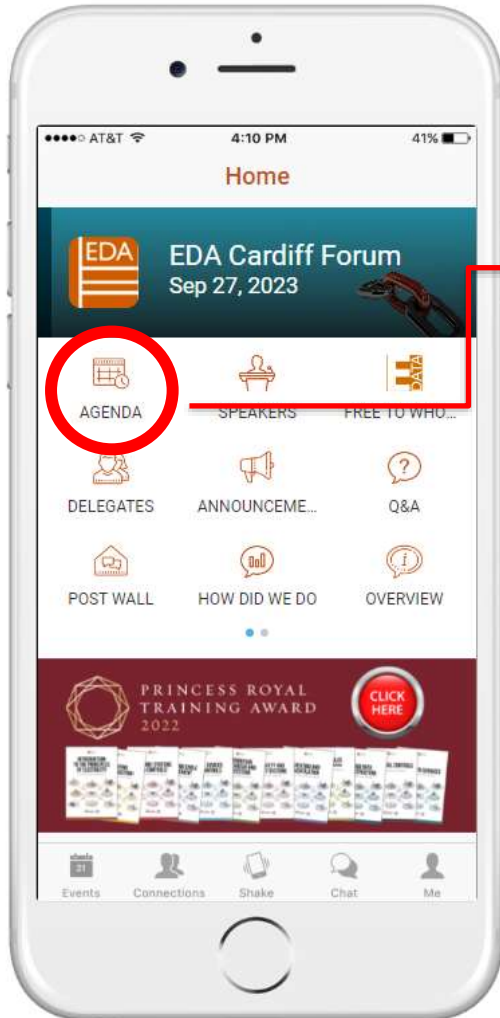


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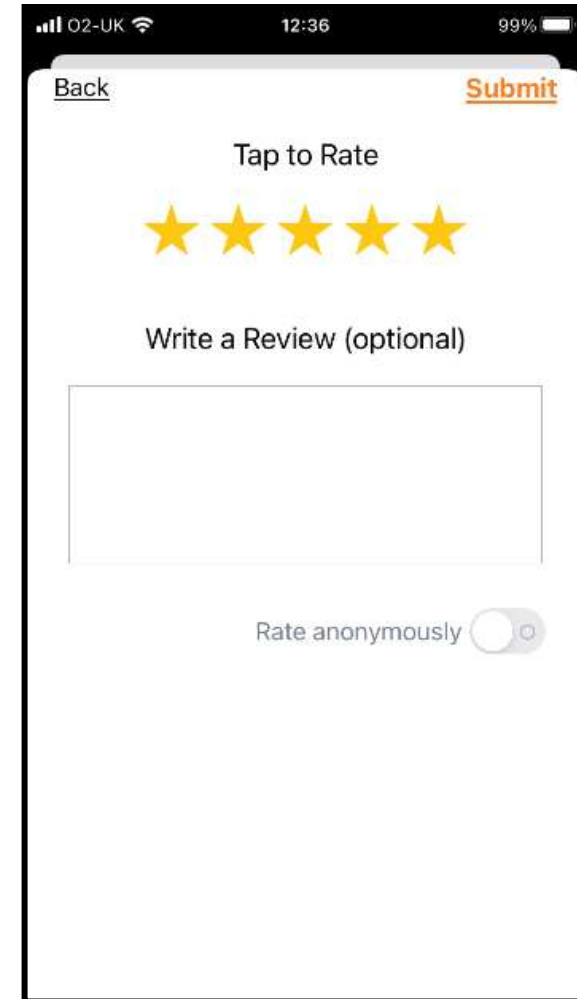


Got to Agenda

Open the session

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# Attracting talent to your team: what you need to know about the changing face of the UK's labour market

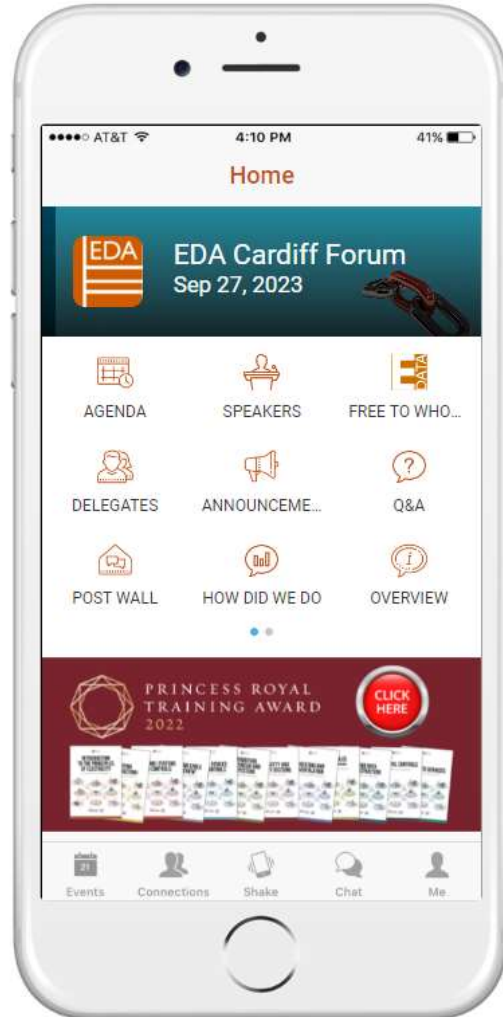
Shaun MacDonald

Department for Work & Pensions

National Employer & Partnership Scheme



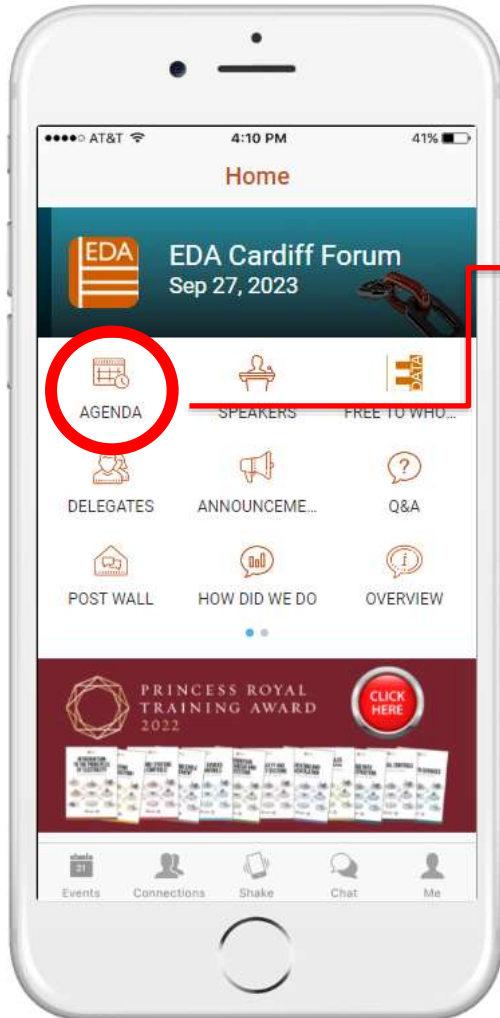
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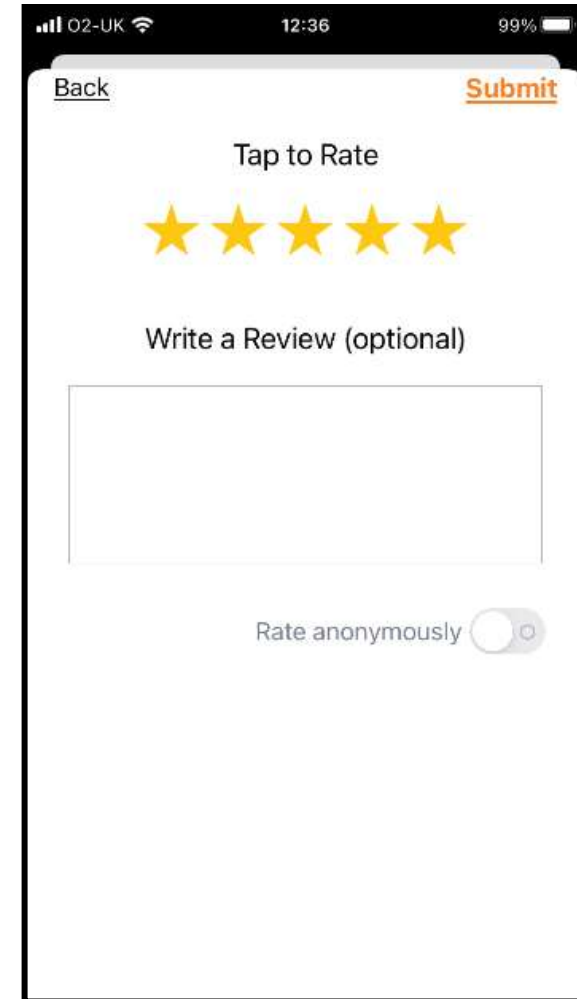


Got to Agenda

Open the session

Rate Now

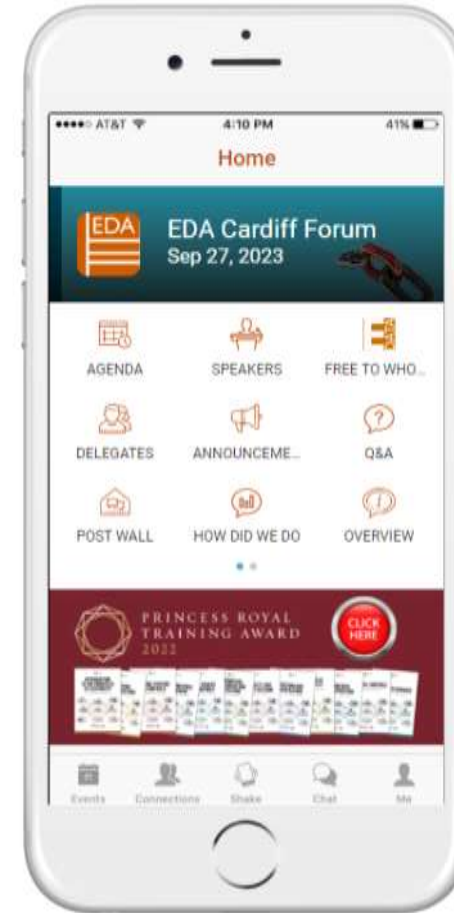
Add a comment





Shake or Tap to Connect

# Refreshment Break



\* Shake or tap together to connect.



# More than hot air! Why hand dryers are the leading sustainable choice for Electrical Wholesalers

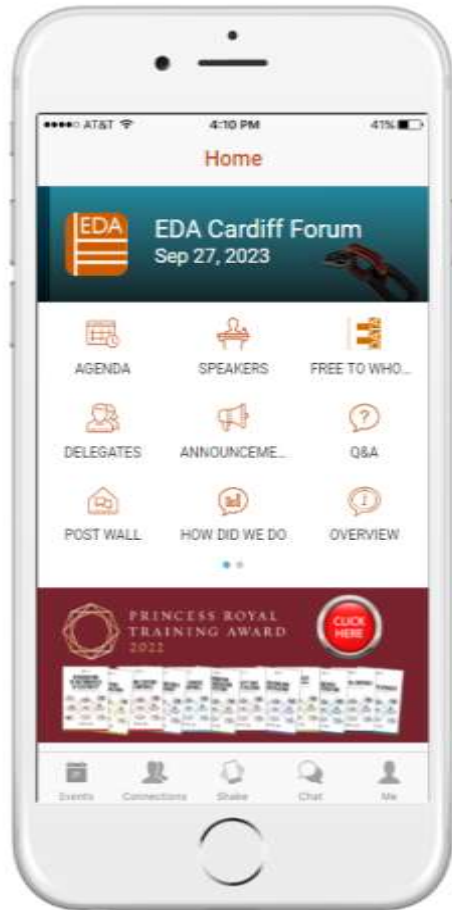
Mark Sheridan  
ATC Ltd



atc<sup>®</sup>



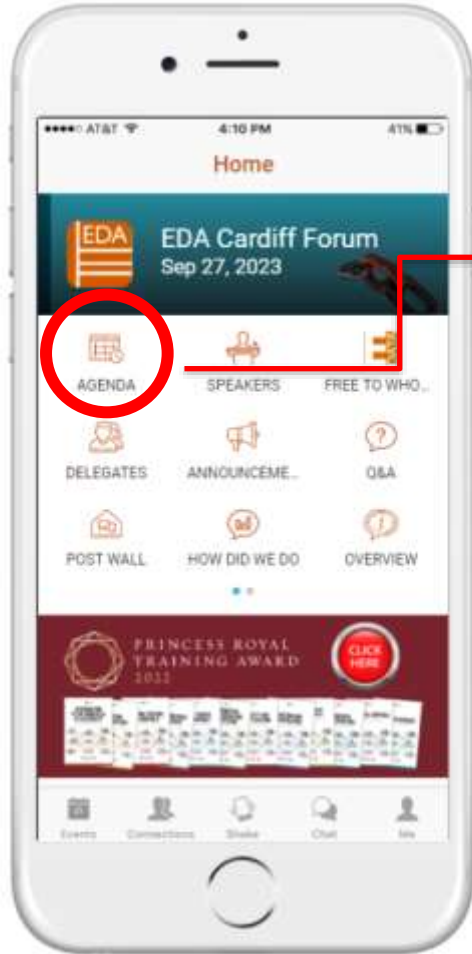
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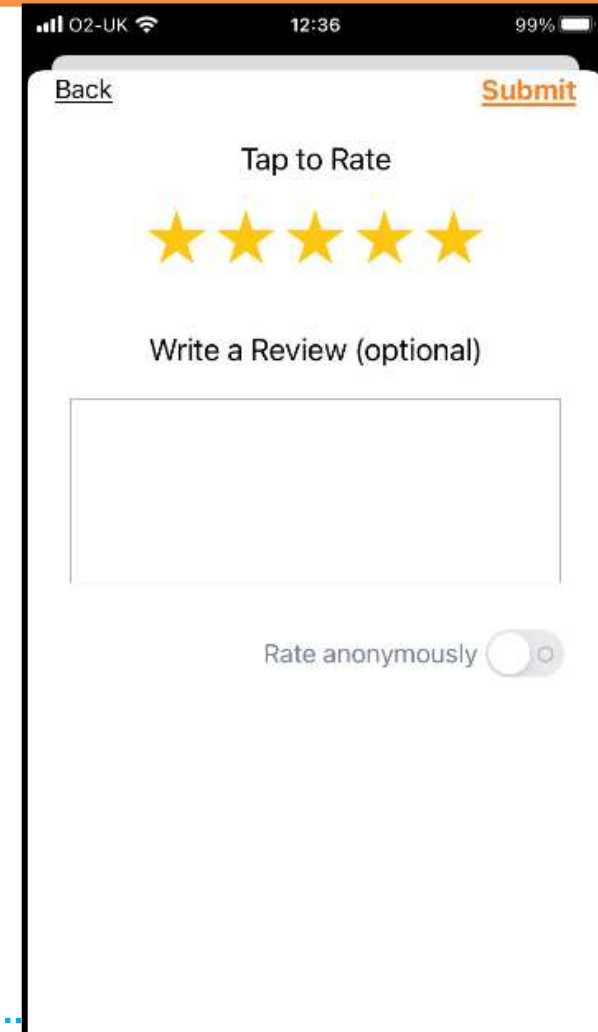


AGENDA

Open the session

Rate Now

Add a comment





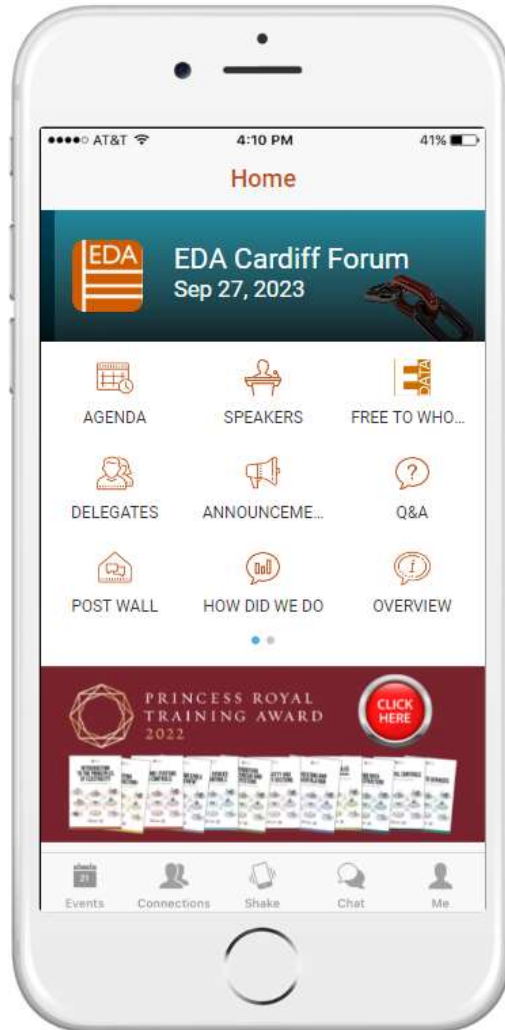
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# Sustainability in Lighting – Implications for wholesalers of the upcoming ban on T5/T8 Tubes.

Graeme Shaw  
Technical Director  
Thorn Lighting



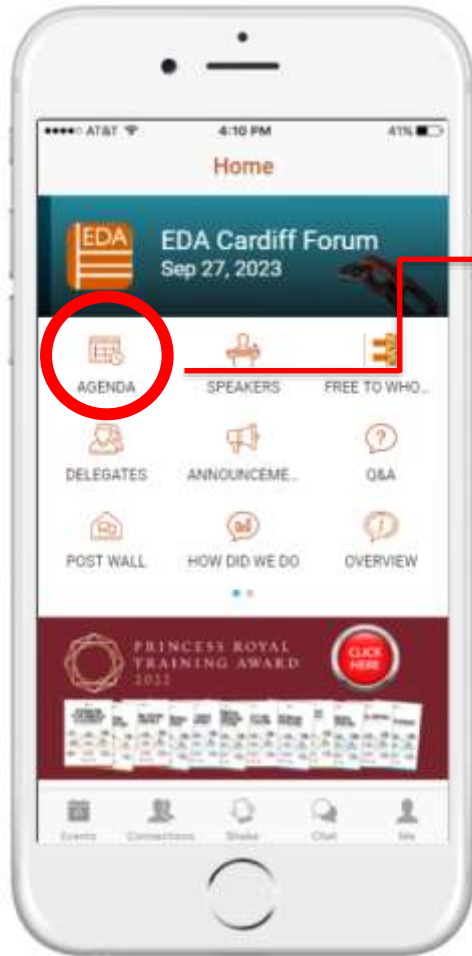
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Live questions very welcome

Or use the Q&A function on our EDA Event App

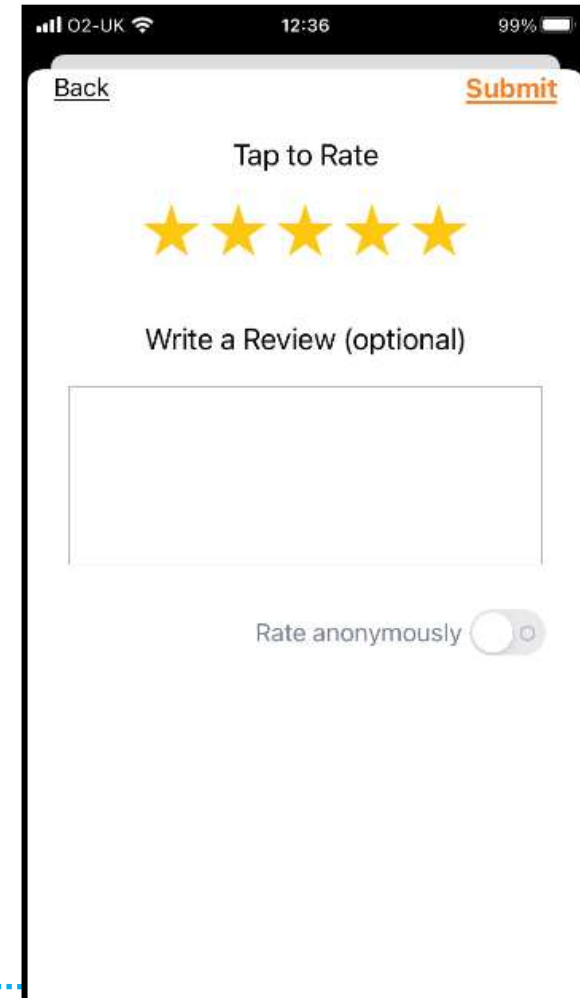
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Shake or Tap to Connect

# Lunch served in the Westminster Suite

\* Shake or tap together to connect.



# Digitalisation

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## Mission

**To support and accelerate digital transformation in the electrotechnical supply chain**



**Richard Appleton**  
**Head of Digitalisation**

# Two Major EDA Initiatives



**ETIM**  
*UK*

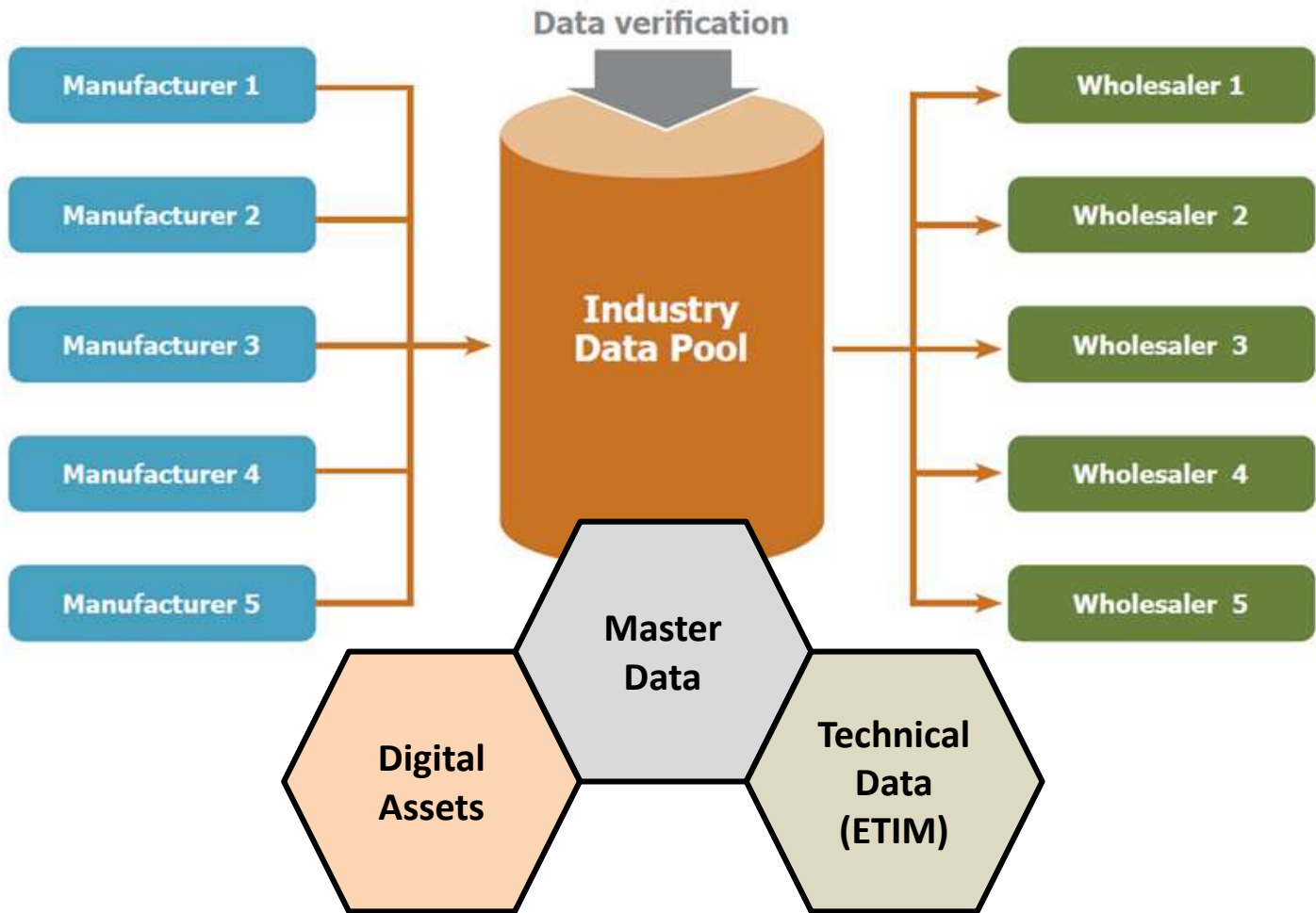
**ETIM** An international data model enabling manufacturers to structure technical data for their products in a consistent manner (**Introduced in 2017**)



**EDATA** A central, industry-owned, data pool of consistent, high quality manufacturers' product data for access and export by wholesalers (**launched Jan 2020**)



# EDATA – The Electrotechnical Sector Data Pool



In the digital world product data is your **“silent sales team”**.

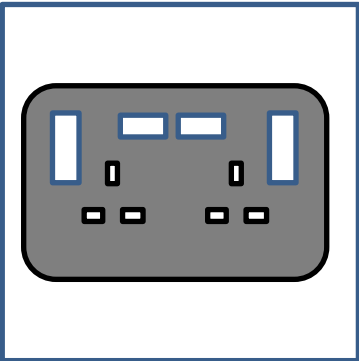
EDATA hosts manufacturers’ product data, owned and managed by the manufacturers.

EDA member wholesalers may access and download the data free of charge.



# EDATA: all the data required to create a typical web product page or product data sheet

## Cobra Essential-M 2 Gang 13A Switched Socket with Twin USB Outlets






<Manufacture Logo>

<Manufacturer's Part Number>

- Slim profile
- Clip on face plate; no visible screws
- Type A USB
- ASTA approved.
- Building Regulations Part M compliant
- Outboard rockers
- 5 year manufacturer's warranty

The Cobra essential-M range of wiring accessories includes a wide range of standard accessories all with rockers and inserts in contrasting colours compliant with Part M of the Building Regulations. The 2 gang 13A switched socket is ideal for charging mobile phones, tablets, cameras and all mobile devices.

Technical Specification
Downloads
BIM


## PRODUCT DATA SHEET



### Bell Lighting 11370

#### Firestay Duo 4/6W - 4 CCT 2 Wattage Switchable LED Downlight (No Bezel)

Manufacturer: Bell Lighting  
GTIN: 501358113708  
Family: Downlights  
Range: Firestay Duo




#### DESCRIPTION

The Firestay Duo LED CCT is a high Output Downlight ideal for high ceilings or any project needing intensity light. 4-way colour and 2 wattages switchable straight out of the box. With a 7 year product life and a front facing switch enables the user to seamlessly change the colour temperature (2700/3000/4000/5000K) to suit the mood of any space while the rear facing wattage switch instantly dictates the light level of any commercial or residential premises.

- Firestay Certification: 30, 60 and 90 minute solid joint ceilings, 30 minute i-joint & Metal W systems
- 8 in 1 Fixture: 4 colour temperatures, 2 wattages
- Front CCT switch
- White, Satin, Chrome, Brass, Antique Brass & Hair: Black bezels available
- Tool-free termination

## PRODUCT DATA SHEET

Bell Lighting 11370 

### TECHNICAL SPECIFICATION

**ETM Class: Downlight / spot luminaire / floodlight (EC001744)**

**Primary Features**

Colour of light	White	Lamp included	Yes
Colour temperature (K)	2700 - 6000	Maximum system power (W)	6
Degree of protection (IP rating)	IP65	Nominal voltage (V)	220 - 240
Housing colour	White	Number of lamps	1

**Additional Features**

Adjustability	Not adjustable	Suitable for ceiling mounting	Yes
Beam angle	Wide beam 60-90°	Suitable for clamp-mounting	No
Beam angle adjustable	No	Suitable for light track mounting	No
Colour rendering index (CRI/Ra)	80-88	Suitable for pendant/flex mounting	No
Colour temperature switchable	Discrete positions	Suitable for recessed mounting	Yes
Control gear included	Yes	Suitable for wall mounting	No
Height/depth (mm)	53	Suitable for suspended mounting	No
Housing material	Aluminium	Suitable for transformer mounting	No
Luminous flux (lm)	413 - 630	Suitable for wall mounting	No
Luminous intensity (cd)	595	With light sensor	No
Outer diameter (mm)	95	With movement sensor	No

#### FURTHER DETAILS

Product Status (if Download): Active  
Trade Tariff Community Code: 90242990  
Date Updated: 04-09-2023  
Country of Origin: CH

Bell Lighting, Unit A Foxbridge Way, Normanton Industrial Estate, NORMANTON, WFS 13N  
Tel: (01924) 893380 | Email: sales@belllighting.co.uk | Website: http://www.belllighting.co.uk/

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Page 1 of 5



# Growth: 74 leading brands choosing EDATA to share product information with multiple wholesalers



Est. 1914



A Brand of Prysmian Group



# EDATA Update

- 74 leading brands in EDATA
  - 18 joined this year to date
  - 200,000 SKUs onboarded
  - 36 manufacturers with Gold Quality Product Data
- EDATA is **free to EDA Wholesalers**
  - 401 registered EDA wholesaler users from c. 110 companies
  - ***Sign up today with Billy and Javier***



# Data Sheet Download – Tangible High Quality Data

PRODUCT DATA SHEET Aico Ei146e

**Additional Features**

Acoustic signal	Yes	Primary current supply	Not a power supply
Backup battery	Alkaline	Self-healing	No
CBNC entry	Bottom and side	Sound level (dB(A))	85
Compatible with Incon-Sense	No	Shoreline	No
Compatible with Apple HomeKit	No	Standard installation via cable	No
Compatible with Google Assistant	No	Suitable for duct mounting	No
IP rating	No	Type of back-closure button	1 button on top
Non-removable battery	12	Voltage type of acoustic volume	AC
Rechargeable via cable	Yes	Alarm termination lighting	No
Removable via radio control	Yes	Wired installation indicator	No
Optical signal	Yes		

**FURTHER DETAILS**

Product Status (at download): Active      Order Number: 80462023  
 Trade Tariff Commodity Code: 85319000      Country of Origin: GB

Aico Ltd, Hazlbury Road, Oswestry, SY10 6NR  
 ☎ 01991 941100      ✉ enquiries@aico.co.uk      🌐 http://www.aico.co.uk

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02/08/2023      Page 1 of 2

**PRODUCT DATA SHEET**  
**Aico Ei146e**  
**Optical Smoke Alarm, 9V alkaline battery backup**  
 Manufacturer: Aico Ltd  
 GTIN: 5099383010206      Range: 146e Series  
 Family: Mains Powered Alarms



**DESCRIPTION**

The Ei146e Optical Smoke Alarm is a mains powered alarm, which features an easy-fit base and a large capacity, proven optical sensor chamber.

- Optical sensor - quick response to slow smouldering fires
- Automatic dust compensation
- Mains powered with 9V Alkaline battery backup
- Easy-fit base for quick and simple installation
- Votermarked to BS EN14604:2005
- 5 year guarantee

**TECHNICAL SPECIFICATION**

**ETIM Class: Smoke/heat detector/alarm (EC001763)**

**Primary Features**

Colour	White	Operating technology	Optic
Power installation	Surface mounted	Wired backup battery	Yes

02/03/2023      Page 1 of 2

**PRODUCT DATA SHEET**  
**Bell Lighting 11370**  
**Firestay Duo 4/6W - 4 CCT 2 Wattage Switchable LED Downlight (No Bezel)**  
 Manufacturer: Bell Lighting  
 GTIN: 5013588111708      Range: Firestay Duo  
 Family: Downlights



**DESCRIPTION**

The Firestay Duo LED CCT is a High Output Downlight ideal for high ceilings or any project requiring high intensity light, 4 way colour and 2 wattages switchable straight out of the box. With a 2 year product warranty, the front facing switch enables the user to seamlessly change the colour temperature (2700/3000/4500/6000K) to suit the mood of any space while the rear facing wallage switch enable you to instantly regulate the light level of any commercial or residential premises.

- Firestay Certification: 30, 60 and 90 minute sand joint ceilings, 30 minute T-Joint & Metal Web ceiling systems
- 8 in 1 Fixture: 4 colour temperatures, 2 wattages
- Front CCT switch
- White, Satin, Chrome, Brass, Antique Brass & Matt Black bezels available
- Tool-Free termination

05/03/2023      Page 1 of 2

PRODUCT DATA SHEET Bell Lighting 11370

**TECHNICAL SPECIFICATION**

**ETIM Class: Downlight / spot luminaire / floodlight (EC001744)**

**Primary Features**

Colour of light	White	Lamp included	Yes
Colour temperature (K)	2700 - 6000	Maximum system power (W)	8
Degree of protection (IP rating)	IP65	Nominal voltage (V)	220 - 240
Housing colour	White	Number of lamps	1

**Additional Features**

Adjustability	Not adjustable	Suitable for ceiling mounting	Yes
Beam angle	Wide beam 45-90°	Suitable for clamp mounting	No
Beam angle adjustable	No	Suitable for light track mounting	No
Colour rendering index (CRI/RA)	80-89	Suitable for pendant/floor mounting	No
Colour temperature switchable	Discrete positions	Suitable for recessed mounting	Yes
Control gear included	Yes	Suitable for surface mounting	No
Height/depth (mm)	53	Suitable for suspended mounting	No
Housing material	Aluminium	Suitable for traverse mounting	No
Luminous flux (lm)	415 - 620	Suitable for wall mounting	No
Luminous intensity (cd)	365	With light sensor	No
Outer diameter (mm)	90	With movement sensor	No

**FURTHER DETAILS**

Product Status (at download): Active      Date updated: 09-08-2023  
 Trade Tariff Commodity Code: 9405423990      Country of Origin: CN

Bell Lighting, Unit A Founbride Way Normanton Industrial Estate, NORMANTON, WF6 1TN  
 ☎ 01924 893380      ✉ sales@belllighting.co.uk      🌐 http://www.belllighting.co.uk/

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05/08/2023      Page 2 of 2

# Going for Gold Data Quality Training Workshops



- **66** manufacturer representatives attended to date from over **40** Manufacturers
- Don't miss out
- **1** more course this year:
  - Wed 1 November 2023, Ilkeston, Derbyshire



“Excellent course content to point you in the right direction”

"Very informative session... I expected nothing less from the EDATA team"

“The structure and content of the session were outstanding”

**EDATA**  
**Going for Gold Data Quality Workshops**  
 Helping the electrotechnical supply chain create the highest quality product data  
 100% of delegates would recommend the training to a colleague

**GOLD QUALITY ACHIEVED**

at [www.eda.org.uk/event](http://www.eda.org.uk/event) or call the EDA on 020 3141 7350

Product data is your silent sales team. You will learn how to create product data that sells your products and enhances your brand.

"...very knowledgeable team presenting."  
 "Individual chats were very helpful."

The training is delivered by EDA's product data experts Richard Appleton, Head of Digitalisation (left), and Javier Garcia, Data & Onboarding Manager (right), and offers practical hands-on training plus one-to-one support and plenty of opportunity to ask questions and discuss challenges.

THE FREE WORKSHOP COVERS:	2023 DATES:
Product data environment and why it's important	16.20AM - 2.00PM
Means and how to get there	1 FEBRUARY West Bromwich
Standards and descriptions	18 APRIL Merton
Product data standard and its role in performance of your products	31 MAY Huddersfield
Product Management Tool (CMT)	13 SEPTEMBER London
Product data as your Master (Data, Digital)	8 NOVEMBER Location TBC
Product data Photoshop tips and tricks	
Beyond Gold: what's next in the drive to excellence?	

EDATA ELECTRICAL DISTRIBUTORS' ASSOCIATION

ETIM UK

CPD CERTIFIED The CPD Certification Service

# Data Superheroes

## Manufacturers explain why high-quality product information is the wholesalers' greatest ally in the drive for sales



**Graham Lewis**  
Sales Director  
Red Arrow Electrical Limited

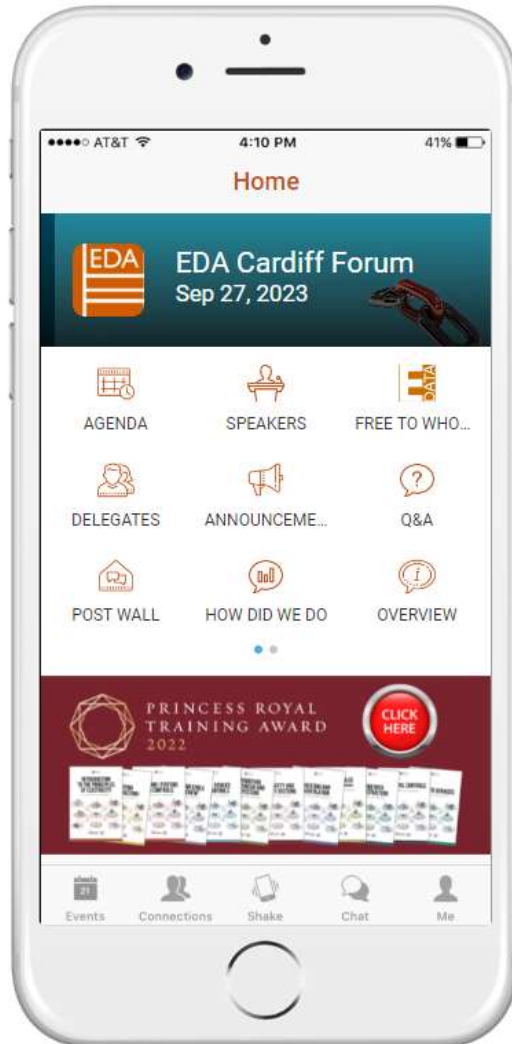


**Stuart Swalwell**  
Managing Director  
Cembre Ltd



**Richard Moyes**  
Marketing, Intelligence &  
Development Director  
Prysmian Cables and Systems Ltd

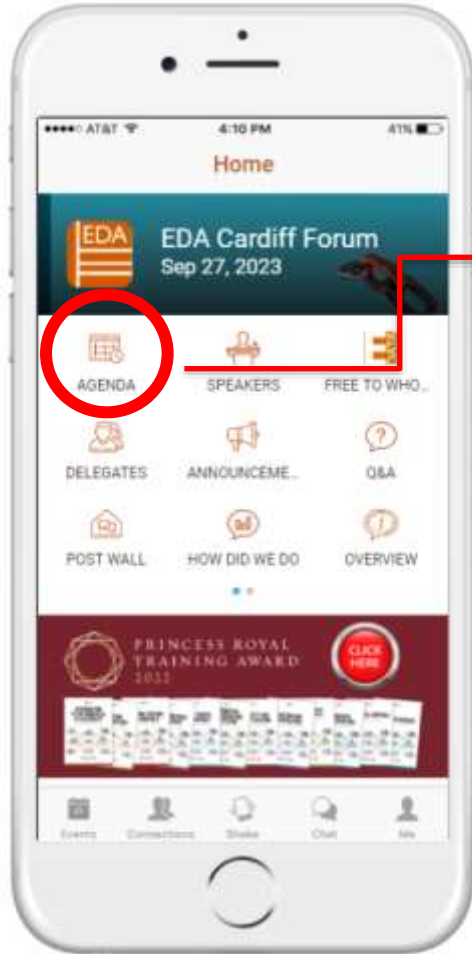
# Ask a question



Live questions very welcome

Or use the Q&A function on our EDA Event App

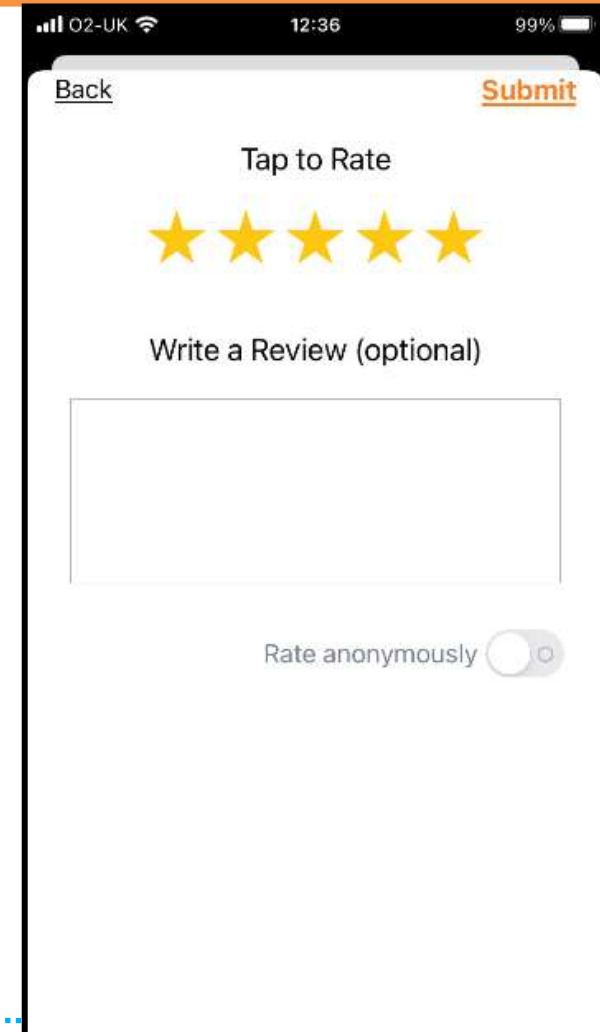
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# Demystifying Cyber: How to protect your business from online criminals

Detective Superintendent Paul Peters  
Cyber Resilience Centre for Wales

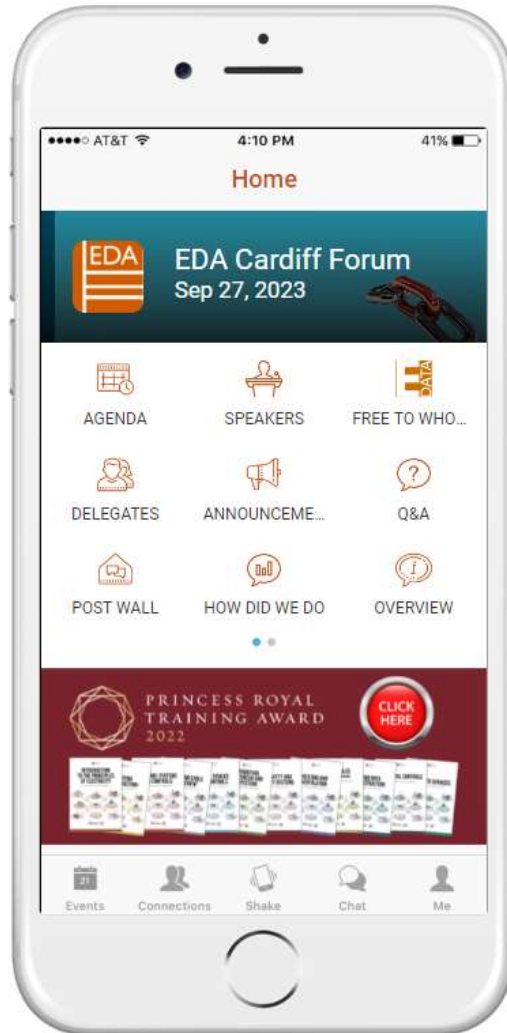


THE  
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CENTRE**  
FOR WALES





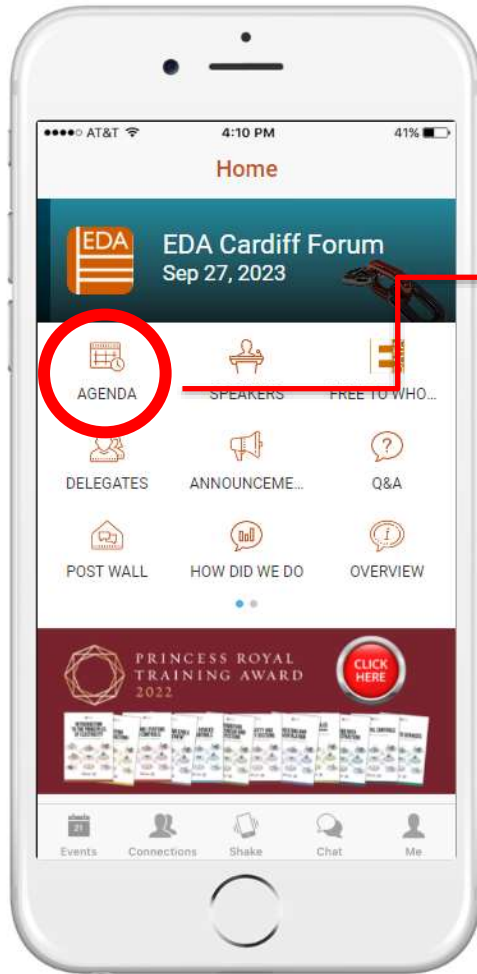
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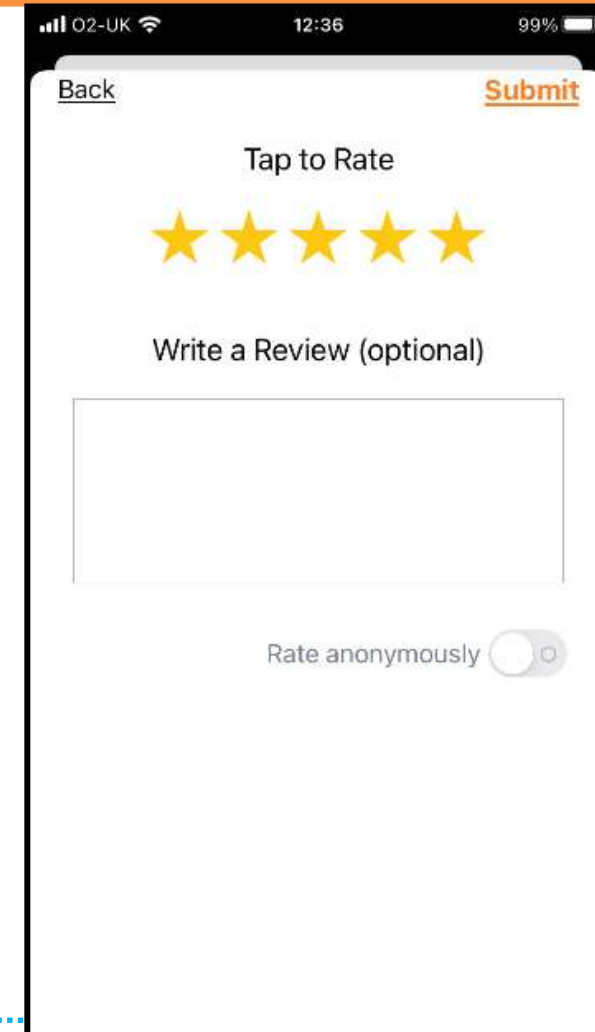
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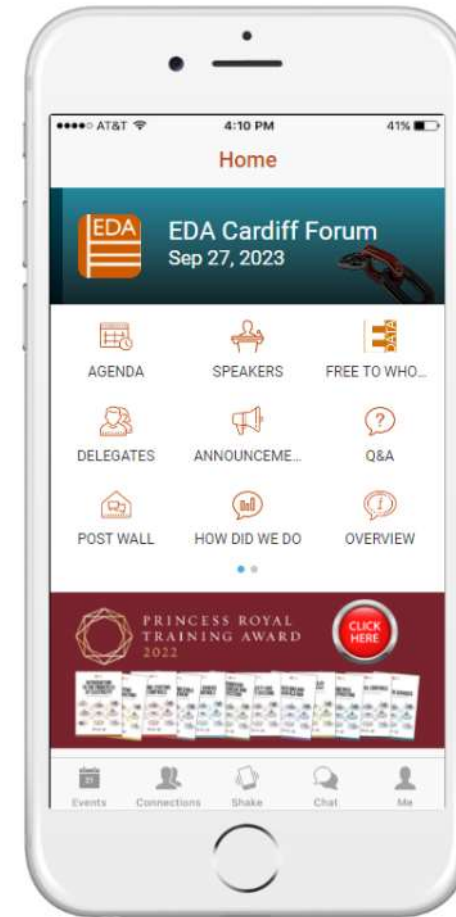
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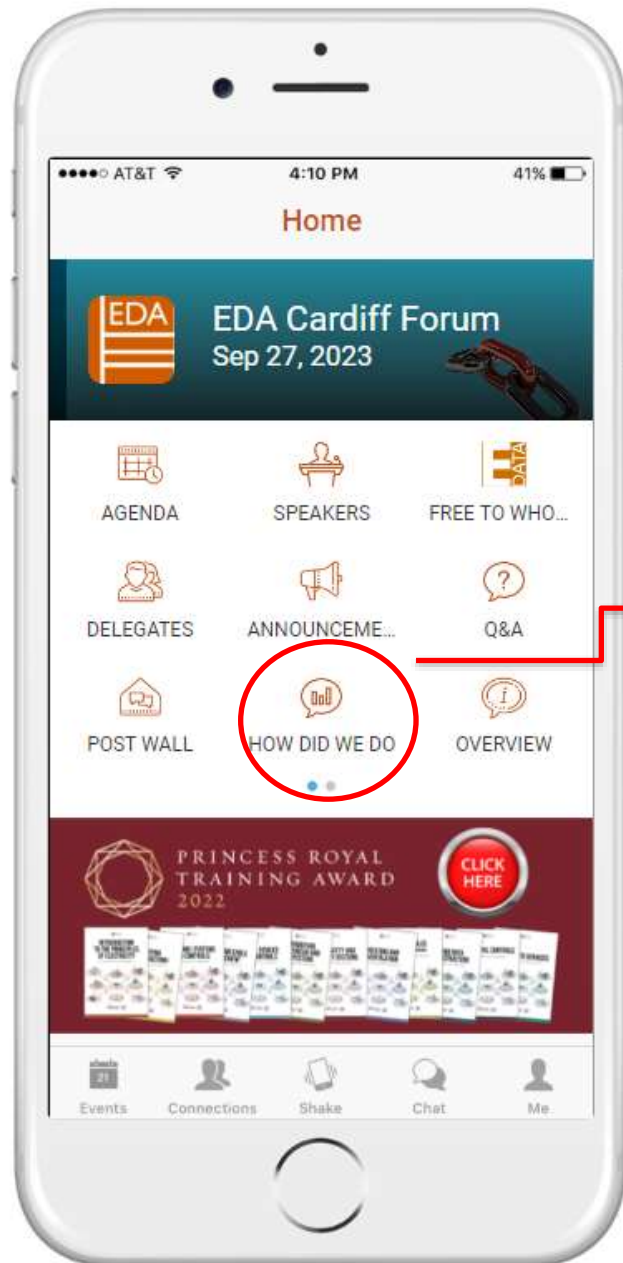
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# Round up and final questions

**Charlie Lacey**  
**President of the EDA &**  
**Managing Director**  
**Stearn Electric Co Ltd**





2 minute feedback form:  
**How did we do?**

Tell your colleagues  
about our next Forums &  
sign up on our website

**Bradford:** Wed 15  
November 2023