

Spelsberg UK reinforces northern England with new sales manager

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Spelsberg UK has appointed a new area sales manager for the north of England. With extensive experience within the industrial enclosure market, Graham Broadley will support the company's customers ranging from OEMs and end users through to wholesalers supplying to electrical contractors. Graham is responsible for a region that spans from Nottinghamshire and Cheshire, north to Cumbria and Northumbria.

Graham joins Spelsberg from junction box and distribution board manufacturer, Hensel, where he managed the company's wholesale market. Prior to this experience, Graham was regional sales manager for Lewden, focussing on enclosures, plugs and sockets, and he also spent time with CeeNorm with a similar focus. Graham began his industrial career in wholesale with Edmundson Electrical.

At Spelsberg, Graham's role will include specifying enclosure systems for the company's extensive OEM and end user customer base. His remit is also to expand Spelsberg's wholesale & distribution market. Wholesale & distribution is an extensive focus in Spelsberg's home German market, and Spelsberg UK will present these same opportunities to wholesalers in Britain.

"We wanted to expand the support Spelsberg UK provides to our customers in the north of England by bringing on an experienced enclosure specialist who can specify

the right industrial enclosures for their projects,” says Spelsberg UK’s Managing Director, Chris Lloyd. “At the same time, we’re also expanding the service we provide to Britain’s wholesalers in support of their electrical contractor customers. Our range of flexible, easy to fit junction boxes, is highly popular with contractors in our German market, and with this additional support, UK electricians will also be able to benefit.”

“I’m delighted to join Spelsberg UK,” says Graham. “The company’s enclosures have a very strong reputation throughout industry and it’s great to have the backing of the capabilities of the team, including extensive support for customers such as in-house project design and CNC machining.”

Chris adds: “Graham brings to Spelsberg’s customers 10 years’ experience in the industrial enclosure sector. He also has extensive knowledge specifying industrial enclosures across a wide range of applications. Graham will bring technical and market insight to our customers, increasing the value they receive from Spelsberg’s enclosure systems.”

Image captions:



Image 1: Graham Broadley

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