

## It takes the best to sell the best...

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***WAGO specifies high-quality Spelsberg enclosures to house transportable demo systems.***

In the world of automation technology, WAGO is known for its versatile product offering from software and HMI devices to control technology, switches and sensors. When on the road, WAGO sales engineers need to be able to demonstrate the latest products in action to demonstrate the ease-of-use and quality. The company has chosen Spelsberg's GTi series of polycarbonate distribution boxes as a convenient and aesthetic housing solution.

The WAGO sales team has been equipped with demo cases that provide examples of WAGO's controllers, I/O systems, industrial switches and other automation accessories. They are housed within a customised GTi distribution box with a transparent lid, pre-installed switchgear and carry handle on the top.

Dmytro Shram, Automation Product Manager for WAGO UK & Ireland, explains: *“Everyone is familiar with WAGO as a brand, but when the sales team is on the road, it's important that we let our customers get up close and personal to our products. We needed to design a transportable demo case that looked the part and would withstand general wear and tear as they travel around the country. The Spelsberg GTi is perfect as it's briefcase sized, while offering IK08 impact strength and total freedom for customisation.”*

Spelsberg is no stranger to WAGO componentry, utilising the company's tool-free cable terminals in many of its plug and play solutions. The GTi, in particular, is

designed to accommodate flexible mounting requirements, meaning that WAGO can easily make changes and updates to the demo cases depending on the needs of the sales team.

A further advantage of the Spelsberg enclosures lies in the aftermarket customisations that are available through the UK headquarters.

Chris Lloyd, Spelsberg UK Managing Director, comments: *“We offer a wide range of in-house customisation options, which WAGO have really put to the test in this application.*

*“We were able to work with Dmytro and his team to create functional and aesthetic cases that leave a fantastic first impression. The transparent lid makes sure the WAGO components take centre stage, the lid can be easily removed to let the customer get up close and personal to the switches and control gear. We’ve drilled custom cable entry points on the sides and facilitated switching and a carry handle on top.*

*“The end result is a fully bespoke case that will continue looking professional even after heavy use.”*

Spelsberg UK holds the largest range of non-metallic electrical enclosures ex-stock in the UK. With a selection of CNC and printing machines, as well as a full-time assembly line, Spelsberg is able to offer industry-leading delivery times for all prototype and customer orders of any size.

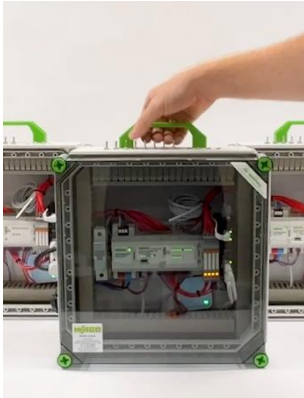
**Image captions:**



**Image 1:** WAGO has chosen the Spelsberg GTi series of polycarbonate distribution boxes as a convenient and aesthetic housing solution to house transportable demo systems.



**Image 2:** WAGO has chosen the Spelsberg GTi series of polycarbonate distribution boxes as a convenient and aesthetic housing solution to house transportable demo systems.



**Image 3:** WAGO has chosen the Spelsberg GTi series of polycarbonate distribution boxes as a convenient and aesthetic housing solution to house transportable demo systems.

## About Spelsberg

Spelsberg is one of the largest manufacturers of electrical enclosures in the world. With over 4,000 enclosures available as standard and further customisation possible, it offers solutions for almost any application.

With the largest supply of non-metallic enclosures, ex-stock in the UK, its products are often available for delivery within 24 hours; customisation is possible on any product, including bespoke entries, engraved corporate logos or fitted terminals, within 48 hours. Products can be ordered direct from Spelsberg or from most leading supply specialists including RS, Rapid, Farnell and CPC.

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