

Heilind Electronics has the product you need



Industry Update is proud to announce as our Electronic Distribution Company of the Month Heilind Electronics, for its commitment to delivering its customers the highest quality service and product range.

With the largest inventory of connector products in North America, Heilind is a one stop shop and world leader in the distribution of connectors, relays, switches, thermal management and circuit protection products, terminal blocks, wire and cable, wiring accessories and insulation and identification products. Established in 1974 by Bob Clapp, the Massachusetts based company has expanded notably as a result of consistent quality of service and strategic acquisitions. Since purchasing Brazilian distributor Kotek Electronica in 2012, Heilind has opened offices in Singapore, Hong Kong, China and Europe.

Heilind acknowledges the significance of a deep inventory and ensuring that the product a customer requires is always one it has to offer. The company's customer service team is one of extensively experienced and knowledgeable members which enables the customer to work with Heilind to find the solution or solutions that best suit their needs. The company provides both one stop shopping and technical consultancy making it ideal for those with a clear idea of what it is that they need and those that are in need of some direction. The investment that Heilind has poured into obtaining such a deep inventory eradicates the time and often complexity of having to deal directly with a manufacturer which in turn, leads to customers receiving the products they



require speedily and efficiently.

Heilind has been ranked number one in overall customer satisfaction by Bishop and Associates for six consecutive years, which only reaffirms the values that the company adheres to upon dealing with its customers.



Ensuring that the company keeps to a simple and effective process as well as maintaining solid relationships with both its customers and its distributors allows the company to remain consistent in securing customer satisfaction. Marketing Manager Klaus Kerschensteiner tells us "Heilind believes that the role of the distributor is to buy from its suppliers in

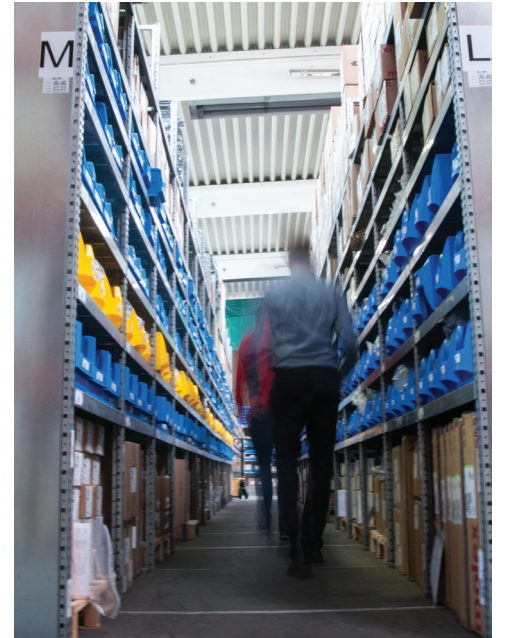
volume and to then break that volume into smaller quantities to meet the demand of the customer irrespective of the size of the customer. This means that the volumes we sell in vary from one to thousands and with this mix of business we are able to meet the customers' needs of the smallest cable assemblies to large scale manufacturers." Heilind offers a diverse range of products that serve an equally diverse range of industries and sectors. Products that have been distributed by Heilind can be found in the automation, information technology, medicine, smart home, heavy duty vehicles, aviation, aerospace, white goods, green energy, marine, robotics, industrial, transportation and defence/military sectors. Regardless of what sector your business falls in to, you can be sure that Heilind distributed products adhere to a rigid code of health and safety with extra precautions taken when serving aerospace and military companies. All products supplied by Heilind meet the relevant legal requirements and certification needed to be deemed safe to use.

Unlike multiple companies of a similar nature, Heilind doesn't require a minimum purchase quantity which allows smaller customers to capitalise on the company's extensive product



line without having to rack up bills that exceed what it is necessary. For customers that are wary of trying new products or unsure as to what exactly it is that they need, Heilind offers a prototype sampling service allowing customers the opportunity to find the product that suits both their needs and their budget as fittingly as possible. The flexibility with which Heilind delivers its services is what has allowed the company to build and maintain such a large customer base and what has led the company to becoming one of the world's leading suppliers of such a wide range of products.

Over the last 12 months Heilind has paid close attention to ensuring that it has the infrastructure required to necessitate growth in DACH before expanding elsewhere. Cultivating the intricacies and complexities of the infrastructural matter of a business can be as challenging as it is exciting and Heilind has not fallen short of the challenge. The investment that the company has made in its infrastructure is indicative of the company's growth plans being beyond that of the market. This kind of ambition is what drives great businesses to excel and is certainly not aiming too high for a company like Heilind. With new sales offices, warehouse expansions and a doubled workforce Heilind's brand presence is more prolific than ever. As a result, at the beginning of this year Heilind embarked on a programme expanding to Eastern European countries. As



well as Eastern European expansion, Heilind is currently in the process of opening a new sales office in Stuttgart, Germany. Heilind's drive towards expansion is clear.

With a growing reputation among European markets Heilind is fast becoming the go to global distributor for electronic accessories. Having established a network with suppliers that stretches worldwide and a customer base that only proceeds its gleaming reputation, Heilind is set to not only maintain but to expand on the quality of service that it offers and the number of customers that it offers it to. With adaptability and helpfulness at the core of its practice the company has left its customers feeling beyond simply satisfied. Heilind plans on exhibiting at various trade shows throughout the foreseeable future; notable mentions being MSPO in Kielce and Space Tech Expo in Bremen, Germany. Upon receiving our Award Klaus Kerschensteiner said this, "To be featured as Industry Update's Company of the Month only reflects the growing reputation of Heilind within the European market and motivates Heilind to further embrace the direction taken." For more information on Heilind's products and services see the details listed below.

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