



Grässlin wants to get closer to the customers by working directly with wholesalers, distributors and contractors

January, 2017 – Grässlin GmbH, a leading controls manufacturer, today announced further investment in the UK market.

Grässlin is renowned worldwide as a specialist in temperature, time and lighting controls. It is adding to its direct sales and technical support personnel in the market, with the goal of better serving the company's UK partners and installers in the electrical and heating and plumbing industry. Grässlin has served the UK market through an exclusive arrangement with TFC Group LLP, but as of April 1, 2017, will serve wholesalers and distributors solely with its direct sales team.

In addition, the company will introduce a new comprehensive range of traditional and smart climate and time controls. It is also expanding its accessories. This new product introduction will begin April 1 and continue throughout 2017.

Jim Johnson will continue as Grässlin's UK National Sales Manager. The Northern region will be handled by Sales Manager Andy Rigby, and the Southern Region by Sales Manager Andy Coulter. The technical support will be handled by Andrew Taylor. "We have a great base of customers in the UK, and this change to an expanded sales team will help us do the best job of ensuring we're meeting their needs," said Oscar Ibarra, VP Global Sales for Grässlin. "The team will be working throughout Q1 2017 to meet with distributors to introduce our new capabilities, including tech support and Customer service personnel, and the new product portfolio. Business transactions will shift from TFC Group to Grässlin on April 1, 2017."

By working directly with wholesalers, distributors and contractors, Grässlin aims to better understand and fulfill customer needs. In Spring of 2017, the team will also be rolling out an introduction of LED-compatible street lighting photo cells. Grässlin's parent company, Intermatic, Inc., is the leading provider of photo controls in the Americas and introduced a cutting edge platform that meets the long life and inrush current demands of LED streetlight fixtures.

Much of the advances Grässlin is implementing to its product portfolio is driven by fast moving market acceptance of new technology in domestic and commercial heating controls. Grässlin's talented smart product, launched in 2016, was one of the first to provide iOS and Android mobile app configuration for time control.

Since 2007 Grässlin has been part of Intermatic, Inc., a company strong in street lighting controls, commercial refrigeration controls and indoor lighting controls. Utilising the engineering expertise from both organizations will allow Grässlin to introduce new solutions for UK installers and contractors in both electrical and heating and plumbing channels.



Grässlin recently celebrated its 60-year anniversary, and continues its tradition of bringing high quality, innovative products to market.

About Grässlin GmbH:

Grässlin GmbH, founded in St. Georgen, Germany in 1956, offers a rich history of quality, innovation and industry standard products in both Trade and OEM markets. Acquired by Intermatic in 2007, they contribute their internationally acclaimed products, including time switch technology as well as light and temperature controls, to the company portfolio.

About Intermatic Incorporated:

With a rich 125-year company history, Intermatic has grown into a global manufacturer of control and energy-management solutions for electrical, HVAC/R, pool & spa, and OEM markets. In today's high-technology world and global economy. Intermatic values ensure quality products, industry leading technical support and outstanding customer service are delivered to customers on time every time. For more information, please visit www.intermatic.com to see the current Grässlin and Intermatic portfolios.



thermioTM essential smart room thermostat: Intuitive and easy operation, as well as fast and convenient programming is provided by a free app.

Foto: GRÄSSLIN GmbH

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The right choice for all time switch tasks: The new digital DIN-rail time switches from the talento smart product family were developed with the electrician in mind.

Photography: GRÄSSLIN GmbH

Image: Talento_smart_B25.jpg



Twist and lock type photocontrols: Simple, cost effective streetlight controls. Photocontrols provide precise light activated switching for dusk to dawn control of light fixture.

Photography: GRÄSSLIN GmbH

Image: Photocontrol.jpg

Media Contact:

Grässlin GmbH

Sabrina Weber

Bundesstr. 36, D- 78112 St. Georgen

Tel. +49 7724 933-230, E-Mail: sabrina.weber@graesslin.de