

EDGE

ELECTRICAL DISTRIBUTION
GLOBAL ENTERPRISE

EXPANDING SUPPLIER REACH, HELPING CUSTOMERS SUCCEED

EDGE Global Supply was formed, January 2012, by a group of leading North American distributors. The members of EDGE strongly believe that by creating a global entity and utilizing their industry experience, they can accelerate the growth of non-North American distributors and provide superior customer value.

THE EDGE CORPORATE MISSION

Build a network of distribution companies in high growth and emerging markets by leveraging the members' expertise, financial strength and supplier relationships.



EDGE MEMBERS AND LEADERSHIP

EDGE is comprised of 11 founding members including French Gerleman Electric Company, Gerrie Electric Wholesale International Inc., Horizon Solutions LLC, Kendall Electric Inc., Kirby Risk Corporation, McNaughton-McKay Electric Company, North Coast Electric Company, Revere Electric Supply Company, The Reynolds Company, Van Meter Industrial Inc. and Werner Electric Supply Company.

One of EDGE's goals is to attract and bring significant value to automation and electrical suppliers. The EDGE members collectively represent \$3.3 billion of sales and 4600 employees in more than 200 locations and share a long history of success (some more than 100 years) as market leading distributors.

As of August 1, 2012, Bob Eisenbrown became the CEO of EDGE. Bob has over 30 years of global experience in the industrial electrical and automation business with Rockwell Automation, ABB and Eaton. EDGE's headquarters are based in Milwaukee, Wisconsin.

THE ADVANTAGE OF THE EDGE MODEL

- ◆ **Market making distribution experience and skills:** create competitive differentiation
- ◆ **Local market knowledge and customer intimacy:** ability to identify and convert new business
- ◆ **Technical competency:** sales and product specialists assisting customers in applying their products
- ◆ **Expanded product line portfolio:** drive growth and penetration within the customer while leveraging the sales among many product lines
- ◆ **Operations excellence:** supply chain logistics, business systems, processes and procedures that maximize efficiency
- ◆ **Contemporary infrastructure:** warehouse, sales offices, state-of-the-art communications, training and meeting facilities



LADDER: OUR FIRST SUBSIDIARY COMPANY

LADDER AUTOMAÇÃO INDUSTRIAL LTDA operates primarily in the Brazilian states of Sao Paulo and Rio de Janeiro. Ladder is an authorized distributor for Belden, Cognex, Control, Data-Linc Group, Fluke, Fluke Networks, Panduit, ProSoft Technology, Rockwell Automation, Rockwell Software, Shimpo and Tektronix. Ladder was founded in 1991. Some of their customers include Bridgestone, Pirelli, Johnson & Johnson, Eisenmann Do Brasil, General Motors, Proctor & Gamble, Kimberly Clark, Confab Industrial, Mercedes Benz, and Colgate Palmolive Industrial.

After twenty years in business, an established reputation with a commitment to customer satisfaction, Ladder was a great starting point for EDGE.

A MODEL BUILT ON PARTNERING

Distributor Partners:

- Commitment and Capital to invest
- Become part of our “Network of Knowledge” and share best practices
- Help accelerate your growth into a full-line value-added distributor

Supplier Partners:

- Work together to identify priority markets for sales growth acceleration
- Leverage the strength of market making skills and experience
- Take advantage of local customer relationships to gain market share

For more information on EDGE contact us:

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