



Refrigeration Business Unit Newsletter

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Alberto Catullo
First MD of CAREL U.S.A.

Martino Manfrin
First MD of CAREL Electronic
Suzhou



50 YEARS OF CAREL

2003

Interview

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Interview with Alberto Catullo
& Martino Manfrin: Celebrating Carels' 50
Years of Achievements
Eurotec Carel Wholesale Distribution Model



SPOTLIGHT ON:

UJW : Interview with Alberto Catullo & Martino Manfrin: Celebrating Carels' 50 Years of Achievements



When and why was it decided to open a production plant in the U.S.A.?

Catullo: The idea to open a manufacturing site in Manheim, Pennsylvania in 2003 was based on several considerations. Firstly, there was only limited space available at CAREL U.S.A.'s previous address (in the nearby city of Lancaster). Back then, CAREL U.S.A. already handled the final configuration of some of our humidifiers, as well as storing the CAREL controllers sold in the United States.

On a more strategic level, the main objective was to improve our service and our ability to offer added value to our American customers, specifically with the aim of improving lead times (an extremely important issue for customers), without however having to manage large warehouses.

When and why was it decided to open a production plant in China?

Manfrin: CAREL Suzhou was established in spring 2005; prior to that date, CAREL operated in China through a sales office in Hong Kong, and a representative office in Shanghai. CAREL began marketing its products in China in the early 1990s, through two distributors: Honeekar in Hong Kong and Teu H Sin in Taipei, Taiwan.

At that time, China was experiencing double-digit growth, in all sectors of the economy, from construction to transport and above all in industry in general.

China was being transformed, across a single generation, from a purely agricultural country into the world's second economic power.

What were the main critical issues that needed to be addressed?

Catullo: Many of the critical issues we had to face originated from the fact that the new plant required the complete internationalisation of the "CAREL system" of the time, which until then had been mostly based on the physical proximity of the different processes (and companies) around Brugine.

The Manheim plant required the adaptation of the CAREL system to a global context.

We introduced a multi-site ERP, restructured the Quality System, standardised the Operations and Product Development processes.

Read full interview [here](#)





Eurotec Carel Wholesale Distribution Model

Eurotec and Carel are happy to announce that Actrol and Refrigeration Specialties are the new wholesale channel distribution partners for Carel Products in New Zealand as of the 1st of July 2023.

We believe this will bring tangible benefits to the HVAC&R Trade customers and improve accessibility and support for wide range of Carel solutions across the country with the number of combined branches rising from 3 to 16. The team at Eurotec will continue to provide technical support for all Carel products and Services .

All wholesale branches have stocks of the common Carel products and in particular, the new iJW Smart App enabled controller which you can experience instore via the point of sale demo. So, do pop into your local branch and say hello.

NZ Cold Storage Association Conference

We are thrilled with the overwhelming response and the opportunity to showcase our new products and services at NZ Cold Storage Association Conference at Trinity Wharf, Tauranga from 27-29 August 2023.

During the event, we showcased our comprehensive range of solutions designed to revolutionise the cold storage industry i.e. controls for compressor racks and chillers, gas detectors, valves, inverters, and IoT products & services.

We thank all the visitors who visited us to learn about our new products and services.

This year, we once again supported the New Zealand Cold Storage Association (NZCSA) as a Silver Sponsor. As part of our sponsorship, we hosted the Welcome Function.



Contact Eurotec:

AK: 09-579-1990

CH: 03-366-0017

WLG: 04-499-3591

Email us: sales@eurotec.co.nz

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