



BM Electrical Directors (from left) Ken Magee, Alister Browne, Ken Robinson and Company Administrator, Sean Cotter.

LEADING ELECTRICAL WHOLESALERS IS THE INDEPENDENT THAT HAS PROVED IT CAN MIX IT WITH THE MULTI-NATIONALS...

BM Electrical celebrates 20th anniversary

The success of BM Electrical is proof that independent wholesalers can make their mark in an arena of multi-nationals. The leading electrical wholesaler – with branches in Coleraine, Ballymena and L’Derry – is celebrating its 20th anniversary this year and while the company can proudly look back over the last two decades of success, the focus remains very much on the future. BM Electrical was established by Ken Magee and Alister Browne in 1993 and the pair still remain as directors and are heavily involved in the business. They have been joined by Ken Robinson, who joined the company

in 2007 as General Manager – a role he still holds – before being appointed as a Director in 2011. Established to take on the multi-nationals, BM Electrical still holds firm to the original philosophy of providing a unique service tailored to the needs of local customers, rather than a one-size-fits-all ideal. This is achieved by having a dedicated team of staff focusing on quality and price, an efficient delivery service and depth of stock across all three branches. “Business is all about developing the right relationships and that is something we have been able to do successfully over the last

20 years,” explained Ken. “Not only do we have personal relationships with our customers built up over two decades but we also work closely with our key suppliers to bring the latest technology and innovations direct to the industry. “We host breakfast mornings and product training events, offer promotions and carry out joint sales calls – all of which benefits both customers and manufacturers.” Another key strength that evens the playing field against the multi-nationals is BM Electrical’s membership of the AWEBB buying group, with Ken also on the board of directors of the second largest independent



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iPads offer glimpse of the future

BM Electrical is known for looking ahead and a recent investment is in 3G iPad tablets for use by the company's sales representatives.

The iPads are linked into the company's computer systems, offering instant access to branch stocks, customer account details and manufacturers' product information to provide a fast and efficient service. In addition, the sales reps will also be able to provide quotes on demand thanks to a unique quotation tool.

Superb service

BM Electrical is proud of its tailored service that is combined with the latest technology in the industry.

A reflection of this is how BM Electrical has embraced the latest in LED lighting technology, specialising in energy saving solutions for domestic, retail, leisure and commercial installations. The company has supplied thousands of lamps for various installations, including one notable installation in excess of 2,500 LED lamps and luminaires to a local factory.

Delivering excellence

BM Electrical offers either a same-day or next-day delivery service, dependent on the delivery schedule and the time the order is placed.

The delivery service has been extended, with a fifth van added to the fleet to work out of the L'Derry branch, further extending the company's coverage areas. Deliveries can be made direct to business premises or to site, while an emergency delivery service is also available outside normal working hours.

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buying group with 64 members in the UK and Ireland.

AWEBB is the only buying group to have its own central store and distribution centre, allowing its members to access stocks for fast delivery at the most competitive rates while BM Electrical's capabilities to source stock is further enhanced by the fact the company is also an affiliated member of IDEE, the second largest buying consortium in Europe.

“You can have the best prices, the best customer service, the best aftersales, but if you don't have stock it doesn't matter,” added Ken. “We pride ourselves on our

stock levels, with all three branches interlinked to ensure we are able to monitor levels precisely.

“We have excellent stock levels within each branch while we also offer same-day and next-day delivery services to ensure customers get the products they need, when they need them!”

This ethos is set to continue as the company plans to continue its success.

Ken concluded, “Our goal is to continue to grow and develop the business as an independent company, offering our customers value for money products, new innovative ranges and first-class service levels.”



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L'DERRY: Unit B2 Balliniska Business Park, Balliniska
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Three branches - one quality service!

When BM Electrical opened for business 20 years ago the aim was simple – to provide first class service at a price that’s right. Two decades on and it seems this philosophy has struck a chord with the electrical trade, with BM Electrical having expanded from its original base in Coleraine to add further branches in Ballymena and L’Derry. “It has been a natural progression for us and obviously customers like what we offer,” explained Ken Robinson, Director and General Manager. “Geographically, our branch locations mirror where our customers are working and they enjoy the simple fact that they can receive the same high levels of service in Coleraine as they can in L’Derry and Ballymena. “But we actually cover the entire province, which makes a difference to our customers who are having to go further afield to secure work.” But one of the key areas for BM Electrical is the focus on a service tailored to the individual needs of the customers, rather than

a one-size-fits all version of service. This was one of the reasons why company founders, Ken Magee and Alister Browne, established the company in the first place. Having served their time in the trade, they wanted to offer an alternative to the multi-nationals that combine quality and price with superb service, rather than sales targets. Ken added, “We have found that if you get quality, price and service right then the sales look after themselves.” The company’s headquarters are in Coleraine with the branch having always been based within Ballycastle Road Industrial Estate. This is the largest of the three branches and the one with the largest stockholding. Having recently enjoyed a revamped trade counter, Coleraine is boosted by an experienced team both at the trade counter and behind the scenes. The Ballymena branch at Pennybridge Industrial Estate, which opened in 1999, has also benefited from a recent investment

in the branch including a revamped trade counter, new displays, electric entrance doors and new signage. The branch was established to provide a second location for the company’s expanding customer base to utilise and has proved to be a superb success. The hat-trick of successful branches was opened in L’Derry in 2008, with the ideal central location on the main Buncrana Road allowing for easy access that is convenient to both Derry City and Donegal. The L’Derry branch is supported by extensive technical expertise and stocks both locally and from Coleraine and Ballymena, with next-day transfer of stock items available. Ken added, “We are able to react quickly and efficiently to local demands and having the three branches adds to this strength. It is a team effort and we all work together to ensure that customers’ needs are met. “As an independent we have the flexibility to adapt quickly and provide a better all-round service and this is something that we are very proud of.”



BM ELECTRICAL WHOLESALE LIMITED SUPPLIES...



It's a team effort!

COLERAINE

The base for Directors Ken Magee, Alister Browne and Ken Robinson, the Coleraine operation also boasts an experienced team which includes Accounts Manager Sean McCotter, who was the company's first employee, joining when Ken and Alister first established BM Electrical in 1993. So as well as the company's anniversary, Sean is also celebrating 20 successful years at BM Electrical.



Sales Representative, Ryan Rivers, is a recent addition, having joined the company in March from CEF. Ryan covers the region from Ballycastle, through Cloughmills and across to Limavady. Also helping to make the Coleraine branch a success are Stores Manager Chris Connolly, Sales Assistants Ricky Greer and Steven Watson and Delivery Drivers William Campbell and Gerry Duffy.

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Opening hours – Monday to Friday 8am-5pm – Saturday 8.30am to 12pm

BALLYMENA

Led by Branch Manager, Thomas McCalmont, the Ballymena branch at Pennybridge Industrial Estate boasts a highly experienced team. Thomas has been with the company for over five years and has previous experience in both wholesaling and with a lighting manufacturer.



Area Sales Representative, Colin Orr, joined the company in 2012 from an electrical distributor, and has many years' experience in the electrical industry while Stores Manager, Bob McCallan, is also a recent addition, joining from Cable and Accessories, Omagh, in 2012 following his wedding to a local Ballymena lass.

The rest of the valued Ballymena team consists of Johnny McAuley, Jason Todd, Vincent Hourican and Neil Henry who are always there to offer the service BM Electrical's customers deserve and expect.

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L'DERRY

Located on the main Buncrana Road, the L'Derry branch is perfectly located but it is the quality of service that is the main attraction.

Damian McLaughlin, Branch Representative, has extensive sales knowledge and heads up the L'Derry team. Warehouse Manager, Barry Coyle has 16 years' experience in the electrical wholesale trade with CEF and Foyle Electrics and he has been invaluable in establishing the branch.



Ian Doherty, whilst new to the wholesale business, has built up considerable experience and has qualifications in warehouse management and stock control while Mark McAuley has joined the company from CEF and is a valuable addition to the team, responsible for deliveries.

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Product portfolio

A SNAPSHOT OF WHAT IS AVAILABLE:

ANSELL offers lighting solutions for commercial, industrial and retail applications.

AURORA offers innovative LED lighting solutions and works in conjunction with BM Electrical to offer energy audits.

COOPER LIGHTING & SAFETY provides a comprehensive range of mains and emergency lighting solutions for commercial and industrial applications.

CROMPTON LAMPS boasts all lamp types from GLS filament, energy saving halogen, fluorescent, discharge, CFL, LED and specialist lamps.

ESD supplies leading UK brand manufacturers including Barton, Bussmann, Lewden, Mita and Thorsman.

EUROCABLES BELFAST supplies specialist cables and components for electrical, computer networking, telecommunication and heavy industry.

FIRE:NI provides a wide range of fire alarm products including Hochiki, Fullcon, Airsense and Electro-Detectors.

HAGER is the specialist for electrical installations in residential and commercial sectors.

J&T BALLENTINE (SALES) LTD sources source products from some of the world's best manufacturers.

BG ELECTRICAL is a traditional wiring accessory manufacturing brand supplying BM Electrical with wiring devices, circuit protection, lighting and portable power via NI distributor JM Adams (Agencies).

SCOLMORE is a significant force in the electrical accessory market best known for its own brand, CLICK.

TIMEGUARD provides a full range of electrical controls and systems that put end-users in control of time, light, safety and climate

UNITRUNK designs and manufactures total cable management solutions that including an extensive range of trunking, cable tray, cable ladder, channel and support systems.

