



INDUSTRIAL CAPABILITY STATEMENT //

INDUSTRIAL MISSION STATEMENT //

At Middy's we are proud to be Australia's leading independent electrical wholesaler. Since 1928 we have remained 100% Australian, family-owned and independent, dedicated to powering a smarter, sustainable future.

OUR PURPOSE //

We exist to connect you to sustainable, smart electrical solutions.

OUR MISSION //

To be Australia's home of smart electrical.

OUR VISION //

We will be the key partner to electrical trades, as we power a smarter future together.



We can't speak highly enough of the service Leahy's receives from Middy's Industrial and Hank Terpstra. Their support and expertise enable us to deliver complex, unique projects to our clients. From site visits to equipment commissioning, their assistance has been invaluable on projects like upgrading old switchboards, custom designs, and complex industrial equipment connections.

- **Jayden Askew**
(Leahy's Electrical Services)



Middy's Industrial stands out for their exceptional product knowledge and understanding of the industrial sector. From selecting the right equipment to providing comprehensive support, they are experts I can trust. They're not just a wholesaler, they're a knowledgeable partner who ensures we have the best products and solutions for our projects. Middy's Industrial has deepened our understanding of Variable Speed Drives (VSDs) and their applications. They also provide exceptional support with switchboard designs and quotations, guiding us through every step and ensuring our solutions meet technical requirements and project needs.

- **Matt Hanlon**
Operations Manager (Watters Electrical)





OUR OFFERING //

From large-scale industrial projects to routine maintenance tasks, Middy's stock the products and provide the expertise to help you complete your jobs efficiently.



MOTOR CONTROL & DRIVES

- Contactors and overloads
- Soft and star delta motor starters
- Variable speed drives
- Relays
- Sensors and proximity sensors
- Beacons and tower lights
- Push buttons and signalling devices



FINAL DISTRIBUTION

- Circuit breakers
- Distribution boards
- Custom distribution boards
- Main switchboards
- Industrial circuit protection
- Air circuit breakers
- Moulded case circuit breakers
- Load break switches
- Power monitoring
- Switching devices

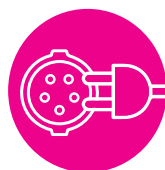


AUTOMATION

- PLCs
- HMI



HAZARDOUS LOCATION



INDUSTRIAL PLUGS & SOCKETS



ENCLOSURES

OUR TEAM //

With over 150 combined years of hands-on involvement in the field, our team brings a depth of knowledge that allows us to address your industrial challenges with expertise and precision.



Trevor Quaini
National Industrial Manager
Extensive industry experience with a keen understanding of customer needs.
M. 0435 195 473
E. tquaini@middys.com.au



Hank Terpstra
National Switchboard BDM
Specialist in switchboard sales, technical support and design.
M. 0429 843 242
E. hank.terpstra@middys.com.au



Dean Sullivan
Industrial BDM
Expert in industrial applications, motor control, and low voltage systems.
M. 0429 888 580
E. dean.sullivan@middys.com.au



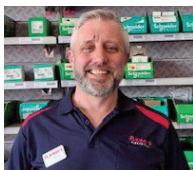
Troy Crawford
BDM
Expert in sales solutions for automation and control.
M. 0436 836 621
E. troy.crawford@middys.com.au



Mark Reidy
Industrial BDM
Experienced in solutions for industrial field devices and control systems.
M. 0499 399 805
E. mark.reidy@middys.com.au



Walid Abdo
Industrial Product Technical Support
Electrical engineering background offering tech support.
M. 0408 891 590
E. walid.abdo@middys.com.au



Michael O'Neill
Industrial BDM
Comprehensive background in industrial operations and industry expertise.
M. 0408 315 303
E. michael.oneill@middys.com.au

STRATEGIC PARTNERSHIPS //

At Middy's Industrial, we value our partnerships with leading brands, positioning us at the forefront of innovation. By working closely with our partners, we ensure that you benefit from the latest industry advancements and emerging trends.



OUR BRANDS YOU KNOW AND TRUST //



OUR CORE MARKETS //



3RD PARTY SERVICE AGREEMENTS



SWITCHBOARD BUILDERS



SUPPLIER



ELECTRICAL CONTRACTOR



ELECTRICAL CONTRACTORS CUSTOMER

FOCUS INDUSTRIES //

- Mining & Resources
- Construction & Infrastructure
- Manufacturing
- Renewable Energy (Solar, Wind & Battery Storage)
- Utilities & Power Generation
- Oil & Gas
- Transportation & Logistics
- Water & Wastewater Treatment
- Healthcare & Medical Facilities
- Telecommunications & Data Centers
- Original Equipment Manufacturers
- End Users

MIDDY'S INDUSTRIAL BRANCH NETWORK //

With 110+ branches nationwide, Middy's stock essential industrial products for day-to-day purchases, while key branches across the nation carry an extensive range of specialised industrial equipment.



INDUSTRIAL STOCKISTS //

MIDDY'S
INDUSTRIAL

VIC

- Ballarat
- Ballarat West (Delacombe)
- Bendigo North (Epsom)
- Braeside
- Carrum Downs
- Dandenong
- Dandenong South
- Echuca
- Geelong
- Geelong North
- Hastings
- Laverton
- Leongatha
- Mildura
- Port Melbourne
- Sale
- Shepparton
- Traralgon
- Warrnambool
- Wodonga
- Yarraville

NSW

- Griffith
- Padstow
- Wagga East
- Wagga West

NT

- Darwin

QLD

- Virginia

TAS

- Kingston
- Launceston

SA

- Salisbury North

WA

- Bibra Lake
- Embleton





GET IN TOUCH WITH US //

Whether you need troubleshooting, equipment recommendations, or specialised technical assistance, you can rely on Middy's Industrial for comprehensive solutions that exceed expectations.

**Connect with us now for unparalleled support:
P. 1800 Middy's (1800 643 397)**

Trevor Quaini

**National Industrial
Manager**

M. 0435 195 473

E. trevor.quaini@middys.com.au

Walid Abdo

**Industrial Product Technical
Support**

M. 0408 891 590

E. walid.abdo@middys.com.au

ENQUIRE TODAY



**MIDDY'S
INDUSTRIAL**

 **MIDDY'S** Offering you more...

 Middendorp Group of Companies