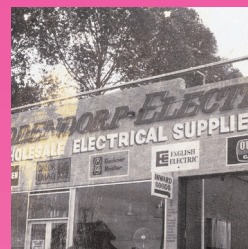
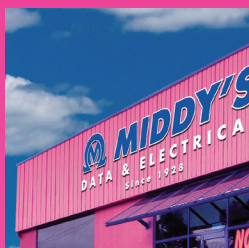
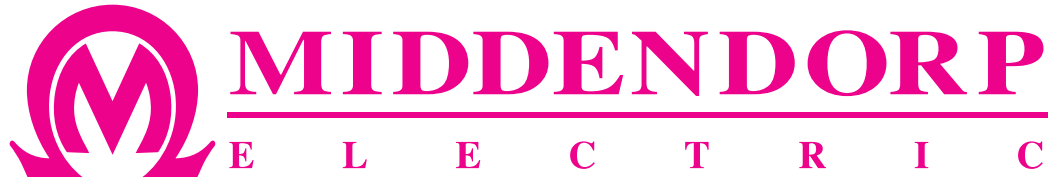




80 Years in 2008

90 Branches in 2011





80 Years in 2008

90 Branches in 2011

DEDICATION

*This 80 years commemoration is dedicated to
Middy's past and present customers and staff and
its product and services suppliers.*

*Their continuous and enthusiastic support
through the years has been paramount in Middy's
capability to serve Australia's electrical industry
for eight decades, and beyond.....*





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Welcome To...

Middendorp Electric Co. Pty. Ltd. 80 years commemoration.

This booklet gives an insight to Middendorp Electric, widely known as Middy's: where we've been, where we are now and the future.

Eight decades ago Petrus Cornelis Nicolaas Middendorp founded his business selling imported light globes, vacuum cleaners and other electrical products from 1928 by walking and door knocking Melbourne's CBD and country areas by travelling in his crank handle-started Essex car. For longer trips Petrus carried the stock in two huge suitcases aboard steam-hauled trains.

From this history has evolved today's Middy's Data and Electrical, Australia's largest privately owned electrical wholesaler.

Our business remains one hundred percent Australian-owned and family-run (second and third generation) with continuing emphasis on providing Middy's renowned Stocks & Service.

Key to customer satisfaction is Middy's trained staff with long service in the company's culture. Our staff has the depth of experience and product and application expertise to support the electrical industry.

From a Victorian base the company expanded interstate and is now Middy's, an Australia wide company recognisable with its trade mark "Middy's Pink" branches. The nationwide coverage is increasing with more locations, continually adding to the branch network.

Reflecting on our business methods through the decades, the main feature and strength of all the branches is the trade sales counter where information is shared between customers and staff.

This interaction at the counter, along with our key suppliers' support, further strengthens Middy's service to the electrical industry.

Innovation within the electrical industry over the last decade has increased enormously. Middy's is responding by its introduction of many new products for use in new markets. Our participation in systems such as datacomms, security, solar and smart wire products has added to both Middy's and its customers' business opportunities.

Middy's 80 years partnership with our staff, customers and suppliers has been a long and successful journey...one continuing now into the next decade of service to Australia's electrical industry.

Middendorp Management and Staff



Our History Your Strength

The Company's Foundation

Petrus Cornelis Nicolaas Middendorp (1891 - 1963) a Dutch immigrant arrived in Melbourne Australia in 1910 to apply his trade as cigar maker, for the British American Tobacco Co.

In 1914 he returned to Europe as an honorary orderly tending to World War One Australian casualties in Paris. On returning to Australia in 1920 Petrus Middendorp was also an orderly at Melbourne's Exhibition Buildings which was turned into a hospital for WW1 soldiers.

Always enterprising, Petrus then founded the Middendorp business and 1928 signifies the very beginning of 80 years continuous service to Australia's electrical industry.



PRODUCTS OF THE PAST:

a range of now vintage components were manufactured and sold during the Company's first decades in business.

1928 signifies the very beginning of 80 years continuous service.



PETRUS MIDDENDORP (RIGHT):

commenced sales by doorknocking in Melbourne, pictured with eldest son Peter.

Petrus formalized his business by establishing the **Middendorp Electric Goods Supply Company** with a rented outlet in Melbourne's Flinders Lane followed by a move to Lonsdale St., then to a Mc Killop St., address; prior to locating in a basement at 148 Queen St.



THE FIRST BRANCH:

Middendorp Electric's 520 LaTrobe street branch opened in 1956 and is still in operation today as Middy's Melbourne.



Middendorp and Sons, Preston, Victoria, plant established in the 1940s manufactured Middy brand bakelite and rubber moulded components until the late 1950s.

THE MIDDENDORP GROUP OF COMPANIES

Although the business has remained one hundred percent owned and operated by the Middendorp family, now in its third generation, for eight decades, company and brand name changes have reflected the evolution of Australia's electrical industry.

1928

The first registered company, *Middendorp Electric Goods Supply Co.*

components from a building of the Rowell Estate at the corner of Queen and Bourke Streets Melbourne.

1940s

Middendorp and Sons was established and with sons Peter, Nick and Hugh, Petrus opened a manufacturing plant in the Melbourne suburb of Preston, Victoria, producing a range of bakelite components under the original brand name *Middy*.

These included single power points, bell presses, lamp holders and double adaptors. They also made a range of rubber moulded products including plug tops and sockets.

This operation ceased in the late 1950s due to the advent of plastic injection moulding techniques in the industry.

1956

The company's first combined branch and head office located at 520 La Trobe St., Melbourne. The former branch of the Independent Church based in Collins St., was extensively renovated but some signs of its original composition are purposely left. The branch still operates today with head office now in the Melbourne suburb of Brunswick.

Currently

The Middendorp company's branches are Australia-wide and trade as...



1948

Middendorp Electric Co. Pty. Ltd. registered in September and sold a range of imported and *Middy* manufactured electrical

Along with the highly recognisable, trade mark "Middy's Pink" colour signature, this logo provides an ongoing strong profile for the business.



Why *Pink*

Many still ask this question about Middy's company colour and by using oral recollections, it now can be answered.

We need to go back to the late 1940s when *Middendorp and Sons* was registered by Petrus and sons Peter, Nick and Hugh.

It was a small company without product agencies, as larger electrical wholesalers enjoyed, so Middendorp sourced components from some wholesalers, packaged them, then on-sold to customers.

As this involved transport for pick ups, Hugh Middendorp purchased a well-worn ex Post Master General (PMG) van, only to find it very much riddled with rust. Repairs involved a large quantity of body-bog covered over with auto paint primer.

A van with large pink patches did not look good so the remaining primer was applied all over as the "finish" coat!

The distinctive van was so highly visible that during pick ups the wholesaler staff would joke about how non conformist Middendorp were by driving the only pink vehicle in Melbourne. At the time cars and trucks were in sombre colours such as dark red or green.

Realizing how much the colour differentiated Middendorp from its competitors, the company adopted pink as a signature. The initial primer-pink evolved into a deeper shade that today is known as "*Middy's Pink*" — registered with major paint manufacturers.

With Middy's buildings, vehicles, packaging, and publications all in pink that began with





primed rust-filling bog, it reflects company history where Middy's grew from humble beginnings into a major business... from Petrus Middendorp door knocking to sell electrical components 80 years ago to Middy's as Australia's largest privately owned electrical wholesaler.



INCORPORATING COMPANIES & BRANDS

Through the 80 year history the Middendorp Electric Group has incorporated other industry-related companies into its business, sometimes acquiring other product brands of which several are still stocked and sold.

1968...

Translek Pty. Ltd. was incorporated as a wholly-owned subsidiary with its range of switchgear, switchboards and industrial communication equipment. Middendorp Electric ceased offering Translek equipment in 1990.

1969...

Reelers Pty. Ltd., a manufacturer of cable reels used in Australia's mining industry, was incorporated. The Reelers subsidiary made lifting tables, sheet metal products and portable lighting towers. Middendorp Electric's operation of Reelers Australia ceased in 1978.

1982...

More than 25 years ago, Omega Power Equipment Pty. Ltd.— originally a galvanised conduit and accessories distributor — was established by the growing Middendorp Electric Group.

In 1984-85 Omega established sales offices and warehouses in South Australia and Queensland and in 1991 New South Wales, followed by Western Australia in 1994.

Omega has grown into a major supplier to the electrical industry with a broad range of Australian and imported products for electrical trade applications.

 **OMEGA** *has grown into a major supplier to the Australian electrical industry*



MASSIVE COAL DREDGES:
included Reelers' cable reels supplied in the 1970's.



PORTABLE LIGHT TOWERS:
Reelers' towers were the first made in Australia and lit up Concorde during the aircraft's official Australian visit in 1975.

1997...

Middy's purchased Perth, Western Australia wholesaler M.C. Electrical and transformed its Balcatta premises to become Middy's first Western Australian branch.

1998...

Gosford, NSW, manufacturer Satellite Australia Pty. Ltd. was purchased by the Middendorp Electric Group along with its Cobra Duct and Truckflex brands and then marketed through the Omega operation.

1999...

With the purchase of the Darwin business, JR Lighting and Electrical, Middy's added two branches to its national network; located at Woolner and Palmerston, NT. In 2007 these two branches were fully incorporated into the Middy's company.

2000...

The purchase of Thomas & Rowe Sales, in the Adelaide suburb Stepney, allowed its relocation and fit out to become Middy's first branch in Adelaide, South Australia.



THE NATIONWIDE BRANCH NETWORK

A history of expansion through 80 years

Following a philosophy of establishing trade branches providing excellent levels of stocks and service, Middy's has progressively developed an extensive network throughout Australia.

From a Melbourne city-base, expansion has encompassed country and interstate locations to total 80 Middy's branches Australia wide in 2008 and still growing. This compares to just eight branches in 1966, twenty five in 1986, thirty eight in 1996 and seventy six in 2006.



THE BRANCH NETWORK EVOLUTION

1940s & 50s

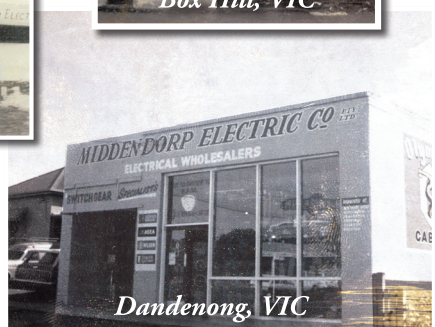
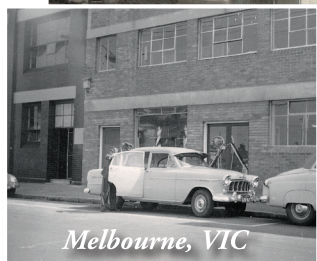
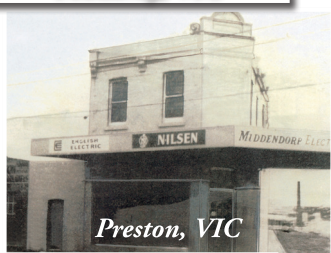
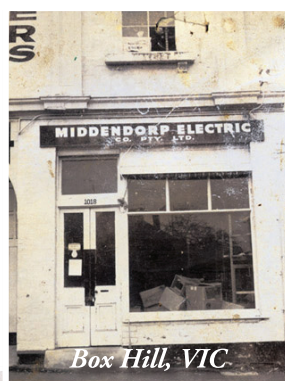
1930s & 40s

Petrus' Middendorp Electric Goods Supply Company traded from its sole sales outlet at several Melbourne addresses leading up to the establishment of company branches in the 1950s.

1950s

Middendorp Electric Co.P/L Victorian branches were established at Airport West, Footscray (relocated to Yarraville), Dandenong, Preston and Box Hill (relocated to Blackburn).

In 1956 a combined warehouse and sales office branch was opened at 520 Latrobe St., Melbourne.



WORLD TIME LINE



1929

WORLD STOCKMARKET CRASH

Resultant great depression causes record Australian unemployment continuing until WW-2 outbreak in 1939.

1932-33

CRICKET'S "BODYLINE" SERIES

Australia v England, Don Bradman's team is bruised by England's Douglas Jardine/ Harold Larwood bowling attack.

1948

ICONIC HOLDEN

Launched by Prime Minister Chifley the 48-215 model is the first real "made in Australia" car.



pic. 1

1956

MELBOURNE OLYMPICS

First time the Olympics are held in Australia. Major population centres watch competition on newly launched Australian television service — all in black and white.



pic. 2

1960s & 70s

1960s

New branches at Frankston, Cheltenham and Oakleigh were established reflecting the company's Victorian base.

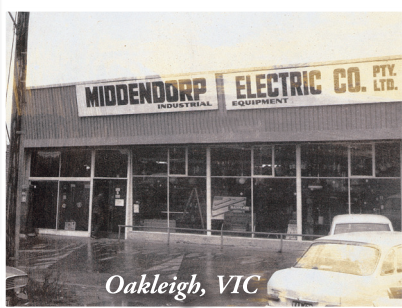
1970s

Geelong branch was opened, Middy's first Victorian branch outside Melbourne.

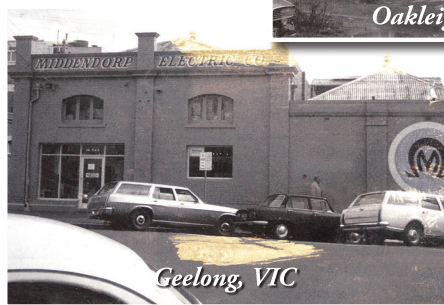
A time of intense expansion saw the opening of branches at Bayswater, Thomastown, Sunshine, Werribee, Rosebud and Braeside.



Cheltenham, VIC



Oakleigh, VIC



Geelong, VIC

1961

RECORD CRICKET CROWD

February 11 Melbourne Cricket Ground, Australia play West Indies in front of largest crowd in cricket's history — 90,800.



pic. 3

1969

FIRST MAN ON MOON

US Apollo 11 lands astronauts Armstrong and Aldrin for historic July 20 walk.



pic. 4

1977

ELVIS PRESLEY

A life comes to an end on August 16. His songs through three decades are life-milestones for many people around the world.

1980s

Similar to the large 1970s expansion, new Victorian country and suburban Melbourne branches were established at Traralgon, Warragul, Eltham, Benalla, Echuca, Horsham and Brunswick.

Later in the decade additional branches were Shepparton, Gisborne, Rowville, Stawell, Lilydale, Mornington, Hastings, Yarrawonga and Berwick.

Some 100 Middy's staff were then employed in operating this greatly expanded business.



1980

THE COMPUTER AGE

Following the late 1970s creation of Microsoft and Apple systems, English physicist Tim Berners invents internet technology leading to the World Wide Web.



pic. 5

1982

FALKLAND ISLANDS

Argentina invades the disputed territory then is defeated and driven out by the United Kingdom which remains holder of the islands.

1990

MOBILE TELEPHONES

Second generation (2G) technology allows smaller, more popular phones. Third generation (3G) quickly follows providing texting, emailing and other data capability.



pic. 6

1990s

Along with Omega warehouses in South Australia, Queensland, NSW and Western Australia, Middy's added to its network with new Victorian branches in Cranbourne, Wodonga, Seymour, Mulgrave, Melton, Ballarat, Williamstown, Grovedale, Leongatha, Dandenong South, Carrum Downs, Warrnambool and **Campbellfield; in July 1999 was Middy's 50th branch.**

Interstate expansion saw branches established in Albury and Deniliquin, NSW, Balcatta, the first in Western Australia followed by Wangara and Welshpool, WA. New branches in Queensland were Tingalpa and Geebung (relocated to Virginia in 2004).

Combining Darwin-based JR Lighting and Electrical with Middy's established two Northern Territory branches at Palmerston and Woolner.



Melton, VIC



Dandenong South, VIC



Campbellfield, VIC

2005

SOCCER COMES OF AGE

Australia qualifies for the World Cup — Germany 2006 by beating Uruguay 4-2 in a penalty shoot-out on November 16 at Sydney's Telstra Stadium.



pic. 7

2007

AUSTRALIAN FOOTBALL LEAGUE

After a 44 year wait for the Victorian provincial city club to win another premiership, Geelong FC are premiers of the national competition.



pic. 8

2007

RUGBY UNION WORLD CUP

Following early exits by the Australian Wallabies and pre-cup favourites New Zealand's All Blacks, South Africa wins the cup.



pic. 9

2000...

Yet another time of Middy's expansion with Victorian branches opened at Wangaratta, Keilor East, St. Kilda, Burwood, Pakenham, North Geelong, Heidelberg, Narre Warren, Sunbury, Craigieburn and **Laverton opened March 2006 was Middy's 75th branch**, followed by Abbotsford.

Interstate branches were opened progressively during the decade in Hobart, Tasmania, Stepney, South Australia and Moorebank, NSW.

A branch established in Bibra Lake was Middy's fourth in Western Australia.

An ACT branch opened in Fyshwick, and at Newcastle, NSW, with Hindmarsh, South Australia, following.

Further interstate branches were then established at Minchinbury, NSW, two in Queensland, Meadowbrook and Virginia, and Penrith, NSW.

2008

The most recent branch openings leading up to Middy's 80th year in business were Launceston, Tasmania, South Morang, Mildura and Bairnsdale, all in Victoria.

Continuing as an Australian owned and run family business, Middy's appointed Nicholas and Anton, sons of Hugh and Nick Middendorp respectively, directors following their long "apprenticeship" in Middy's senior management roles.

Middy's staff total reached 501 employed throughout the Australia-wide network.

The Bairnsdale branch has the distinction of being the network's 80th branch in Middy's 80th year, 2008.





Since 1928.....

Some current customers and key suppliers have dealt with Middy's for twenty, thirty and more than forty years and have seen much change in the electrical industry during this time.

However, any change within Middy's is mainly seen as a strengthening of its approach to achieving customer satisfaction.

LONG-TERM CUSTOMERS SAY...

- *Middy's staff knowledge and their specialist advice to contractors is good, particularly for special parts*
- *Larger stock range now matches the new technology around and their information nights and training offered are very good*
- *With more Middy's branches it's easier to get served, gives us less down time from the job*
- *The Information Nights bring us all together for social and information exchange, good to see Middy's suppliers at these nights*
- *We admire Middy's training, service and new opportunities business approach so much we now use many aspects like theirs in our company*
- *Over the years our company has trained 21 apprentices in the trade and they have gone on to deal with Middy's*

80 Years in 2008

KEY SUPPLIERS SAY...

Robert Gerard AO

*Executive Chairman
Gerard Corporation Pty Ltd*



Our relationship goes back many years to the very beginning when Hugh and Nick's father had some dealings with my father Geoff. In those days the Middendorp's made some accessories. As the years went on from the 30s to 40s and accessories went more into engineering type plastics, the Middendorp family went more into electrical wholesaling and discontinued their manufacturing. My father, however, went more from electrical wholesaling into manufacturing hence, the relationship struck up very early.

Middy's grew slowly from their small beginnings in Melbourne as did our family company in Adelaide. It was in the 50s and 60s when our company started to expand strongly in Victoria and it was in that period when Big Nick and Hugh began to run very powerfully the Middendorp company. Branches became the fashionable word and Middy's were not slow in getting into many branches.

The branches grew, the business grew and the loyalty grew. I believe the loyalty factor became extremely strong in the 80s and 90s and my personal relationship with Hugh and Nick became greater throughout that period. Peter retired out of the business I believe in the 70s era and Hugh became more and more the man running the business from a commercial point of view with Big Nick concentrating on keeping customers happy which he was very good at. During the 90s we



Pierlite continues as a strong product line marketed by Middy's Australia-wide.

began to meet Hugh's son, Nicholas and Nick's son, Anton. Both of these boys started to play an active role at purchasing and branch level and I believe added an enormous amount to the business.

Through all generations they have been people of their word and strong support. When they say they will back a product in, it gets backed in... They are a company that has a very similar history to that of the Clipsal/Gerard Lighting Group and our forefathers must have had similar entrepreneurial ideas when they started out in the 20s.

We wish the Middendorp company all the best for the future. I do think that the mighty pink buildings will stand strong for a long time...

Since 1928.....

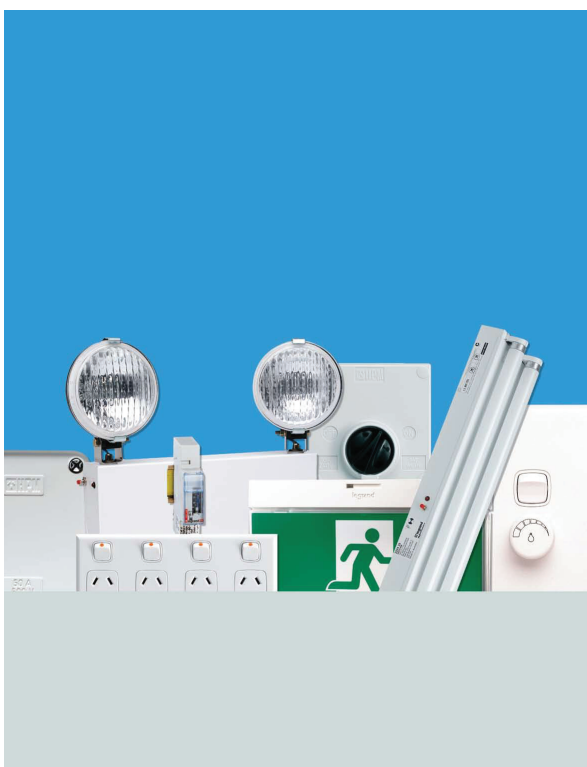
Jim Johnson

General Manager – Sales
HPM Legrand



A Group Brand | 

How does a person or company write a testimonial about a company that has traded together for over 40 years. Quite simply, it shows we must all be passionately committed to high quality trading between our companies to achieve a common cause, satisfying the customers.



The long-term supply of HPM-brand products are part of Middy's extensive stocks.

Firstly, HPM Legrand see Middy's success as their ability to focus on both the mass electrical market and niches. Where they are responsive to contractor demand, where unique skills, strength and creativity are their forte.

Middy's have always been renowned for looking at opportunities to grow successful branches across Australia and have been extremely successful so far.

Certain characteristics of Middy's stand out. In particular, their lack of complexity by not having an overly sophisticated management structure to manage the branch network. HPM Legrand as a long term supplier of this iconic Aussie company, really see this as an advantage. It makes it easy to get our products to the contractors quickly and simply, and that is all a business like our requires to assist us to share in the success that Middy's have had for over 50 years.

Secondly and most importantly, there is an unmistakable market quality. They are still amongst only a few family owned Australian businesses that continue to service the electrical industry from a local level across a national platform. This in itself is to be applauded.

From everyone at HPM Legrand, past and present, congratulations Middendorps on an incredibly successful journey. We wish you even more success in the future and look forward to being a major contributor to your business.

80 Years in 2008

Erik Scholz

*Executive General Manager
Clipsal Australia Pty Ltd*



I am delighted to have the opportunity to provide a Clipsal testimonial on Middendorp's 80th year.

The Middendorp/Clipsal partnership dates back over 60 years, when we were two small family businesses trying to find a place in the Australian Electrical industry.

The ensuing years brought opportunity and challenge and Middy's grew into a major Victorian distributor, finally achieving national coverage as the leading player in the independent sector.

Our relationship continues to be distinguished by honesty and trust, reflecting the integrity of the leadership provided by the family and the quality of the Middy's team.

Never afraid to innovate, Middendorp has built a great business by understanding what the customer really wants. This focus on fundamentals is now ingrained into the Middy culture.

On a personal note (my involvement with Middy's only goes back 17 years), I have enjoyed a great relationship, where a handshake and your word still have a place.

On behalf of all of us here at Clipsal, congratulations not only on reaching "80" years but also on the wonderful things you have achieved.

Thank you for your friendship and our very best wishes for the future.



Through its branch network Middy's has sold Clipsal components for more than 60 years.



Our Customers - Our Commitment

MIDDY'S ONGOING COMMITMENT IS THROUGH...

- Being a family owned and run Australian business with emphasis on customer service and support through a nation wide branch network.
— *continuous growth*
- Having staff with long-term experience and expertise that is dedicated to customers in the electrical industry.
— *our staff have grown with us*
- Relationships built with our key suppliers to ensure the quality and availability of the right stocks for your needs. — *the best brands, the biggest range*
- Continuous review of nationwide stocks and adjusting variety to meet demand for application types at particular branches.
— *our stocks and service reputation*
- Our trade-counter sales culture and REC information nights where customers can communicate their product and service needs.
— *we keep up to date*
- Our introduction of new products adding to the customers' business opportunities in new markets.
— *our focus is on trade and industry*

---- all continuing  **MIDDY'S** philosophy of **STOCKS AND SERVICE**

Grow with us, we're  **MIDDY'S**

— Servicing Australia's electrical industry since 1928

2009

Following the opening of the Middy's 80th branch in 2008, a further 4 branches were established in Salisbury North (SA), Dromana, Kensington and Hawthorn (VIC).

Middy's streamlined its logo as from 1st July 2009, changing it from



to **M MIDDY'S**.

The Middy's Scholarship Program was launched offering ten training scholarships annually for electricians in the industry. The program reinforces Middy's commitment to support electrical contractors.



LEFT
Middy's
Scholarship 2009
group picture.

RIGHT
Middy's
Scholarship 2010
group picture.



LEFT
Middy's
Scholarship 2011
group picture.



SALISBURY NORTH, SA



DROMANA, VIC



HAWTHORN, VIC



KENSINGTON, VIC



2010

As part of a management restructure, a National Manager was appointed to cover Middy's Australia-wide operations.

Middy's continued its expansion with branches opening in Ringwood and Ocean Grove Victoria, adding to the extensive branch network.

Middy's Technologies was launched, grouping the high-tech products of the company — such as Data Solutions, ElecVision, Security Solutions, Audio-Visual Solutions and Energy Smart — and with a specialist sales team to support Middy's staff and customers.

Middy's ElecVision in Mulgrave Victoria established in 2000 underwent a major upgrade and relaunch with new products, displays and increased training offers for architects, builders, electrical contractors and end users.

The fleet of Middy's own delivery vehicles was updated with a new livery for the new decade.

Middy's Leyland P76 underwent a full ground-up restoration to become a 500 HP customised Street Machine. Previously semi restored with Middy's livery in the 1990s, the car was purchased to reflect the three P76s used as part of the sales fleet in the 1970's — massive boot was great for product samples!



RINGWOOD, VIC



ELECVISION MULGRAVE



2011

Expansion of Middy's national branch network continued with an additional four branches opened in Colac, Wonthaggi, Ravenhall and Moorabbin (VIC) making ten new branches established since 2008 **Middy's Moorabbin branch is distinct in that it is Middy's 90th branch --- 90 total branches in 2011, up from 80 in 2008.**

Middy's Lighting was established as a brand and applied to the extensive refurbishment and rebranding of the Middy's Darwin branch. Previously trading as JR Lighting & Electrical. The refurbishment includes the retail lighting and electrical trade sales facilities and warehouse.

As part of the evolving new company management structure, a National Sales Manager was appointed with responsibility for this core element of the business. Through its Lighting Solutions brand Middy's Victorian branches at Colac and Yarrawonga established a lighting display, supported by stocks, to service the needs of electrical contractors and end users in these regions.

Middy's Energy Smart was developed to participate in the growing "green" industries of energy efficiency management.

Middy's staff totalled 508 employees throughout the Australia-wide network.

 MIDDY'S will maintain its steady growth into the future.....



MOORABBIN, VIC



LIGHTING SOLUTIONS SECTION AT YARRAWONGA (VIC)



DARWIN, NT



RAVENHALL, VIC



SINCE 1928

MIDDY'S HAS EVOLVED INTO A MATURE BUSINESS

The Structure

Still a family owned business with a management highly experienced in Middy's operations — many having started as store drivers or counter staff and progressed to regional or head office management positions.

Other Middy's structures cover sales, marketing, operations and specialized services such as data, security and ElecVision.

Industry-wise Staff

The company has a reputation for very experienced long-term staff throughout the many areas of its operations. Staff loyalty is reflected in the high percentage of people with ten, twenty or even more years of service in Middy's. Thirty percent of staff have more than ten years service experience.

*The company has a reputation
for experienced long-term staff*

On-the-job training, particularly in contact with electrical contractors at the trade sales counter, is well supplemented by staff training programs, resulting in high skills to provide the best of customer support.

The wealth of company staff involvement has contributed greatly to Middy's success in the electrical industry by flowing experience and expertise into the rapidly expanding branch network.



*For more than 20 years Middy's
has been running Trade
Information Nights*

Training is Key

Training for Middy's staff on products and their application is both formal and on-the-job at the branches.

Key suppliers to Middy's business also provide training for our staff, particularly on new or improved products suppliers are releasing to the market.

For more than 20 years Middy's has been a facilitator in running Trade Information Nights where electrical contractors and their staff, Middy's suppliers and Regulatory Authorities are brought together to showcase product ranges, demonstrate supplier support and present regulatory or business matters affecting the industry.

With the advent of smart technology systems for home, office and factory, Middy's offers training courses covering these specialized fields.

Many have taken up this offer, including architects, builders, electrical contractors and end users, and in support, Middy's employ a "Systems Integrator" to provide advice on Smart Home Solutions.



FORMAL TRAINING:
both in-house and supplier-run programmes for Middy's staff.



TRADE INFORMATION NIGHTS:
industry regulation is one of the many matters addressed.



Stocks and Service

Throughout the 84 years since Petrus Middendorp began selling electrical components, Middy's has strengthened its proud reputation for high-level stocks and service Australia-wide.

The Counter Culture

For decades the trade sales counter is the focus and strength of Middy's branches.

Information shared at the counter is invaluable to both customers and Middy's staff for a better understanding of current products and applications and can also highlight the need for improved or new products.

*The trade sales counter is
the focus and strength
of Middy's branches.*



Customer - service

Middy's branches are attuned to stocks and service — every effort is made to quickly source any special non-stocked item. New technology in the industry has dictated a much larger range of products either on the shelf, or available quickly, so the company has responded with increased stock levels nationwide.

Every effort is made to quickly source any special item

Branches are competent in handling purchased-product returns or replacements when necessary. A delivery service is offered through Middy's own fleet of vehicles delivering where and when you need it.

For emergency situations Middy's branches provide an after-hours supply service to its customers.





Serving Many Markets

Spread throughout the growing 90 branch national network, Middy's stocks cover ten main groups providing components and equipment for a wide range of domestic, commercial, industrial and agricultural markets.

Branch Staff Are Key

Middy's counter-staff are very familiar with their stock and its various applications. This comes from ongoing discussion with customers, along with staff training by Middy's and its suppliers.

This level of branch staff expertise can assist customers in their selection of products so providing efficiency at the

trade sales counter by minimizing the electrical contractor's time being served and consequently, time off the job.

Up To Date Stocks

To ensure stocks are kept up to date, Middy's responds to market needs by listening to customers at branch trade counters and at Trade Information Nights.

Stocking is planned to emphasise the appropriate product availability at Middy's branches serving specific types of electrical applications. One branch may have a high demand for industrial type components; another for Smart Home Solutions; yet another is serving the agricultural market.



MIDDY'S

DATA & ELECTRICAL

Since 1928

Brands You Know and Trust and So Much More...

MIDDY'S

 **MIDDY'S**
Technologies

 **MIDDY'S**
Energy Smart

 **MIDDY'S**
Lighting

 **MIDDY'S**
Industrial

DATA
Solutions

 **ElecVision**
Smart Home Solutions

SECURITY
Solutions

AUDIO-VISUAL
Solutions

INDUSTRIAL
Solutions

LIGHTING
Solutions

ENERGY
Solutions

ABB

Advance Cables

CLIPSAL
by Schneider Electric

 **HPM**

 **legrand**

 **Olex**

 **OMEGA**

PHILIPS

 **PIERLITE**

Schneider
Electric

THORN

AMPERE

EATON

 **EYE**

EzyVision

 General Cable

hager  **B&R**

 **Hills**

 **ADC**
KRONE

 **lenco**

MSA

NESCO
ELECTRICAL PRODUCTS

NHP

 **o'Air**

OMRON

 **PDL**

 **PRYSMIAN**
CABLES & SYSTEMS

scholz
ELECTRIC - CLIMATE

SIEMENS

 **solarspec**

SYLVANIA

 **TE**
connectivity

 **TRADEWAVE**

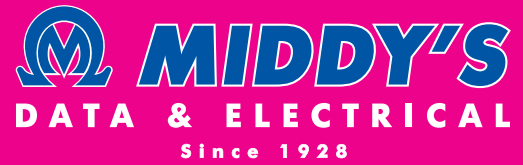
 **TRADEPOWER**

TRIDONIC.ATCO

 **UNISTRUT**

 **UTILUX**

Vinidex
Systems & Solutions



Middy's Scholarship Program

Middy's Scholarship Program, commenced in 2009, offering ten training scholarships annually for electricians in the industry.

The program reinforces Middy's commitment to support and assist electrical contractors.

The Middy's Scholarship Program offers an extensive range of training and skill enhancement courses, delivering the skill sets and competitive edge needed to succeed in today's challenging environment.

The Middy's Scholarship Program is held in association with NECA Victoria and is open to all Victorian based A Grade Electrical Contractors and 4th Year Electrical Apprentices.



Scholarship Program



Joel Hayes,
2009 Silver
Scholarship
Winner

RIGHT
Middy's
Head Office and Branch
Brunswick



LEFT
Middy's
South Morang Branch



RIGHT
Middy's
Regional Office and Branch
Mulgrave





Our Future

Middy's continues as a 100 percent Australian family-owned and run business committed to the philosophy of stocks and service and with maximum support for both our staff and our customers.

OUR VALUES INTO THE FUTURE...

Remain trade and industry focused as Australia's largest privately-owned and independent electrical wholesaler.

Expand Middy's nationwide network with more branches and continued emphasis on enhancing our stocks and service reputation.

Engage Middy's industry-experienced staff and customers through our trade sales counter culture and Trade Information Nights, supporting staff with extensive training.

Develop joint business opportunities by providing customers even more added-value services; helping growth for both Middy's and electrical contractors.

Strengthen further Middy's close relationship with key suppliers to ensure ongoing R+D product innovation, efficient supply and value for customers.

Participate in high technology developments in the electrical industry by stocking new products and providing training in their application.

Innovate to offer solutions for increasingly hi-tech systems in data, security, solar power, wireless, energy management and automation applications.

Continue in an even stronger partnership between our customers, staff and suppliers to provide increased business efficiency and value.





Thank You For Your Custom



The Middendorp Family and the staff of Middendorp Electric Co P/L, thank all who have been part of the journey todate.

To all the Staff who have come and gone, to those who have stayed and formed the basis of our company and culture, the family appreciates your continual loyal effort throughout the years.

To all our Suppliers who have endured the trading relationship with us through negotiations to the supply of quality stock, continual training and product innovation, we thank you for your support.

To all our Customers who have been our focus for developing the business and with whom great business and personal relationships have developed we applaud you and value your ongoing trade, allowing us to service you and your business so that with your ongoing support, we continue to both grow together.

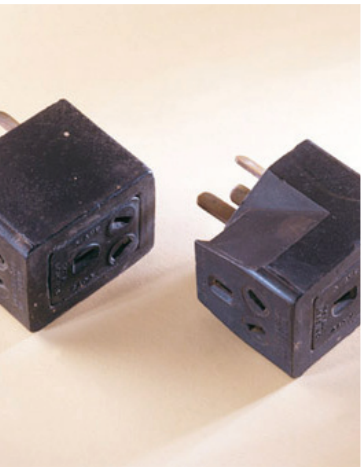
We look forward to the next 80 years in the industry and sincerely thank you all for your custom.

Hugh Middendorp 
.....

Nicholas Middendorp 
.....

Nick Middendorp 
.....

Anton Middendorp 
.....



MIDDENDORP ELECTRIC CO. PTY. LTD.
520 LATROBE STREET, MELBOURNE, C.I. — — — Phone: 30-3233
29 CLEELAND STREET, DANDENONG. Phones: From Melbourne 78-20584, Dandenong District 30584
1018 WHITEHORSE RD., BOX HILL. Phone 88-1869 155 PLENTY ROAD, PRESTON. Phone 44-5383
1669 DANDENONG RD., OAKLEIGH. Phone 56-7214 153 VICTORIA ST., FOOTSCRAY. Phone 68-5345

TELEGRAMS: "Middendorp" Melbourne

ELECTRICAL MERCHANTS

Date: 6-2-63

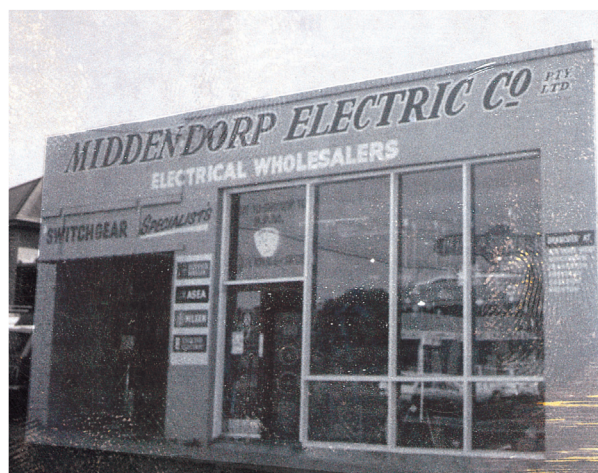
OFFICIAL PURCHASE ORDER

OAKLEIGH N° 10385
ORDER *BAK*


Supply the following items in good order and condition:

Goods	Price	Per	Discount
1064 DVC TWIN 4 EARTH			
400016 3000 TKS FLUX			
1064 RXW W/S			









MIDDY'S

DATA & ELECTRICAL

Since 1928



80 Years in 2008
90 Branches in 2011

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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