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Innovations for distribution transformers

MR is a company very well known on the market as the manufacturer of on-load tap-changers (OLTCs), mostly for power transformers. However, in the past the company had limited activities on the distribution transformer market. The fundamentals of the global business for distribution transformers within Reinhausen Group were laid down through the acquisitions of C.a.p.t. S.r.l. and CEDASPE Power S.r.l. in 2013 and 2016, respectively. C.a.p.t. is an Italian manufacturer of de-energized tap-changers, while CEDASPE is an Italy-based manufacturer of bushings and accessories for the transformer industry. Another company constituting an important part of the distribution transformers business within Reinhausen Group is MESSKO, a Germany-based manufacturer of transformer accessories and a member of the Group since 1999.

Recent developments in MR have resulted in products such as ECOTAP® VPD®, an on-load tap-changer for distribution transformers. So, taking into account the activities of C.a.p.t., CEDASPE and MESSKO and MR products, we can nowadays offer a wide portfolio of components for distribution transformers according to IEC standard within the Group. However, our aim is to further develop this business by expanding the product portfolio and to innovate conventional business processes.

Our strategy for growth

The acquisitions of C.a.p.t. and CEDASPE opened up the market for distribution transformers for us, but the acquisitions themselves were not enough to cover all our targets. This is why a new sales channel has been established within the Group – the Distribution Transformer Component Sales.

We have also developed a growth strategy for the distribution transformer business in order to define how to achieve our targets. The strategy defines a direction in which we are aiming to go, which is to better service the market with a broad range of product. The growth strategy also includes a portfolio development strategy and a process development strategy. Based on these, we will be working in both directions.

New products

The key step within the product portfolio development strategy is to develop products. With the development of ECOTAP® VPD®, we created a real product innovation as this product application didn't exist before. Furthermore, we would like to lead the revolution of voltage regulation in distribution transformers and address the needs required for the integration of renewable energies into existing grids. So, we innovated and made something new available in the market, which we are now promoting mainly to end users. It is very important that we have a development



C.a.p.t. Manufacturing

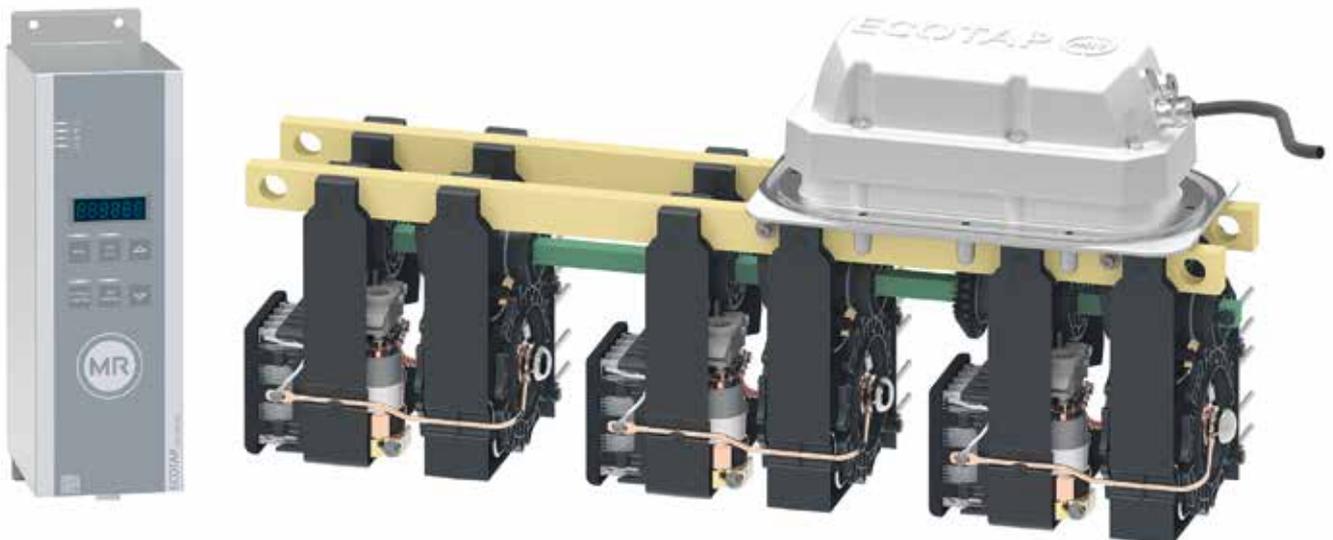
While acquisitions opened up the distribution transformers market for us, it was also necessary to develop a growth strategy to cover our targets of better servicing the market with a broad range of product

plan for the product portfolio, because this means that we are not finished or have accomplished all our targets when it comes to products.

Innovated processes

One of the innovative actions that came out of the process development strategy

was to provide more speed and flexibility to the market. Speed is nowadays a key factor and everyone would like to see their material dispatched tomorrow, if not today. When customers call, especially in this business, they expect short response time, easy and fast access to product information and absolutely prompt delivery. We are trying to move our business in this direction in order to differentiate ourselves from others. A great advantage that MR has in comparison to smaller companies is that we have the footprint to develop our presence



ECOTAP® VPD®, the compact class of tap-changers for distribution transformers



Easy to buy: C.a.p.t. online shop of tap changers and accessories for DT

The real advantage and the value proposition of our e-shop is that available materials will be dispatched within 24 hours

in the market segment of distribution transformer.

So, with this in mind, we launched the first e-shop within our Group in June this year which is offered on the new C.a.p.t. website. As a pilot project, the e-shop aims to simplify and innovate the ordering process for distribution transformer components: in fact, the system is very user-friendly, making it easy for customers to get all the necessary information and order products. In this system we have, what we call, “featured products”, which are redefined standard products that cover the majority of our needs from the market. The real advantage of this platform is that available materials will be dispatched within the next business day after the order confirmation and customer has easy access to product information. That is our value proposition.

So, how does our new ordering system work? The customer will select a product and procure it. For our regular, existing, customers, the system will automatically create the invoice according to the usual practice, and the payment will be uploaded also according to the common practice that we have with that customer. It is a very smooth pro-

cess, whose main advantage is that those materials that are ready and available in stock will be dispatched the next business day.

Our Distribution Hubs draw us closer to our customers

Developing our growth strategy, we realized that we have to establish regional distribution centers around the world and this is how our approach to the market is settled today – by the regions of Europe, MEIA, America, Asia-Pacific, and China. These are the regions in the MR world.

With speed being one of the key factors at MR, being close to the customer is a must for us. It's the value that we want to provide to our customer.

Therefore, we are working on establishing distribution hubs which will draw us closer to our customers. These hubs will make it possible to better serve the distribution transformer OEMs because this kind of business has specific needs that we as MR would like to fulfill. In the latter, we need to develop products easy to customize close to the customer. Admittedly, the major target is to address the needs for distribution transformers, but in the fu-



CEDASPE SBC—Silicone Bushing Composite



The MESKO® COMPACT series of thermometers is specially designed for measuring oil and winding temperature (thermal image) in distribution transformers, power transformers, reactors, and similar applications



C.a.p.t. 090 series, linear & bridge type, for rated current up to 65 A, voltage up to 36 kV

With speed being one of the key factors at MR, we are committed to getting closer to the customer

ture, we expect our other businesses will make use of this system, advantageously, to provide the materials to the customers at full speed.

Europe as a region is very well covered because this is where all our factories are located. From here we can easily and quickly serve our customers. All our factories will be adapted to this new business model, so there will be a possibility to stock the material in our factories, as well as in other regions, and this is what we have to work on.

In the last few months, MR has made another acquisition. We acquired a Singapore-based company called ETP, and renamed it into Reinhausen Singapore to serve as the distribution hub for Asia-Pacific. This company has been present in the market for almost twenty years, with a logistics hub and a history of providing distribution transformer components to the Asia-Pacific region. Our target is to establish a stock of material there to serve the Asia-Pacific OEMs, and the facility is being renovated as we

speak in order to bring the building into a perfect condition to efficiently serve the market with a lean operating philosophy. We expect it to be ready by the end of the year.

In my role, I am also responsible as a project manager for this unit, which can be seen as a strategic initiative for the development of our distribution transformer business. The model of Reinhausen Singapore will be subsequently exported and implemented to other regions.

This will be the first official distribution hub for MR, which is meant to serve Asia-Pacific customers, mainly with distribution transformer components. However, it will also be a manufacturing and assembling center, meaning that we are planning to develop some factory capacity for some of our products in order to gain flexibility. For example, for customers who want a somewhat different product, we will be able to customize it locally, with some local assets within our own factory. It will enable us to gain speed and flexibility.

Nicola Rampin was born in Vicenza in 1977 and spent over 20 years in the market of transformers components and accessories, gaining more and more competence in the field. His experience coherently developed from local to global, with focus shifting from company to corporate.

His career began in 1998, when he joined COMEM as an Area Manager. After 13 years and the acquisition of COMEM by ABB, Nicola Rampin became ABB Marketing and Sales Manager.

In 2016 Rampin moved from ABB to Reinhausen Maschinenfabrik where he became, in 2017, the Sales Director Distribution Transformer Components.

He believes in putting customers at the center of his decisions and promotes continual organizational growth and development to reach markets in a faster and more effective manner.

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