

# Tradition & Future



**MERKUR**<sup>®</sup>  
GERMAN TECHNOLOGY

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**MERKUR**<sup>®</sup>  
GERMAN TECHNOLOGY

# Committed to Tradition



Ulrich Scheller  
Export Manager

For over 100 years – since the time of Werner von Siemens – German Technology is renown for outstanding innovation and technical leadership. **MERKUR** Ueberseehandel GmbH is committed to this long tradition.

Under **MERKUR** German Technology we develop and produce warranted, durable high quality products in the following segments:

- Electrotechnology
- Lighting
- Metering
- Power Distribution
- Climatisation
- Renewable Energy

**MERKUR** clients worldwide can rely on our vast experience. We offer authorised distributors competitive prices better allowing them to compete in the market. We also successfully cooperate with contractors who are bidding for public utility tenders.

**MERKUR** is a reliable partner with a tradition of providing individually tailored products and solutions in accordance with customers' needs. Contact us and we gladly assist you with more details about our products and services. Get in touch with us!

Export Manager

# Engineering and Project Management



# Engineering and Project Management

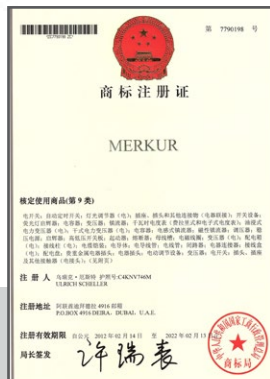
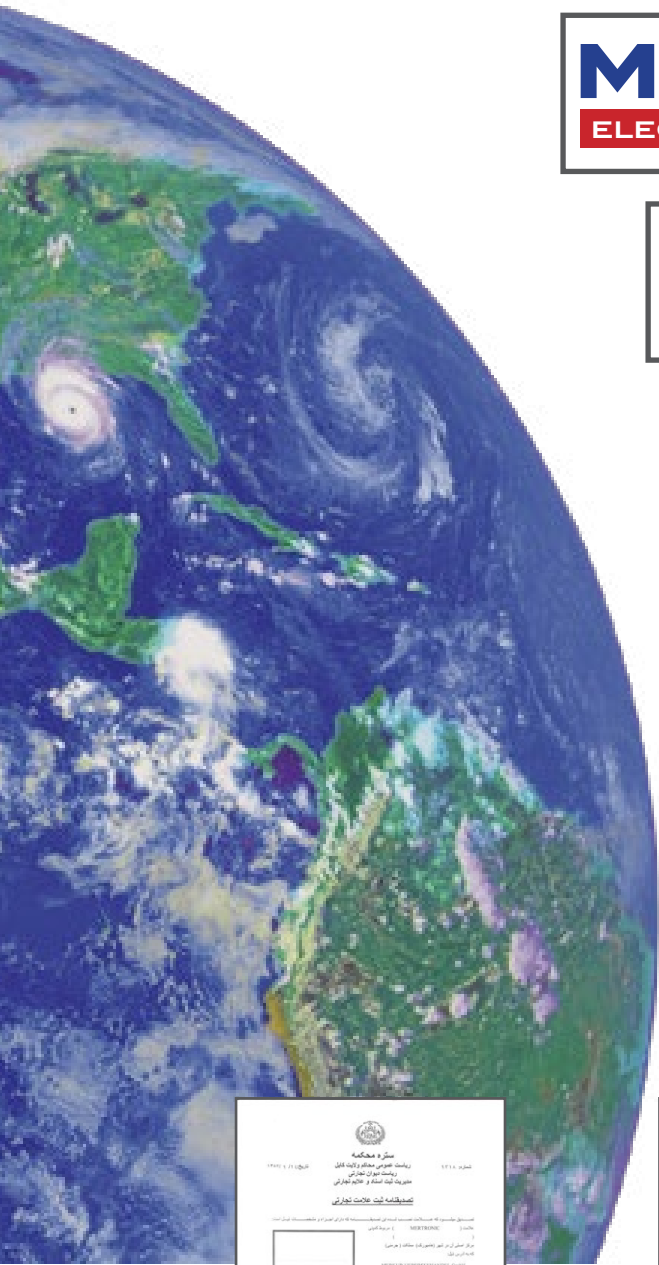
**MERKUR** German Technology not only develops and distributes durable products of highest quality, but also cooperates with its clients to find the best possible solution for their requirements. A competent team of well experienced engineers and technical staff is ready prepared to support our customers.

Together with the client we analyze the exact specification and requirement. We define and optimize the materials and services required.

As a systems vendor we also cooperate with well renowned and world leading suppliers to offer integrated, highly efficient, technically mature and cost effective solutions. We also offer project management services and we support our clients in all relevant fields.

A long lasting sustained and close relationship to our clients is of high importance for us. This way over many years we have established sound relationships with our customers

# MERKUR label and brands



# MERKUR label and brands

**MERKUR** Ueberseehandel GmbH holds the rights for various trade marks in order to be able to react appropriately to the needs and settings in different international markets. The brands are also being used for product segmentation strategies.

All our activities are standing under the corporate campaign label **MERKUR** German Technology. Under this label we differentiate the following product segments:



Our trade marks are:



#### **MERKUR®**

This is our main brand for electrical and lighting\* products.



#### **MERTRONIC®**

We use this brand for electronic goods but recently also for lighting commodities.



#### **DUPROLUX®**

We have entirely reserved this brand and use it worldwide for the marketing of lamps and lighting products.

# Electrotechnology



**MERKUR**<sup>®</sup>  
ELECTROTECHNOLOGY



# Electrotechnology

Electrotechnical products are a **MERKUR** core product segment. We offer high quality and warranted electrotechnical products such as:

- domestic switches and sockets
- cables and wires
- connectors
- trunkings
- breakers
- transformers
- components for the lighting industry

You can choose from a variety of tailor-made variants and modifications for different power and voltage ranges.

All **MERKUR** products are subject to stringent quality controls which ensure their durability and reliability. Send us your enquiries and we will gladly provide a quotation for your project.

# Lighting



**MERKUR<sup>®</sup>**  
LIGHTING

# Lighting

The Lighting segment of **MERKUR** Uebersee-handel GmbH is of major significance and we market our lamps and lighting products under the following brands: **DUPROLUX®** and **MER-TRONIC®** for worldwide marketing, **MERKUR** for overseas marketing (outside Germany and the European Union).

Our portfolio comprises the following types of lighting products:

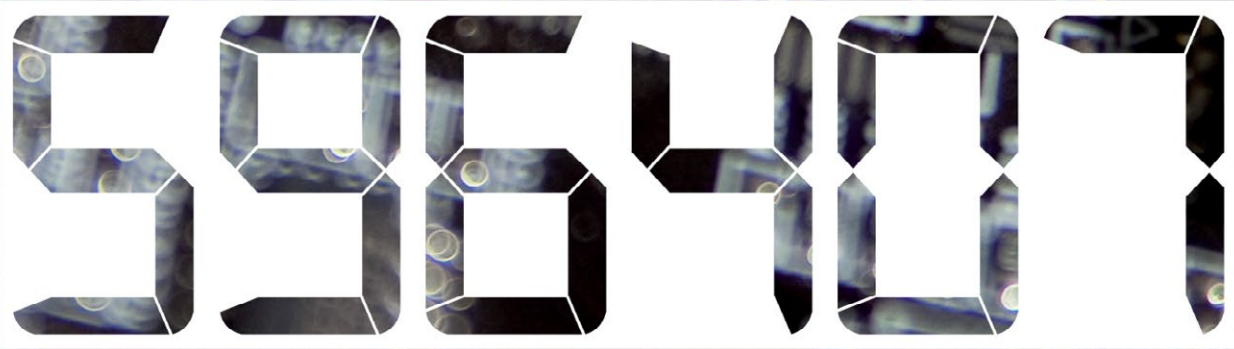
- latest LED lamps and fittings
- high efficiency gas discharge lamps
- fluorescent lamps
- energy saving lamps
- halogen lamps
- traditional incandescent lamps

Our products are continuously developed and reengineered so as to provide the highest possible efficiency. By undergoing stringent production controls, longevity and sustainability are guaranteed.

Since the latest technological developments and trends are continuously being integrated into our product lines, we are always able to supply our clients with the most up-to-date technology.

In addition to lamps we also offer a multitude of luminaries for indoor- and outdoor lighting, as well as for explosion-proof environments.

# Metering



# Metering

**MERKUR** supplies power and water authorities as well as wholesale organisations worldwide. We specialise in:

- high-quality inductive Ferraris kWh electric meters (**MERKUR**)
- CT (current transformer) operated kWh meters (**MERKUR**)
- electronic kWh meters (**MERTRONIC**)

We have been active in the field of water metering technology since 2010. We produce water meters with metal bodies as well as meters made from the latest glassfibre reinforced polymer materials.

**MERKUR** is known for its large production capacities and timely supplies. This gives our customers a competitive edge particularly in the tendering field. We would be happy to support you with our expertise when participating in government tenders in your country.

# Power Distribution



# Power Distribution

**MERKUR** utility supplies are a significant part of our business activities, particularly products installed in LV and MV electricity networks, telecommunication networks and railway systems.

**MERKUR** specialises in:

- naturally grown creosoted wooden utility poles (pinus silvestris)
- induo® fabricated wooden poles made from FSH (construction wood)
- induo® utility pole systems complete with crossarms

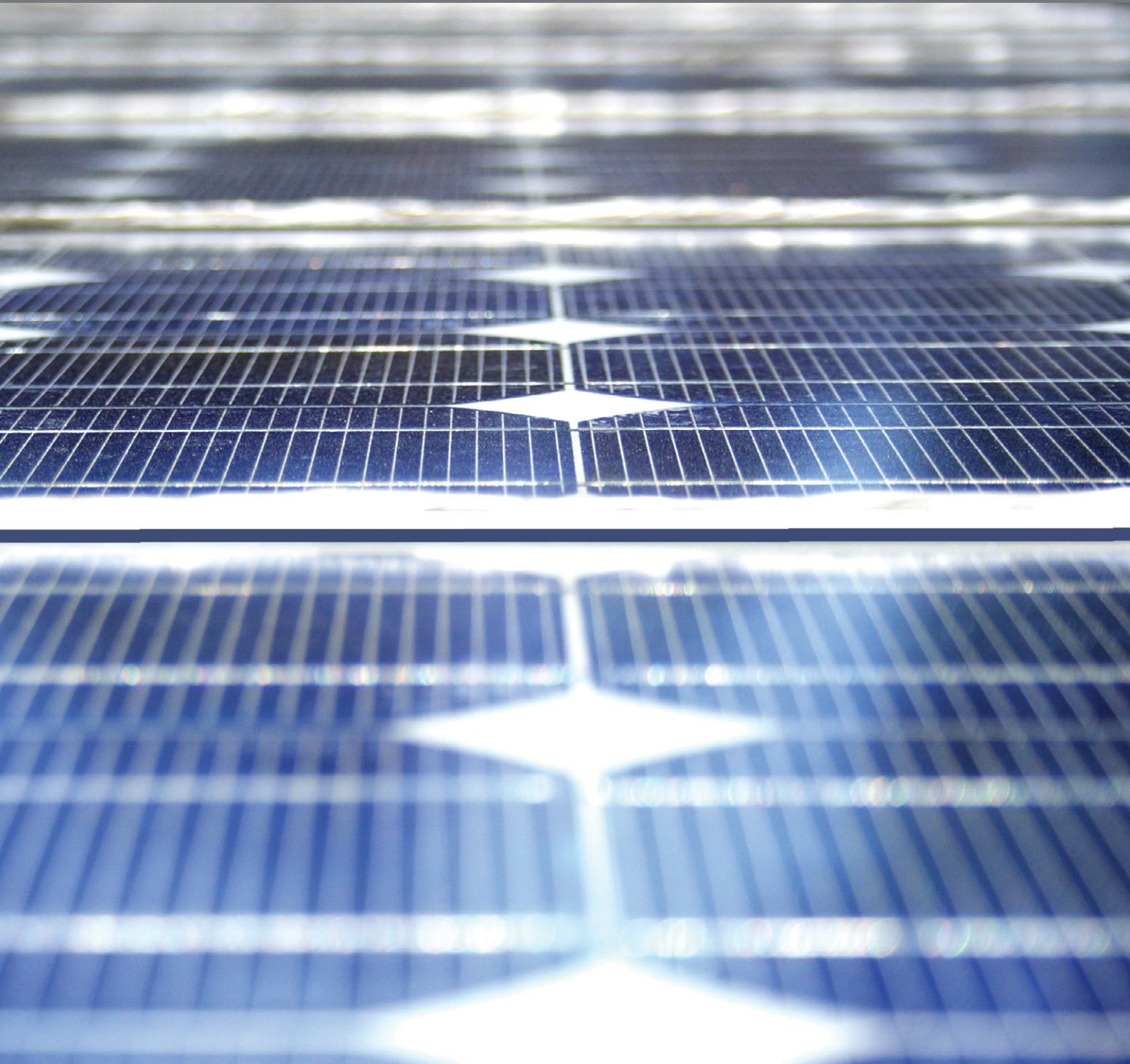
The induo® utility pole systems were developed in co-operation with leading German power utility companies, establishing a German wooden pole system standard for LV and MV networks. RWE Germany, a major market player in the utility sector, specifies induo® utility pole systems as their standard wooden pole equipment. The

induo® fabricated wooden poles made from FSH (construction wood) have also been developed for railway tracks of the Deutsche Bahn (DB) as a welcome alternative to concrete poles and steel pole systems.

In Sur Oman **MERKUR** installed a 33kV Feeder line in most extreme coastal weather conditions under extreme wind exposure, very high humidity and salt laden air as a proof of concept project for the Middle East and Africa.

For many years we have been successfully supplying turn-key contractors in African and Arab markets for their tender business. **MERKUR** supplies other components in this field such as distribution transformers, ring main units, lightning arrestors, power generators and mobile power plants.

# Renewable Energy





# Renewable Energy

Clean renewable energy production is compulsory for a healthy and prosperous life. Limiting the use of carbon-based energy resources with their highly pollutive side effects requires innovative and effective technologies to be implemented in order to cope with rising energy demand.

**MERKUR** cooperates with world leading manufacturers, designing and implementing renewable energy installations worldwide. We focus on the use of durable and eco-friendly materials that perform at the lowest possible energy consumption and which help to reduce the environmental footprint of our products and installations.

Our **MERKUR** Vertical Axis Wind Generators are suitable for commercial and private usage. They are especially useful in the segment of public lighting systems and signalling installations.

Wind and solar energy are both used in our **MERKUR** Hybrid Systems, which are perfect power supply applications for:

- domestic and commercial buildings
- agriculture
- street lighting
- traffic signals
- telecommunications
- offshore environments
- boats
- camps
- off grid power supplies

**MERKUR** also supplies solar lights and solar ventilators.

# Climatisation



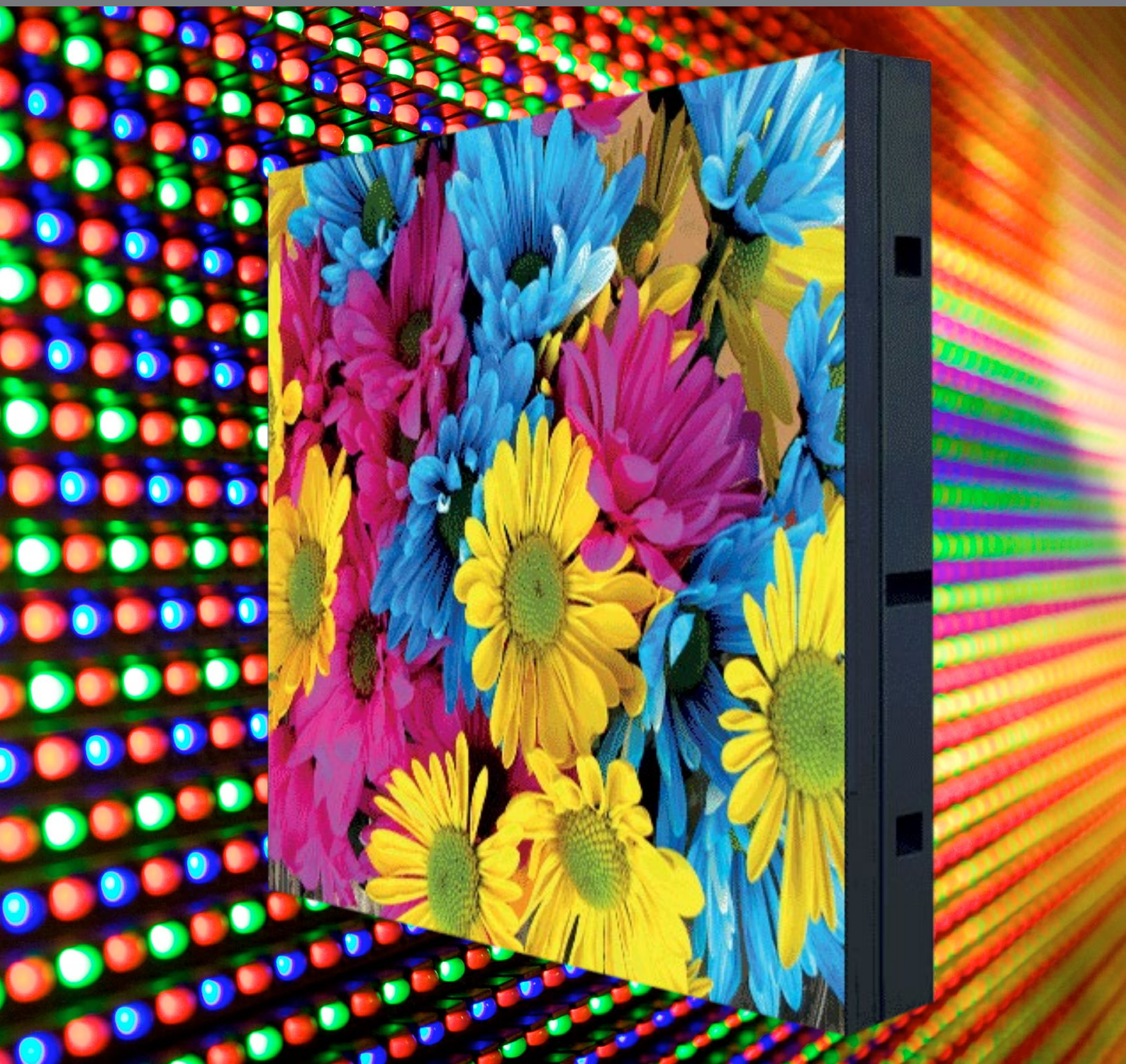
# Climatisation

Following the **MERKUR** philosophy to provide only high quality and energy-efficient products, MERKUR develops and produces in cooperation with leading manufacturers in the field:

- hybrid air conditioners with extraordinarily low power consumption
- solar air conditioners

These products can save you money by significantly reducing energy consumption and therefore drastically reducing your electricity bill. The air conditioners are produced to reflect the latest international standards and, upon request, we can supply tailored units to your individual specifications.

# Screens



**MERKUR**<sup>®</sup>  
LED SCREENS

# Screens

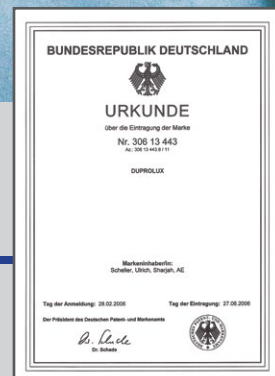
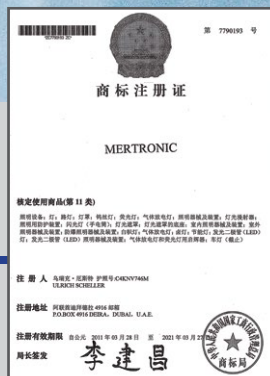
**MERKUR** LED Screens stand out with excellent image replication, sheer unlimited capabilities and an excellent cost / performance ratio. With **MERKUR** screens you not only acquire latest technology but you will take advantage of our perfected service.

Furthermore we do offer state of the art software solutions / operating systems for LED screen operation further adding to the performance, operational efficiency and best economics of your investment.

**MERKUR** LED Screens major maintenance free product ranges are:

- Smart Transparent LED Screen
- Smart Interactive Transparent Light Box
- Shop Banner Transparent Screens
- Standard Outdoor Fixed Full-Colour LED displays
- Standard Indoor Fixed Full-Colour LED Displays
- Standard Outdoor Rental Full Colour LED Displays
- Standard Indoor Rental LED Full Colour Displays
- Standard Stage & Bar Displays
- Standard Unit boards and Outdoor Panels.

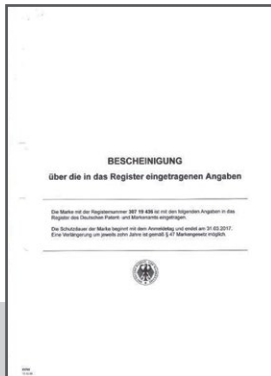
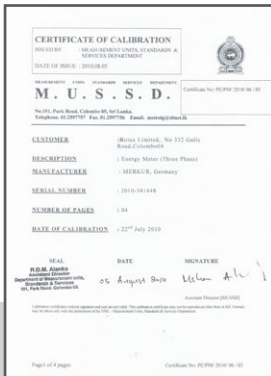
# Registrations & Prequalifications



# Registrations & Prequalifications

**MERKUR** is a reliable partner for Ministries and utility companies worldwide.

Our entries in Government vendor lists are a result of extensive prequalification procedures and product quality and liability tests.



# Projects & References





# Projects & References

<b>Entity</b>	<b>Year of Supply / Completion</b>	<b>Product</b>
<b>Mazoun Electricity Corporation Sur - Oman</b>	2014 - 2019 / on time	ITP poles 33kV pilot line
<b>RURAL PEC Sana'a Yemen</b>	2003 - 2015 / on time	Wooden Poles PS
<b>Ministry of Electricity Sana'a Yemen</b>	2003 - 2014 / on time	Wooden Poles PS
<b>KIB TEK Cyprus</b>	2009 / on time	Ferraris kWh Meters
<b>Ministry of Electricity Muscat Oman</b>	2010 - 2018 / on time	Wooden Poles PS
<b>Ministry of Electricity Herat Afghanistan</b>	2003 - 2017	Electronic kWh Meters
<b>Ministry of Electricity Male, Maldives</b>	2011 - 2017	Ferraris kWh Meters
<b>Ministry of Electricity Mosul Iraq</b>	2012 / to be supplied	Electronic kWh Meters
<b>Ministry of Electricity Colombo Sri Lanka</b>	2012 - 2013	Ferraris kWh Meters
<b>Government Bangladesh</b>	2018	Smart kWh Meters

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