



Your Technologies &  
Energy Smart Partner



# About Middy's TechEnergy

Middy's TechEnergy is your confidential and committed Technologies and Energy Smart Partner.

As a division of Australia's largest independent electrical wholesaler Middendorp Electric, Middy's TechEnergy has the skills, knowledge, expertise and resources to service and support all your technology and energy efficiency requirements.

Middy's TechEnergy provides best in class service, support and a value added proposition unsurpassed by our competitors. We continue to support and protect the channel to market and provide high quality, reputable and credible brands.

TechEnergy works in partnership with you, the contractor, and your customer in a confidential and trusted manner to enable you to undertake new projects and deliver profitable outcomes.



## Market Segments

Middy's is active in all market segments and offer specific application based solutions.

- ▶ Assisted Living
- ▶ Defence
- ▶ Residential (Large & Small)
- ▶ Multi-Residential
- ▶ Corporate (Banks, Airlines, Franchises)
- ▶ Industrial
- ▶ Manufacturing
- ▶ Commercial Fit Outs
- ▶ Councils
- ▶ Government
- ▶ Aged Care
- ▶ SME (Small to Medium Enterprise)

## Contact TechEnergy:

**P** 1800 778 823

**E** [techenergy@middys.com.au](mailto:techenergy@middys.com.au)



**MIDDY'S**  
TechEnergy

**MIDDY'S**  
**SMARTCENTRE**

**MIDDY'S**  
Lighting

The Middy's Smart Centre is a fully immersive interactive display centre showcasing the latest products and technologies in a hands on, touch and feel environment.

The Middy's contractor training facility is also located within the Smart Centre.

Book a Tour: [middystechenergy.com.au](http://middystechenergy.com.au)



# Our Expertise

The Middy's TechEnergy Team consists of specialists throughout all the categories we sell, service and support.

## CCTV / Security

### Category Manager

M 0468 576 115

### Solutions Consultant - Carrum Downs

M 0481 908 477

### Solutions Consultant - Clayton

M 0466 861 151

## Automation / Datacomms

### Category Manager

M 0466 659 552

### Datacomms Manager

M 0466 425 135

### Solutions Consultant

M 0434 682 688

### Systems Integrator

M 0409 006 091

## Energy Efficiency

### Energy Efficiency Manager

M 0439 478 957

### Solutions Consultant - Warrnambool

M 0478 486 975

### Solutions Consultant - Benalla

M 0408 579 780

### Solutions Consultant - Werribee

M 0417 120 720

### Business Development Manager - QLD

M 0481 916 527

### Business Development Manager - NSW

M 0411 076 936

### Business Development Manager - SA

M 0468 987 499

### Business Development Manager - NT

M 0407 276 899

## Lighting

### Category Manager

M 0481 037 439

## Smart Centre

### Services Manager

M 0468 567 218

### Smart Centre Manager

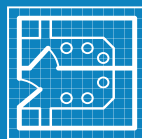
M 0408 328 643

### Consultant

P 1800 778 823

# Capabilities

Middy's TechEnergy provides an end to end solution from audits and quoting through to after sales support.



## Audit

- ▶ Scope out project
- ▶ Site visits



## Quotations

- ▶ Bill of materials
- ▶ Pricing



## Product Advice

- ▶ Specification
- ▶ Fit for purpose selections
- ▶ Performance criteria



## Training

- ▶ Installation
- ▶ Design
- ▶ Programming



## Finance

- ▶ Cash flow positive outcomes
- ▶ Competitive terms & rates
- ▶ Reputable institutions



## Installation

- ▶ On site advice
- ▶ Access to third party specialist partners



## After Sales Support

- ▶ Warranty
- ▶ Customer relationships





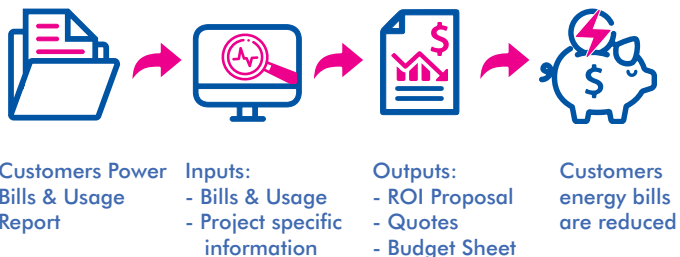
**EnergyTrust®**  
Saving you more...

## Energy Trust

EnergyTrust® is a unique and exclusive multi technology energy efficiency project proposal generating software tool. It uses customers energy bills, usage data and complex back end algorithms to generate custom project proposals, that are specific to individual customers requirements.

Use EnergyTrust® to take estimating, creating customer return on investment proposals and quoting to a whole new level.

### How It Works:



### EnergyTrust® Outputs:

- ▶ Company branded return on investment proposal
- ▶ Company banded quote to customer (end user)
- ▶ Project budget sheet outlining costs associated with;
  - Product
  - Labour
  - Equipment i.e. lifting machinery etc

### EnergyTrust® Benefits:

- ▶ Energy calculator that helps estimate power requirements, emissions reduction and potential cost savings
- ▶ Coordinate projects, do complex calculations and win work in seconds
- ▶ Easy way to manage and streamline multi technology proposals and produce accurate, convincing proposals with ease

### Technologies:

The below technologies are loaded into EnergyTrust®

- ▶ Solar
- ▶ Battery Storage
- ▶ LED Lighting
- ▶ Voltage Optimisation
- ▶ Power Factor Correction
- ▶ Energy Monitoring
- ▶ HVAC (coming soon)
- ▶ VSD (coming soon)
- ▶ Generators (coming soon)



# Energy Efficient LED Lighting

How do we assist? We facilitate government subsidy schemes including VEU (VIC) & IPART (NSW).

- ▶ Lighting designs to meet Australian standards
- ▶ Site audits
- ▶ Supply reputable and backed brands
- ▶ Provide software for ROI Proposals (Energy Trust, see previous page)

## What is VEU (VIC) & IPART (NSW)?

By improving your power consumption through the replacement of existing equipment to energy efficient solutions the government assists by subsidising some of the installation.

## Opportunities:

- ▶ Warehouses
- ▶ Undercover Car Parks
- ▶ Offices
- ▶ Industrial Factories
- ▶ Residential
- ▶ Manufacturing Plants
- ▶ Processing Plants
- ▶ Farms
- ▶ Wineries

## The VEU provides subsidy opportunities for:

- ▶ Residential - must be installed by a licensed electrician, DIY is no longer allowed
- ▶ Non Building Based (NBB) - includes any lights not attached to the building and mounted on a pole
- ▶ Project Based Assessments (PBA) - based on measures and verification of energy saving solutions e.g. variable speed drives, HVAC, etc.

## Example of a VEU Government Rebate Project

**Lighting Upgrade to Commercial Winery:** Using the Victorian Energy Upgrade VEU certificates. The value of these certificates is exchanged to subsidise the installation cost.

### HOW IT WORKS:

EVERY  
20W  
SAVED



\$25  
GOVERNMENT  
SUBSIDY

### SAVINGS PER LIGHT FIXTURE:

1x  
400W  
CONSUMPTION



REPLACE WITH 100W LED  
= 300W CONSUMPTION SAVING



15  
CERTIFICATES  
@ \$25 EA

\$375  
GOVERNMENT  
SUBSIDY

### EXAMPLE: LIGHTING UPGRADE COMMERCIAL WINERY

400 x 400W  
LIGHT FIXTURES  
REPLACED WITH  
160,000W OF POWER  
CONSUMPTION

400x  
100W  
LED FIXTURES  
40,000W OF POWER  
CONSUMPTION



600  
CERTIFICATES  
@ \$25 EA

\$150,000  
GOVERNMENT  
SUBSIDY

\$160,000  
FITTING & LABOUR COST

\$150,000  
ABATEMENT FROM  
GOVERNMENT

= \$10,000  
SUPPLY & INSTALL COST  
(OUT OF POCKET)

Notes: Certificates work on a floating market principle and the value changes daily. Pricing per example purposes only.



\$120,000  
SAVINGS

Abatement from government is in the form of a certificate, the certificate price floats regularly, this means prices shown are subject to change at any time.





## Solar & Battery Storage

Solar energy and battery storage solutions are hugely popular and the sector is still experiencing rapid uptake.

Middy's can assist with total solar project requirements including system design and battery storage.



### Solar Proposal Process:

- ▶ System Design
- ▶ Commercial, Industrial & Residential
- ▶ Battery Storage
- ▶ Verdia Finance

To receive a Return on Investment (ROI) proposal contact:

**P** 1800 778 823

**E** [techenergy@middys.com.au](mailto:techenergy@middys.com.au)

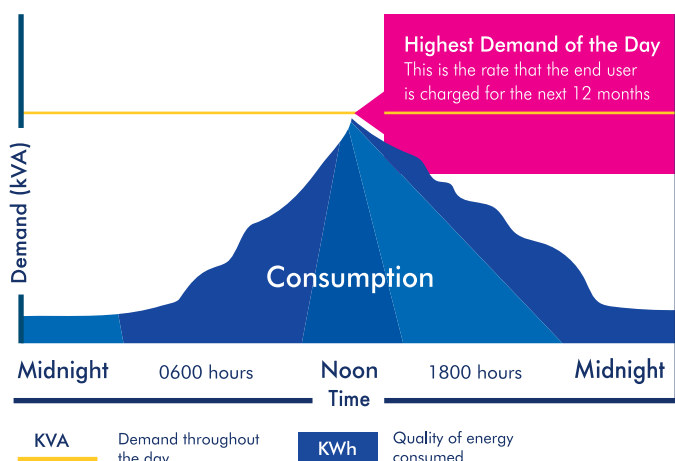
## Power Factor Correction

Middy's TechEnergy offer PFC (Power Factor Correction) opportunities for sites with large quantities of inductive loads such as air conditioners and motors.

Middy's TechEnergy can provide Power Factor Correction solutions for SME (Small Medium Enterprise) and also large commercial and industrial sites. If there are peak demand charges this is a cost effective option to reduce power bills.

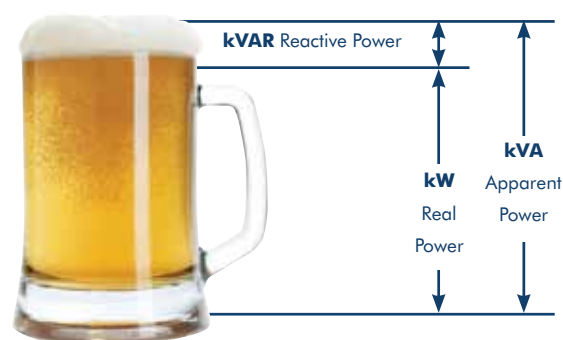
### Opportunities:

- ▶ Sites with large amounts of industrial loads i.e. aircons, meters, pumps, etc.
- ▶ Power bills with demand charges



## Power Factor Correction Explained

The easiest way to explain Power Factor Correction is what we call the "beer analogy".



A large beer is ordered to quench your thirst. That beer has some froth on the top that does nothing to quench that individual's thirst, but you still have to pay for it as part of the glass of beer – the froth is the kVAR or reactive power. The actual beer which quenches your thirst – represents the kW or real power. The total contents of the glass – beer and froth – represents kVA or apparent power.

The glass must be full of beer with no froth for the person to gain full and cost effective benefit from the glass of beer. It is the same for maximum efficiency of your power usage. We want to maximise the useful kW which is the power that does the real work, and reduce your kVAR. Power Factor Correction is the solution used to minimise these inefficiencies.

Power factor is about the relationship between Reactive Power (kVAR), Real Power (kW) and Apparent Power (kVA). Power Factor =  $\text{kW}/\text{kVA}$ .



## Rip Curl Warehouse

### SOLAR POWER & LED LIGHTING SOLUTION

The Middy's TechEnergy Team recently delivered a Solar Energy Install and LED Lighting Upgrade at one of Rip Curl's warehouses in Torquay, Victoria. The install supports one of Rip Curl's 5 Brand Values 'Community & Environment'. Rip Curl are always looking at ways to minimise their impact on the environment. They feel it is important to be environmentally friendly in the local community. The Middy's TechEnergy solution aims to maximise Rip Curl's return on investment and provide a multi technology strategy.

#### THE INSTALL:

## SOLAR INSTALLATION



## LED LIGHTING UPGRADE

- Onsite Solar installation results in significant cost savings and offsets power price increases

- Replaced all conventional, high power consuming, internal and external light fittings with a quality, energy efficient LED solution



*We are extremely satisfied with the quality of the system and the tradesmen. Leigh Stacey, our TechEnergy Sales Representative, went above and beyond to understand our needs, ensure we were happy and that we got what we paid for. His Customer Service was first class. I recommend Leigh and Middy's whenever possible.*



**Sam O'Dwyer** CFO, Rip Curl Australia/New Zealand



REDUCED  
CARBON  
EMISSIONS



REDUCED  
MAINTENANCE  
COSTS



INCREASED  
BRIGHTNESS





## Online Project Forms

Do you have a project that you need help with?  
Let Middy's be your sales partner.

Scoping and quoting new projects may seem daunting for rapidly evolving technologies such as, Automation, CCTV, Solar and Battery Storage and others, if you are not familiar with the sector or technology.

Middy's have the perfect tool to help you. Our online project forms make it easy. Simply submit your project online using the forms and Middy's will be in touch to help you build a job specification and quote based on your rough requirements.

Online Project Forms can be found at:  
**[middystechenergy.com.au](http://middystechenergy.com.au)**

### How we can help:

1. Visit **[middystechenergy.com.au](http://middystechenergy.com.au)**
2. Select a category (see list below) under the 'Technologies' or 'Energy Efficiency' tabs
3. Complete & submit the project form
4. Middy's will contact you

### Categories:

- ▶ Access Control
- ▶ Audio Visual
- ▶ Automation (Lifestyle Control)
- ▶ CCTV
- ▶ Data & Communication
- ▶ Intercom
- ▶ LED Lighting
- ▶ MATV
- ▶ Power Factor Correction
- ▶ Security
- ▶ Solar & Battery Storage
- ▶ Multi Tech Project Enquiry



## Voltage Optimisation

### What is Voltage Optimisation?

Voltage Optimisation is an energy saving technology that is used to regulate, clean and condition the incoming power supply in order to reduce the voltage supplied to the optimum level for the on-site electrical equipment and appliances.

#### Benefits:

- ▶ Improved life of equipment
- ▶ Less maintenance costs
- ▶ Reduce power bills
- ▶ Decrease carbon emissions

#### Did you know?

Solar inverters cut out on over voltage, so...

- ▶ If the sun is shining and your incoming voltage is over a certain value your inverter is not on
- ▶ This means you are not generating your own electricity from your solar system
- ▶ You are paying for power from your power provider because your inverter is off

## Energy Monitoring

Monitoring power consumption is the most cost effective way to reduce power bills.

By setting alerts and notifications you can intervene and manage your power usage. All this is visible in real dollars, so you see the impact immediately.

### Example of Monitoring on a Smart Phone:



#### What is visible?

- ▶ Solar generation
- ▶ Solar feed in (what you are being paid for)
- ▶ Battery storage capacity
- ▶ Incoming voltage
- ▶ Power Factor
- ▶ Individual appliance usage





## **MIDDY'S** **SMARTspec**

Middy's provides a highly efficient and cost effective online software tool, specifically designed to help contractors and builders alike to sell more electrical and home technology products.

Exclusive to Middy's, SMARTspec is a feature rich online application designed with your clients in mind. SMARTspec allows you to simply select from a catalogue of branded products of your choosing then design an electrical and home technology package that your clients will love.

Software is available for you to control in-house or utilise the SMARTCentre for a full packaged consultation.

### **Features:**

- ▶ No need to install software
- ▶ Not locked into one brand manufacturer
- ▶ Comprehensive product range with your installed price points
- ▶ Easy to use functionality
- ▶ Professional plan print outs for clients
- ▶ Comprehensive reporting functionality

### **Contact TechEnergy:**

**P** 1800 778 823

**E** [techenergy@middys.com.au](mailto:techenergy@middys.com.au)





# Data & Communications

Middy's is a strong force in communication with ongoing supply, service and support to the National Broadband Network (NBN).

As well as this, commercial and residential data and communication solutions are our forte, we only supply reputable brands and provide expert advice.

**Products Include:**

- ▶ Data Cabinets
- ▶ Fibre Optic Connectivity
- ▶ Structured Cabling Solutions
- ▶ Wi-Fi Network solutions
- ▶ Home Networking solutions
- ▶ Fibre Optics and Underground Cable

**Exercise:**

How many of these devices do you have?

Device:	Quantity:
Game Consoles i.e. Playstation	.....
Smart Phones	.....
Tablets	.....
Computers	.....
Pay TV i.e. Apple, Foxtel	.....
Smart TV	.....
Home Automation	.....



▶ **Problem:** If all these devices are working off wifi, it will slow your speed down considerably

▶ **Solution:** Cable your premises and plug in some of these devices





# Lifestyle Control (Automation)

Automation can provide an improved quality of life, reduce power consumption and add value to new or existing properties.

Middy's has the resources and expertise to assist in providing design, programming and commissioning services to ensure clients' expectations are exceeded. The team at Middy's is well conversed with a wide range of solutions and brands available on the market, so you are not tied down to one option.

### Benefits:

- ▶ Integrate services and devices
- ▶ Add value to existing or new developments
- ▶ Assist with power saving
- ▶ Improve quality of life (Aged Care and Assisted Living)
- ▶ Voice Control

Feature:	Example:
Timer	Toilet light off after 20 mins
Schedule	Pool pump on Mon-Fri 7-9am
Energy Consumption	Air-Con used \$10 of power
Scene	Push one button & multiple loads activate



### Lifestyle Control Scenario

Control these functions from your smart device or voice control:

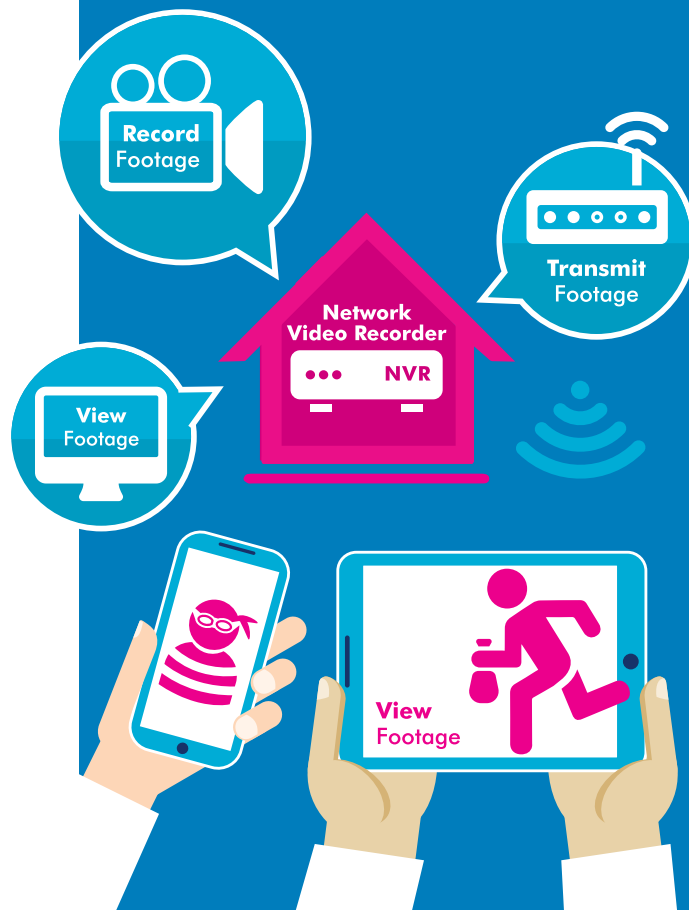
- ▶ Blinds close
- ▶ Air-con turns on
- ▶ Project screen comes down
- ▶ Lights dim
- ▶ Surround sound comes on
- ▶ Projector turns on

# Closed Circuit Television (CCTV)

Safety and security are paramount and catching any misconduct on film is becoming the norm. Modern CCTV systems are the ideal mechanism to achieve this.

Middy's can provide off the shelf systems, demystify complexities and provide free technical back up. As well as simple systems there is a full design, program and commission service to suit commercial installations.

CCTV systems are particularly relevant for resident safety in the growing Assisted Living and Aged Care sectors.



## CCTV Scenario

Your NVR is setup at your premises so that if the alarm is triggered, footage is recorded and transmitted over WiFi to your phone or tablet.

# Master Antenna Television (MATV)

Middy's TechEnergy is a leader in MATV systems ranging from residential to commercial fit outs.

## Products Include:

- ▶ Active Equipment
- ▶ Antennas
- ▶ PAY TV Dishes
- ▶ Splitters
- ▶ Cable
- ▶ Home Hubs
- ▶ Multi Dwelling Units (MDU) Design

Contact us to assist  
with your next project:

P 1800 778 823

E [techenergy@middys.com.au](mailto:techenergy@middys.com.au)





# Security

Middy's has the expertise and know how to provide tailored security system solutions.

Effective alarms and security systems are a key component in preventing and deterring commercial business and residential crime. Middy's TechEnergy has a full range of security products and support so you can get on the front foot in promoting security solutions and helping your clients deter intruders.

There are many solutions available from cost effective stand-alone deterrents to fully integrated security systems with remote access and the ability to monitor remotely or alert a third party monitoring company.

## Products Include:

- ▶ Stand-alone Security Panels
- ▶ Screamers
- ▶ Smoke Inhibiting Machines
- ▶ Fully Integrated Alarms



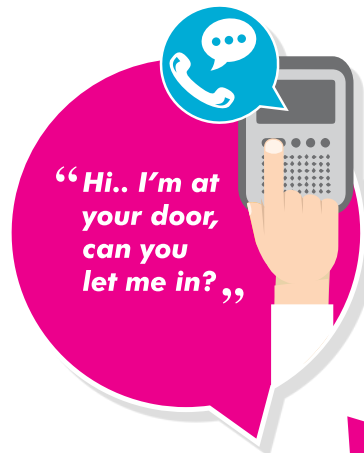
# Intercom

Middy's offers a large range of intercom solutions to suit residential and multi residential applications.

Intercom provides security and access. Intercom systems are designed to meet customer specific requirements. Remote notifications, access and monitoring are available. Intercom systems with remote activation are particularly relevant for the Assisted Living and Aged Care sectors.

## System Features:

- ▶ Notifications on smart devices while off site
- ▶ Control remotely
- ▶ Remote entry activation (open doors or gates)



## Intercom Scenario

You are out for dinner and your best friend is at your door, they push your intercom button and you can answer the call, talk and view them. You can then push a button on your phone which unlocks your door letting them in.



# Access Control

Middy's offer a range of access control devices including biometric retina scanners and finger print activation. General FOB (Frequency Operated Button) and remote programmable access control is also available.

All these devices can be designed and applied to a number of different applications such as residential (inc multi), commercial and corporate such as franchises, banks and airlines.

As well as access control, these solutions provide logging and storing of information and can be fully integrated with other systems allowing for control of other devices upon entry or exit.



## Access Control Scenario

Arriving at the office and swiping your access card can disarm alarm, activate lighting & air conditioning.

# Audio Visual (AV)

From residential home theatres to high end board room fit outs and conference venue requirements, Middy's TechEnergy provide turnkey AV solutions.

Where Middy's TechEnergy provide added value is in the integration of other systems and devices such as lighting, blinds and air-conditioning.

Providing a turnkey, integrated AV solution is a huge advantage for contractors considering AV projects.

## Products Include:

- ▶ Amplifiers
- ▶ Wireless Speakers
- ▶ Multiroom Audio
- ▶ Projectors and Screens
- ▶ Interactive Whiteboards







## Training

Middy's provides a wide range of training options for electrical contractors and trade professionals across multiple areas.

### Training Courses Include:

- ▶ Lifestyle Control / Automation
- ▶ CCTV & Intercom
- ▶ Audio Visual
- ▶ Data Comms
- ▶ MATV
- ▶ Solar & Battery Storage (accredited)
- ▶ Electric Vehicle Charging
- ▶ Security
- ▶ Lighting
- ▶ Air-Con

View course list & register online:  
[middystechenergy.com.au/training](http://middystechenergy.com.au/training)



**Register for a training course today.**  
**It's as easy as 1, 2, 3...**

#### Step 1.

Visit [middystechenergy.com.au/training](http://middystechenergy.com.au/training)

#### Step 2.

Choose course(s) from the course list

#### Step 3.

Register to secure your spot



### Example of Cash Flow Positive Outcome

▶ Energy Solution Cost	\$100
▶ Power Saving	\$110
▶ Cash Flow Positive	\$10

## VERDIA Accredited Financing Options

Verdia are independent energy efficiency experts. Middy's is an accredited partner of Verdia.

Verdia manages Westpac's Energy Efficient Financing Program and provides finance for end users including; commercial, government and industrial organisations. Middy's are a Verdia accredited partner, assessed for excellence in the quality of our energy products, service and integrity in our operations. As a contractor or end user, Verdia finance options enables projects to easily be delivered with minimal cash outlay.

Verdia provides you with another way to fund your project, outside of using your own cash.

### Verdia Finance Benefits:

- ▶ Finance underwritten by Westpac Bank
- ▶ A new type of finance solution that can only be used for energy efficiency projects
- ▶ Customers can choose from a range of Westpac equipment finance options, to suit their business needs and accounting requirements
- ▶ Energy cost savings typically exceed the monthly finance payments, providing an immediate cash flow benefit
- ▶ Competitive interest rates
- ▶ No requirement to have any history with Westpac prior to obtaining the finance
- ▶ Terms up to 10 years fixed

To find out more visit:  
[verdia.com.au](http://verdia.com.au)



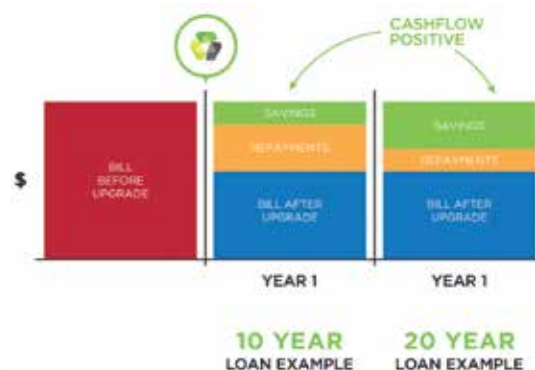
## Sustainable Australia Fund

The Sustainable Australia Fund is Australia's leading provider of Environmental Upgrade Finance – a special form of finance for businesses to upgrade their buildings to unlock savings and sustainability.

### How it works:

- ▶ Up to 100% finance including hard and soft costs
- ▶ Loan terms of up to 20 years
- ▶ Finance tied to building, not owner
- ▶ No additional capital or security required
- ▶ Fixed, quarterly repayments collected through council rates

The unique terms of Environmental Upgrade Finance mean projects can be cashflow positive from day one – where your energy savings exceed your repayments. The graph illustrates how a 10 or 20 year term for a solar project puts more cash in the pocket of business.



For more information:

[sustainableaustraliafund.com.au](http://sustainableaustraliafund.com.au)

P 1300 432 044

Note: only available in participating council areas.



**SUSTAINABLE  
AUSTRALIA  
FUND**

# Brands You Know & Trust

Middy's partner with quality brands you know and trust. Why? So you have peace of mind knowing the products you choose are backed and approved by all the necessary regulatory and quality assurances.

## Middy's Supplier Quality Assurance

Middy's in-house supplier approval process provides both installer and end users with the peace of mind in knowing quality assurance measures are in place to reduce the risk of product recalls or faults. All approved and preferred brands sold by Middy's comply with the Australian QA standards.



# MIDDY'S In Branch Smart Displays

In addition to the TechEnergy Smart Centre, specialised Middy's branches feature in-branch working interactive displays with trained staff on hand to answer your queries.

These interactive showroom displays allow you to look see and touch Smart Home Technology. Control and switch lights, power, heating, air-conditioning, irrigation, audio/video equipment and security entry systems. Automate common routines, save energy and enhance the ambience of your home.

Our team is passionate about technology, ensuring you will always receive the most up-to-date advice on designs, products, installation and programming.

If you have building drawings or plans, our team can design a customised home technology solution to suit your clients' individual needs. Bring your customers into one of our display showrooms and let them experience all the latest technologies in an interactive environment.

To find your closest Smart Display branch visit:

[middystechenergy.com.au/smart-centre/in-branch-smart-displays](http://middystechenergy.com.au/smart-centre/in-branch-smart-displays)







*Call or email us today and find out  
how the TechEnergy Team can help  
you explore emerging market sectors  
and uncover new income streams.*

**P** 1800 778 823

**E** [techenergy@middys.com.au](mailto:techenergy@middys.com.au)

**W** [middystechenergy.com.au](http://middystechenergy.com.au)