



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 technologies 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 ensure profitable outcomes.



## Market Segments

Middy's is active in all market segments and strive to offer specific application based solutions, whilst being mindful of our wholesale channel to market and commitment to supporting the electrical contractor.

- ▶ 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)

## Getting Started

As part of providing end to end solutions for contractors wanting to enter into the technology field, Middy's TechEnergy provides assistance to get your project up and running by identifying project scope and specification. This enables you to provide a Return On Investment (ROI) analysis and payback calculations to your customer.



The Middy's SMARTCENTRE 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 SMARTCENTRE.

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.

As well as specialist support we are also equipped to integrate product categories to provide complete end to end solutions to meet customers' requirements and expectations.

- Categories:**
- ▶ LED Lighting
  - ▶ Power Factor Correction
  - ▶ Lifestyle Control
  - ▶ CCTV
  - ▶ MATV
  - ▶ Security
  - ▶ Intercom
  - ▶ Access Control
  - ▶ Audio Visual
  - ▶ Solar & Battery Storage

# Our Process

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

**Audit**  
We can assist you with detailed audits for any home or business projects you are working on. We can work together in offering the best TechEnergy solution for you.

**Quotations**  
Need help putting together your job quotation? No problem! Speak with our experienced staff and we can assist in providing you with a professional and competitive quote.

**Product Advice**  
Our TechEnergy team can provide advice on leading Energy Smart solutions including Solar, Home & Building Automation, Lighting, Timers and Sensors.

**Training**  
Middy's TechEnergy offers courses on all the latest technology to help grow your business. We offer a vast range of training and development courses to up skill you and your workforce.

**Finance**  
In conjunction with financial institutions Middy's can assist with lending requirements tailored around your technology and energy efficiency solution, ensuring you receive a positive outcome.

**Installation**  
If required, we can recommend specialised installers to assist you with your next project. This service is useful if you are working on your first complex energy efficient installation.

**After Sales Support**  
You can always expect a quick response from our TechEnergy team when you need support for any post installation issues, providing you with peace of mind.

# Energy Efficient LED Lighting

Middy's is a facilitator of government subsidy schemes including VEET (VIC) & IPART (NSW).

LED lighting has rapidly evolved over the years and the exposure of this technology has allowed for many new entrants and channels to market. At Middy's we pride ourselves on providing reputable brands of the highest quality and performance, ensuring clients comply with current Australian Standards by utilising the correct fitting for the application.



**What is VEET (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. There is a strict procedure involved in complying and Middy's have the expertise to assist with these requirements.

- Typical LED Applications:**
- ▶ Warehouses
  - ▶ Undercover Car Parks
  - ▶ Offices
  - ▶ Industrial Factories
  - ▶ Manufacturing Plants
  - ▶ Processing Plants
  - ▶ Farms
  - ▶ Wineries

# LED Lighting Process

Assessing and implementing LED lighting requirements is a simple process. A preliminary Middy's 'Energy Trust' proposal will be produced and supplied to you once you've completed a Site Energy Audit Form and an LED Lighting Form.

**Site Energy Audit**

An on-site energy audit is often the first step to establishing customer energy efficiency requirements. TechEnergy can come to your premises and conduct an on site audit or you can provide the information yourself with our Site Energy Audit Form.

Download Site Energy Audit & LED Lighting Forms at [middystechenergy.com.au](http://middystechenergy.com.au)

## Case Study of Solar Power & LED Lighting Solution



# Rip Curl



### 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.

## SOLAR + LED LIGHTING INSTALLATION + 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

## Typical Example of a VEET Scheme Lighting Upgrade

Lighting Upgrade to Commercial Winery: Using the Vic Gov Energy Saving Incentive VEECs certificates. The value of these certificates is exchanged to subsidise the installation cost.

**HOW IT WORKS** Installation of energy efficient products:

EVERY 20W SAVED → 1x CLAIM BACK CERTIFICATES (VEECs) → \$25 ABATEMENT FROM GOVERNMENT

**EXAMPLE: SAVINGS PER HIGHBAY**

1x → 300W SAVINGS → 15x CERTIFICATES → \$375 ABATEMENT FROM GOVERNMENT

**EXAMPLE: LIGHTING UPGRADE COMMERCIAL WINERY**

400x 400W METAL HALIDE REPLACED WITH 400x 150W LED HIGHBAYS → 600x CERTIFICATES → \$120,000 ABATEMENT FROM GOVERNMENT

\$160,000 FITTING COST - \$120,000 ABATEMENT FROM GOVERNMENT = \$40,000 INSTALLATION

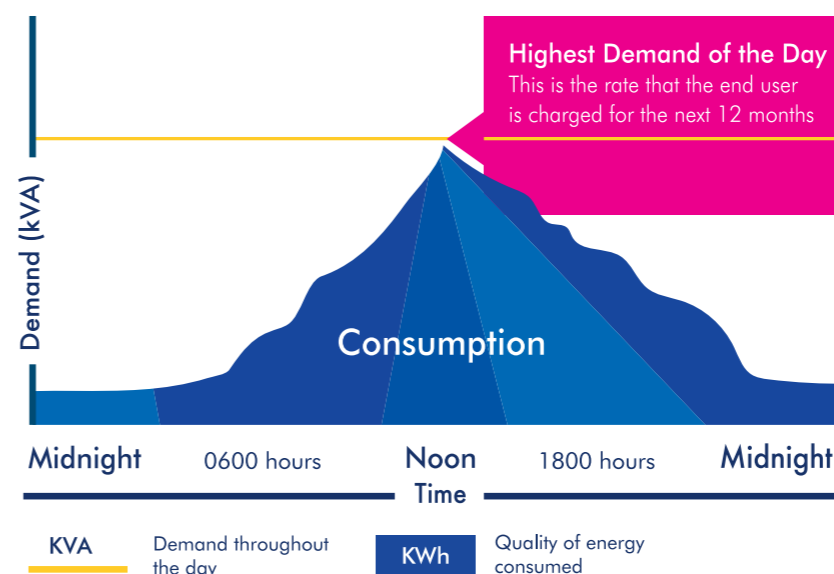
\$ \$120,000 SAVINGS

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.

## 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. With the recent introduction of peak demand charges in some states this is a cost effective option to reduce power bills.



## 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 = kW/kVA.

Offering you more...



## Data & Communications

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

As well as this, commercial data and communication solutions are our forte and with reputable brands and expert advice Middy's TechEnergy strive to be leaders in this space.

### Products Include:

- ▶ Data Cabinets for all applications
- ▶ Fibre Optic equipment
- ▶ Cat6 and Cat6A cable and accessories
- ▶ Voice products
- ▶ Home Networking Solutions
- ▶ Cable (Fibre Optics and Underground)

## Lifestyle Control

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

Middy's TechEnergy has the resources and expertise to assist in providing design, programming and commissioning services to ensure all clients' expectations are met. 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 of Automation:

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



## 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 capture this.

Middy's TechEnergy can provide off the shelf systems, demystify complexities and provide free technical back up to ensure customers' expectations are met. As well as simple systems there is a full design, program and commission service to suit all commercial installations. CCTV systems are particularly relevant for resident safety in the growing Assisted Living (NDIS) sector.



## Master Antenna Television (MATV)

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

We only stock, service and support reputable brands that supply back up, design services and support. As well as the products Middy's TechEnergy can also assist with designs and equipment to provide full connectivity.

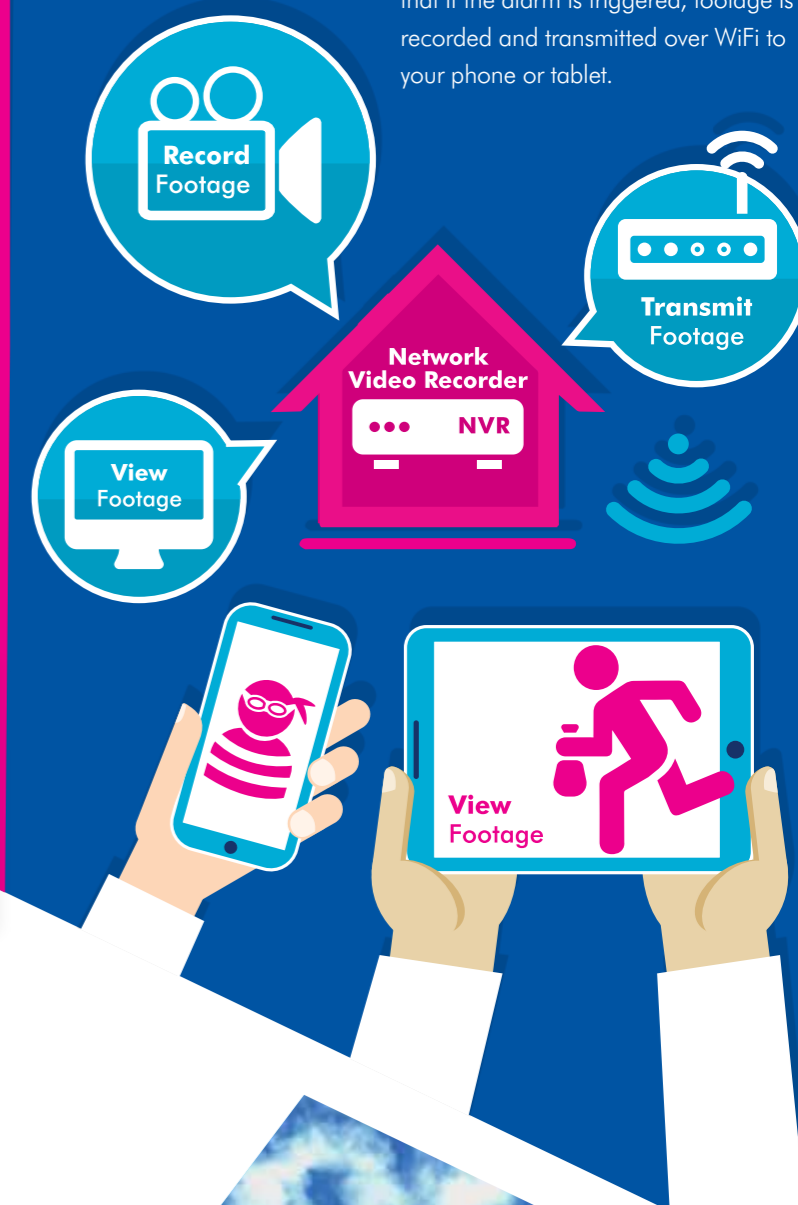
### Products Include:

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



### 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.



## Security

Middy's TechEnergy has the expertise and know how to provide a security system solution tailored to your clients requirements.

Effective alarms and security systems are the key component in preventing commercial businesses or residential customers becoming victims of 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. Security systems are also an integral part of Assisted Living (NDIS) projects.

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 contact a third party company.

### Products Include:

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



## Intercom

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

Intercom is a key security and access feature well suited to hi-end installations. All intercom systems are designed to customer specific requirements. Remote notifications, access and monitoring are available. Intercom systems with remote activation are particularly relevant for the Assisted Living (NDIS) sector.

### System Features:

- ▶ Notifications on smart devices while off site
- ▶ Access to guests remotely via intercom unit
- ▶ Remote entry activation



### 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 TechEnergy 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 the activation, 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)

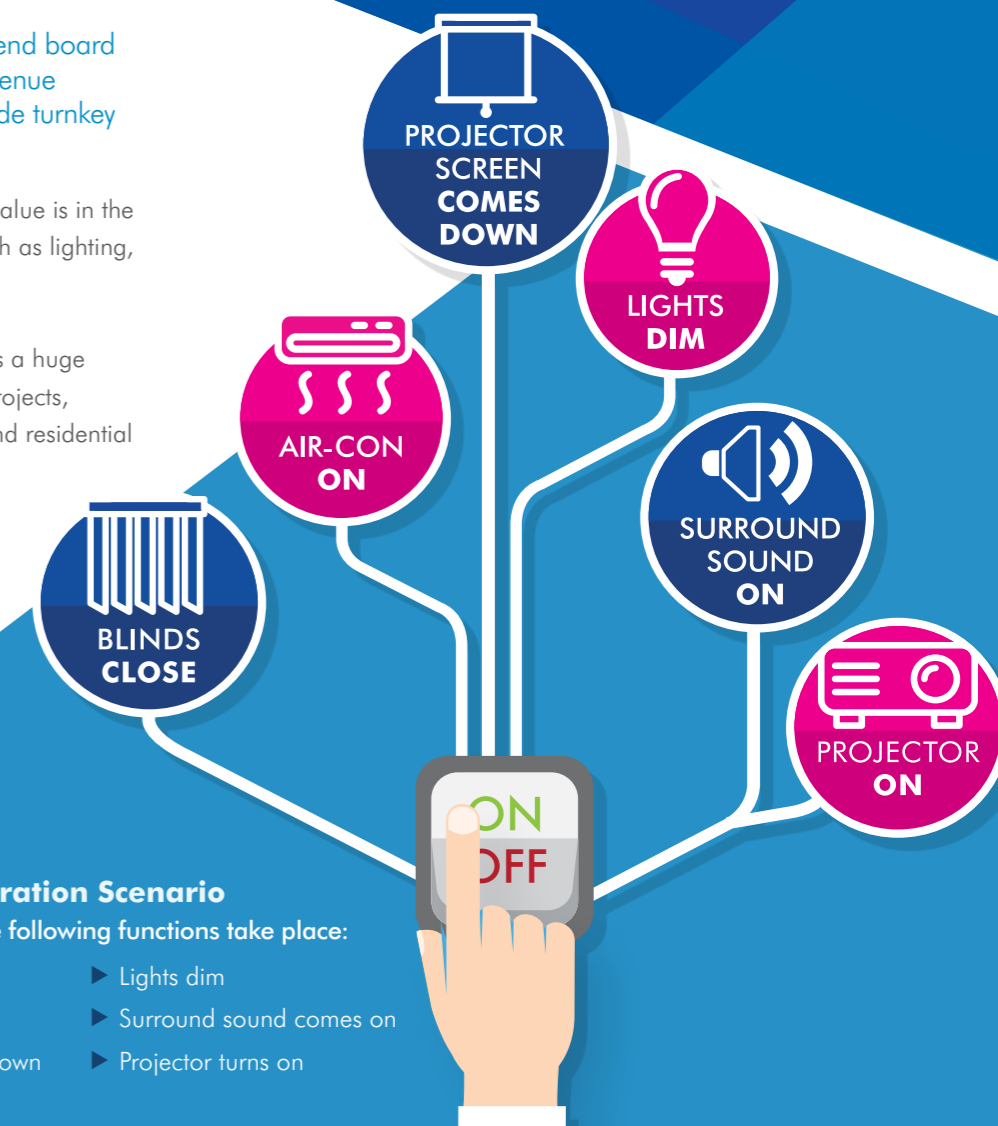
From residential home theatres to high end board room fit outs, stadium and conference venue requirements, Middy's TechEnergy provide turnkey AV solutions.

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, particularly relevant to larger commercial and residential projects, including Assisted Living (NDIS).

### Products Include:

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



### Audio Visual Integration Scenario

Push one button and the following functions take place:

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

Offering you more...

## Case Study of Solar Installation



**THE LOCATION:**  
PYRENEES TIMBER, CHUTE, VIC



**THE INSTALL:**  
100kW SOLAR SYSTEM INSTALLED ON SITE

# Pyrenees Timber

## SOLAR INSTALLATION

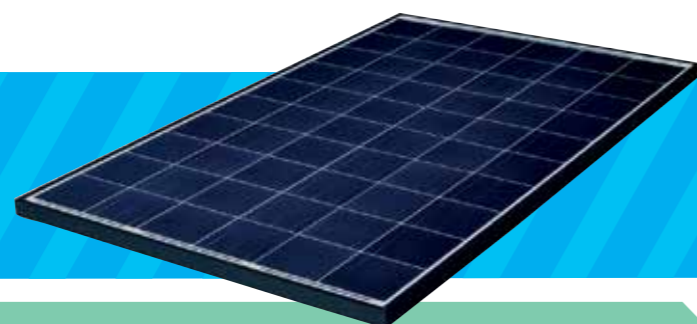
Pyrenees Timber is a family run sawmill in Chute, Victoria between Melbourne and Adelaide. They mill and supply hardwood to wholesalers, industry and the general public. Always on the lookout, as a business, to see how they can be more energy efficient and responsible for the environment, they approached Middy's TechEnergy to help with a solar installation project. The TechEnergy team proposed and installed a 100 Kilowatt solar panel system on site resulting in a drop of 40% in Pyrenees Timber's power bill. The Middy's TechEnergy solution aimed to maximise Pyrenees Timber's return on investment and provide an effective energy cost reduction strategy.

- ▶ 100kW Solar System installed on site
- ▶ Savings of \$27K per year
- ▶ 3.8 Year Payback Period

## THE INSTALL:

# 100kW

OF SOLAR PANELS



“The Middy's staff were very professional and totally committed to their job from day one. They took complete control of the project, allowing us to focus on supplying products to our customers. It's early days yet but our first full month with the system installed saw a 40% drop in our power bill so we are excited to gain an understanding of our savings and return on investment over the next twelve months. I would certainly recommend Middy's to other interested companies or individuals needing solar installation.”

Ian Crick Manager, Pyrenees Timber



## Solar & Battery Storage

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

Middy's TechEnergy can assist with total solar project requirements including system design and battery storage (Middy's is the exclusive distributor of Varta batteries to the electrical wholesale channel). Middy's make the often misunderstood solar process simple by helping you with the process.

### Solar Proposal Process:

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

A preliminary solar proposal can be produced simply by:

**Complete LOA**  
Supply 3 recent  
Power bills

Email to  
**techenergy@  
middys.com.au**



To receive a full **Solar Proposal** call  
**1800 778 823** or email  
**techenergy@middys.com.au**



## Training

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

We offer classroom training in our state of the art training facility at Middy's TechEnergy Smart Centre. In addition Middy's also facilitates partner training through suppliers and accredited partner training organisations at city locations throughout Australia.

### Training Courses Include:

- ▶ Lifestyle Control / Automation
- ▶ CCTV & Intercom
- ▶ Audio Visual
- ▶ Data Comms
- ▶ MATV
- ▶ Solar & Battery Storage
- ▶ Electric Vehicle Charging
- ▶ Security
- ▶ Lighting
- ▶ AirCon

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

**Step 1.**  
Visit **middystechenergy.com.au/  
training**

**Step 2.**  
Choose course(s) from the course list

**Step 3.**  
Register & submit to secure your spot

View Course List and Register Online:  
**middystechenergy.com.au/training**

## Take control of energy costs

## 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.



## VERDIA Accredited Financing Options



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

Verdia manages Westpac's Energy Efficient Financing Program and enables end users including Australia's leading commercial, government and industrial organisations to identify, design and deliver energy efficient and renewable energy projects. Middy's are a Verdia accredited partner, assessed for excellence in the quality of our energy products and 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:

- ▶ Low cost, long term energy efficiency finance from 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
- ▶ This new energy efficiency finance program is supported by a \$200M financing arrangement with the Clean Energy Finance Corporation
- ▶ No requirement to have any history with Westpac prior to obtaining the finance
- ▶ Obtain stand-alone finance



**Middy's is an accredited Verdia partner.**  
To find out more visit [verdia.com.au](http://verdia.com.au)





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

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