

RICHARDSON LAUNCHES “LOW VOLTAGE SWITCHGEAR RANGE – E LINE SERIES”

Richardson Group demonstrating its commitment to the Electrical industry launched “Richardson E Line Series - Low Voltage Switchgear Range” to the Dealer Market. The Range Comprises of MCB, RCD & ISOLATORS also referred to as Trip Switch, Main Switch & Breakers. The New Product line is introduced under the Richardson name and is proven to be of high quality with a guaranteed performance.

The product launch of Richardson E Line Series was recently held in Colombo admits the gathering of a large number of Electrical & Hardware Dealers. The dealers who were present had a great opportunity to understand the technical features and the uniqueness of the Richardson E Line series from the presentation and the question and answer session.

The Uniqueness and the Differentiation of this product is that the product has been sourced after stringent evaluation of OEM Suppliers. Also the products have been tested under a cross section of applications. Richardson E Line Series have obtained certifications from International Bodies, which is only found in Richardson LVS Range. Also the internal materials used in manufacturing of the product are made of robust alloys with essential components made of 100% copper to reduce resistance and improve efficiency.

Stating at the product launch, the Managing Director of Richardson Group Nazri Nizar stated that “The objective of launching this product is to offer the customers a product that can offer a guarantee on its performance. In this day and age which we live in, customers need to be offered with good quality products that assures a clear peace of mind. Richardson as a Group is always committed to introducing innovative, high quality products to the market and has earned the respect of customers for doing so. Continuous Innovation is the key at Richardson and our objective is to offer so to our customers”

Commenting at the launch of Richardson LVS range, Rohan Daluwatta, Head Of Sales Richardson Electric stated that “We are very excited to launch this products into the market and no doubt it will have a positive impact among the dealer and customers. It gives us immense pleasure to extend the product portfolio of Richardson and the company is committed in introducing many products related to the Electrical Sector in future”

The products will be made available in all the leading Electrical & Hardware Outlets throughout the country in the coming months. The packaging of the product is designed using Blue & Yellow Colours.

Richardson is also the Agents of the Moeller / Eaton Low Voltage Switchgear in Sri Lanka for over a decade and has obtained recognition for supplying high quality products. The Company has been a dominant player in the Low Voltage Electrical Switchgear industry. As a company we

have always been committed in supplying high quality durable products with a guaranteed performance. Quality, Innovations & Superior Service has always been our focus

Richardson Group is a pioneer in Sri Lanka's electrical products & infrastructure industry. The Group consists of 5 Companies, namely Richardson Projects, Richardson Electric, Richardson Outdoor, Richardson Engineering & Richardson Distributors with interests in Power Distribution & Transmission, Manufacturing, Outdoor Advertising, Renewable Energy, Industrial Automation and Electrical & Mechanical Services Richardson Projects is also an ISO 9001-2008 & ICTAD Electrical & Mechanical services category EM1 certified company.



Caption: Richardson Group Managing Director- Nazri Nizar, Directors – Kishaan Kanag Isvaran, Azmeth Caffoor, Head of Sales (Richardson Electric) – Rohan Daluwatta, together with a few Key Electrical & Hardware Dealers at the recently held product launch