



# FEL Switchboards - Leading Switchboard Manufacturers

*Sporting a long track record the team at FEL Switchboards have developed specialist skills that has seen them form an international group of clients*

AUCKLAND, NEW ZEALAND, October 22, 2013 /EINPresswire.com/ -- [FEL SWITCHBOARDS](http://EINPresswire.com/) – Based in Hawke's Bay, New Zealand FEL SWITCHBOARDS is family owned - a rare breed in New Zealand's electrical industry, incorporating the expertise of a highly qualified board building team with the specialist services of a recognized industrial automation System Integrator. This synergy of Industrial capabilities, backed by a strong customer focus, has allowed FEL SWITCHBOARDS to provide intelligent power and control solutions for clients, both in New Zealand and Australia.

With a long track record of successful turn-key projects and a pedigree stretching back to 1975, FEL SWITCHBOARDS grew from the continued expansion of its parent company FALCON ELECTRICAL LTD and was in many ways, a return to the origins of the business, as a Switchboard builder.

Over the years, FALCON has evolved into a multi-disciplined electrical engineering firm, yet its roots have never been forgotten and FEL SWITCHBOARDS has continued to grow

as a dedicated Switchboard specialist, focusing on what it does best –designing and fabricating electrical Switchboards for Industry.

FEL SWITCHBOARDS has designed and supplied switchboards of various sizes around New Zealand and Australia, serving large End Users, OEM/ Engineering houses, Commercial sector



entities and Governmental agencies. Civil and Electrical Contractors have become a key part of the FEL SWITCHBOARDS business, colleagues of Industry looking for a dedicated project-based Switchboard partner, capable of understanding the nature of the work required and engineering solutions according to those needs.

Electrical Engineering is a big part of our business. It is inevitable that the size of the project or job will dictate the amount of engineering work involved, but the process of designing to the Electrical Standards is an unavoidable requirement. Form ratings, heat rise calculations and the interaction of switchgear, bus-bar and metalwork are all factors to consider - having your project or job properly engineered is key critical to its success and can make the difference between a profitable enterprise and a legal nightmare.

At FEL SWITCHBOARDS, our team has been formally trained and certified to design and fabricate Type Tested Switchboards, rated up to 7000A at 415vac (IEC 60439-1) and constructed up to Form-4b. We can offer UL rated Switchboards suitable for international export, as well as IP66 rated Power Distribution and Automation Control Panels, suitable for installation in difficult

environments. Our Automation Engineers can integrate your plant SCADA, Process/ Manufacturing control system or VSD platform into a dedicated Control Panel, custom designed for your business or factory, ready for installation on site.

As recognized and accredited Switchboard Builders, we use standardized Industrial metalwork and switchgear from Australasian-based supply partners. These same partners give us access to many valuable resources, not typically available to the rest of Industry, complimented by a well-established and reliable project supply chain.

Co-gen reticulation, back-to-back, draw-out and fully withdrawable systems are just a part of our service solution, utilizing Cubic, Prisma and Rittal metalwork platforms. By working with a portfolio of key brands, we are able to be flexible in our project solutions. We know the Switchboards we design and build will integrate seamlessly into an existing installation or work as that first step toward a site standard that can be built upon as your business grows.

Working with any form of electrical distribution in an Industry constantly trying to force improvements



in safety and efficiency, can be a mine field for those without the support of a specialist. The team at FEL SWITCHBOARDS have developed these specialists' skills over many decades of work in the Industry, as Electrical Tradesmen, Switchboard Mechanics, CAD designers and dedicated Installers. We design our boards to make installation, service and maintenance as easy as possible, with a view to minimise your downtime. We understand that when you have a tight deadline, the last thing you need is the electrical heart of your plant not working.

Says Brad Mason, Business Development Manager for FEL SWITCHBOARDS who wrote this profile for New Zealand based trade magazine DEMM's October13 edition, "We're not just board builders; we are your Switchboard Specialist partner. If you have a need, we have a solution to that need."

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