

Interview with MEAN WELL Distributor: Welcome JDC s.r.o. to Join Mean Well's Distributor Family

Respondent: Mr. Juraj Klein / CEO

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Mean Well welcomes a new European authorized distributors on board! Eastern Europe is considered one of the most potential regions in the world due to its historical and geographical background. This year Mean Well has proudly presented two authorized distributors in Eastern Europe, one of whom is JDC s.r.o. from Slovakia. Slovakia is situated in Central Europe, south of Poland, with 5.4 million of population. Being a relatively small country, who'd imagine that JDC managed to have grown 372% in 2010? What is the key to such outstanding performance?

JDC s.r.o. was established in 1998 and started to carry Mean Well at the end of 2006. Mean Well contributes 90% of their total sales. At the beginning JDC concentrated on industrial power supplies, particularly the din rail series. In recent years following Mean Well's product strategies, JDC has gradually shifted its focus to LED and security power. Nowadays the majority of JDC's key accounts are producers of LED lighting systems and security products. Although Mr. Juraj Klein was not acquainted with the LED lighting market, he led his team to acquire knowledge of LED lighting solutions, and to explore this new market with great effort.

Mr. Juraj Klein and his sales team take a so-called 'personalized approach,' i.e. they visit customers on a daily basis to closely learn about customer's demands, market's latest development, and to provide customers with the best solution. Mr. Klein himself has electronics engineer background, and he spends almost 80% of time visiting customers to develop business and to maintain customer relationship. Mr. Klein believes that a face-to-face discussion is the most efficient way when it comes to design-in projects and technical support. In addition, JDC participates in at least three tradeshows a year, and publishes technical and commercial articles to introduce Mean Well's products in magazines such as Technika and TechPark.

One of JDC's latest projects is regarding LED interior lighting with a LED lighting system producer in Slovakia. JDC first met with the customer during the electronic tradeshow Elosys in Slovakia, when the customer was searching for LED driver supplier to replace their current source from China. JDC immediately recognized the potential of this project, and actively assisted the customer to design their new interior lighting system with Mean Well's PLP-20-36. At first, the customer chose a non LED open frame power, but JDC convinced them to use PLP, which is more suitable for LED lighting applications, and is compliant to global lighting regulations. Considering also the better temperature



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15.4.2011

MEAN WELL Distributor e-newsletter

performance and with class II insulation for the ease of the design, customer in the end adapted this model in their system. In addition, JDC points out that Mean Well's short lead time is invincible in the market. The fact that Mean Well Europe provides a prompt delivery of samples has allowed them to be faster than their competitors when it comes to designing projects with customers. JDC is confident that together with Mean Well's PQCDSP, they will win the biggest market share and become the market's leader.

The sales amount of JDC is considerably small compare to western European countries. However, the step they have made proved us two things: First, a balance of promotional activities is the key to the success, i.e. work between tradeshow, magazine advertisement, and setting up solid distribution channels as well as focus on key account development. Secondly, Eastern Europe is a fast growing market, Mean Well will work with our partners to lay the bed of success for the coming years.