

# mitsubishi electric silver jubilee heralds new beginning

Rather than mark its silver jubilee by reflecting on its phenomenal success to date, Mitsubishi Electric Europe, Irish Branch, has unveiled a strategic development plan which is strongly focussed on the next 25 years.

Over the past 12 months the company has been preparing for the next stage of its development. "The key to success in the future will be based on the quality of service that companies can provide within its market", outlined Michael Sheehan, Divisional Manager. With this at the forefront of its strategy, Mitsubishi Electric Europe has invested heavily in the introduction of young, highly-qualified personnel which has re-energised all aspects of its operations.

The new sales team — which is headed by Paul Sexton as Sales Manager — includes three regional sales executives, assisted by an internal sales support team.

On the after sales support side Mitsubishi Electric has introduced two external Regional Support Engineers and an office-based engineer. This team is responsible for product support, customer engineers' training programmes, and all aspects of product after sales service.

The in-house team has also been expanded with key appointments in marketing and supply chain departments.

Mitsubishi Electric Europe continues to operate from its



Back Row: Dermot O'Brien with Daragh O'Neill, Paul Sexton, Paul Turley, Paul Keyes, Martin O'Brien, Morgan Treacy and Andy Keegan. Front Row: Padraig Blake with Orlaith Gillen, Margaret Deering and Jorge Arlandis

headquarters at Westgate Business Park in Ballymount, Dublin 12. As part of its restructuring it has also made strategic changes to its premises to assist in the improved service it will provide to customers. The improvements include the reorganisation of the trading floor to help better communication between staff and customers. There is also a new conference facility and additional meeting room to accommodate "face-to-face" meetings.

A new engineering training facility has also been constructed to improve the quality of the training given to engineers and sales people, and to help them have a better understanding of the technology available from Mitsubishi Electric.

With the continued research into new markets and rapid development of new products for the European market in both the domestic and commercial sectors, these

changes provide the company with the ideal facility to test, train and demonstrate product.

Plans are also underway to further improve the warehousing and logistics. Mitsubishi Electric stocks all the products for the Irish market at its facility in Ballymount and distributes the product from there on a daily basis. A new dispatch/trade counter will be opened shortly to further enhance customer support functions within the organisation.

Mitsubishi Electric Ireland's air conditioning business continues to expand and is based on its three key product sectors:—  
— Mr Slim Room and Package air conditioners;  
— City Multi Variable refrigerant flow systems;  
— Lossnay ventilation heat exchanger system.

All the products have experienced great success in Ireland due the innovative

design and the continuous development strategy adapted within all its manufacturing facilities worldwide to improve the COP and the overall performance of the products.

"Critical going forward is to be a key contributor to the reduction of CO2 emissions by providing a product portfolio within the HVAC industry that will give an economical solution, both in capital and running costs", stated Paul Sexton.

Air conditioning continues to be the primary division within Mitsubishi Electric in Ireland. Over the years air conditioning professionals all over the country have insisted on the leading-edge technology, and unrivalled choice, offered by Mitsubishi Electric Air conditioning systems who are the market-leading brand in its sector. The product range caters for office developments, medical centres, hotels and retail premises.

As the foregoing illustrates, in marking the occasion of its silver anniversary, Mitsubishi Electric Ireland is firmly set on strengthening, consolidating and growing its market-leading status over the next 25 years.

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