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ITW Partners with IMELCO to Advance ELEMATIC and SPIT Expansion

IMELCO welcomes ITW as an official preferred supplier from January 2024, focusing initially on the group's ELEMATIC and SPIT brands. The impetus for this partnership came via IMELCO member Elex Italia, which has built a strong and mutually beneficial partnership with ITW in Italy. The opportunity is now to amplify the ELEMATIC and SPIT presence across Europe and the rest of the world.

Andrea Santini, General Manager and Vice President at ITW Construction Products Italy, believes this new global partnership will elevate ELEMATIC and SPIT's growth strategy, "Together with IMELCO we will reinforce our visibility across European markets, expanding our presence into new areas and bolstering our sales. IMELCO will benefit from a global industrial partner specialized in innovative, differentiated, and high-quality cabling and fixing solutions."

Manuel González, Business Unit Director Building, adds, "We are confident we will celebrate the success of our business model, paired with the efficiency brought by IMELCO as a global organization."

Co Braber, IMELCO President, is equally excited about the possibilities, "We are delighted to welcome ITW as one of our partner suppliers. In addition to their high-quality product portfolio, ITW is renowned for its loyalty to the wholesale sector and its customer-centric approach."



Wayne Mikkelsen, Elena Bruns (both IMELCO HQ), Andrea Santini, Manuel Gonzalez (both ITW)



ABOUT ITW

ITW (Illinois Tool Works) is an American global, diversified, multi-industrial manufacturing leader, with \$16.1B total revenue (2023). As part of ITW, ELEMATIC develops, manufactures, and distributes unique and innovative cabling & fixing solutions, while SPIT offers a complete range of safe, reliable and time saving nailing & anchoring solutions. Both brands are widely recognised by electrical installers throughout Europe.

ITW.com
itw-ELEMATIC.com
SPITpaslode.fr

ABOUT IMELCO

Headquartered in Brussels, IMELCO is a member-owned group of electrical wholesaler organizations across Europe, Australia, New Zealand, and North America. Established more than 30 years ago, IMELCO brings business partners from 25 countries to one table, enabling the exchange of experiences and facilitating a common framework for the success of individual members and the group at large.

imelco.com



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