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## Bigger, Stronger, Better: IMELCO Expands Through North American Merger

Effective 1 January 2025, IMELCO proudly announces the expansion of its North American network with the inclusion of the newly formed AD Independent Electrical Supply Division (IESD) within the group.



Marisol Fernandez and Bob Smith—key players involved in the unification of North America's independent electrical distributors.

Emerging from the merger of IMARK Electrical and the electrical division of Affiliated Distributors (AD), this new entity unifies the interests of more than 700 independent electrical distributors, with annual sales exceeding \$43 billion across the US. Additionally, the merger also brings AD's Canadian and Mexican electrical members into the IMELCO family, further enhancing the group's global reach.

"This merger is a landmark moment for IMELCO and the independent electrical channel in North America," said Co Braber, IMELCO President. "Given the increased scale and reach of IESD, we expect new opportunities to emerge for our select group of partner suppliers – while bringing further knowledge and insights into the IMELCO group."

Marisol Fernandez, President AD Electrical and Industrial Business Unit, and Bob Smith, Senior Executive Advisor and former IMARK Electrical CEO, both played key roles in this transformational process, with the former's comments capturing their shared excitement about the future: "By uniting two highly complementary organizations, independent electrical distributors gain an even stronger voice in North America. We look forward to leveraging our combined strengths to deliver exceptional value to our members and partners, while continuing to uphold the independent spirit represented within IMELCO."



AD  
Independent Electrical  
Supply Division

### ABOUT AD & IESD

AD Independent Electrical Supply Division (IESD) is a newly formed entity from the merger of IMARK Electrical and the US electrical division of Affiliated Distributors (AD). As part of the AD network, IESD unites growth-driven independent electrical distributors, offering innovative solutions, exceptional service, and deep market expertise to drive business success.

**ADHQ.COM**

### ABOUT IMELCO

Headquartered in Charleroi (BE), 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 connects business partners from 25 countries, enabling the exchange of experiences and facilitating a common framework for the success of individual members and the group at large.

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