



Herbert Nobel,
general manager,
Riedel-Tronics Inc.

European power supply maker opens new facility in Canada



A European manufacturer of premier OEM power supply products recently opened its first North American facility in Mississauga ON. With a mandate to serve clients in both Canada and the US, Riedel-tronics Inc. is headed up by General Manager Herbert Nobel.

It is a subsidiary of Michael Riedel Transformatorenbau GmbH, Ilshofen/Eckartshausen, Germany (www.riedel-trafobau.de). The parent was formed in 1972 as a supplier of custom-made transformers, and has grown steadily through product line and geographical expansion. Its power supplies are characterized by high reliability, power output and power density, Nobel says.

"Our initial goal is to learn more about the marketplace and customers' needs in Canada," he says. "All of our power supplies come with UL and CSA recognition, allowing us to target manufacturers exporting industrial products to Europe or the US."

Riedel holds a variety of patents covering unique design solutions. It provides a broad mix of standard and tailor-made dc power packs, rectifiers, transformers and UPS modules.

"Today, our state-of the art products perform on the most challenging applications, including industrial automation and control systems, industrial machinery, public transportation, elevators, and weaving machinery," Nobel says.

"Riedel's client list includes large firms such as Bosch, Opel-GM, Bombardier, Heineken, Volkswagen, Schindler and Thyssen, and a wide range of smaller excellence-oriented companies."

The recent Canadian High Technology Show in Toronto marked Riedel's first official North American appearance.

"The highlight of our presentation was a UL-approved line of compact switching power supplies which come with a variety of exceptional features," Nobel says. "They exceed the most stringent EMI requirements, and provide rapid reaction and extremely long buffer times to cope with ac line fluctuations."

"These supplies are very small in size to fit into switchboard cabinets with limited space," he adds. "Simple installation is provided by snap-on attachments for DIN/Euro rails, resulting in faster and cost-cutting assembly."

While the company is a volume producer of standard supplies, its highly experienced engineering and development department in Germany can work with customers on custom applications, Nobel says.

In future, the company will consider assembly operations and perhaps full-scale power supply manufacturing in Canada as its North American business develops, Nobel says.