

Cenika looks abroad



Cenika AS is a Norwegian company founded in 2005. Cenika provides electrical equipment to the professional electrical industry. Since the company was founded they've had a spectacular growth, last year they had a turnover of 14 million Euros. To grow further Cenika looks globally to get new customers.

Cenika is located in Lier, 30 minutes from Oslo. Here we have our offices and main warehouse. In addition, we have a subsidiary in Sweden, and we are exporting our own developed products to several European countries.

Attending fairs

From the 23 to the 27 of April Cenika will attend the Hannover Messe, the world's biggest electrical fair, for the first time as an exhibitor.

"We are very excited to attending this fair. It's a huge chance for us! The products we are going to show is designed and developed by Cenika themselves, and carry the brand name Centech. All the products have been tested and approved by international companies as NEMKO and DNV," says Mr. Moe.

"I don't want to talk about all the new products we are going to launch. I need to keep some cards close to my chest. One thing I can tell you is that we will show our new drawing program, Centech Draw, which is developed to draw all type of cabinets from small ones to 6300 Ampere. This program took two years to develop. We have invested a significant amount of money in it, and it has turned out just as we planned. The program is based on Microsoft Visio. There is no product like it on the market, and the international interest for the program has been huge even before launching it," smiles Mr. Moe.

Next fair for Cenika is the Eliaden fair in Lillestrøm the first week of June. "We have a 150 square meters stand, where we have room

to show and demonstrate a lot of our products. It's always exciting to show new products, and to see the reaction from customers and competitor. Our experience from this fair is very positive and we meet both new and existing customers," says an enthusiastic Mr. Moe.

Focusing on new markets

Cenika is expanding its product range by including new products from new suppliers, and the latest addition is transformers. The transformers are from two different companies in Italy, and both of them have over 25 years experience in producing these kinds of products. Quality and documentation is very important for Cenika when they look for new suppliers.

"Transformers are for a market that we haven't really touched before, but we feel that it is important to be able to keep expanding. We have grown extremely fast, and taken significant market shares in Norway, when we look at the low voltage industry. Our market share here was last year on about 12 %, which is extremely good if we think about how young the company is," says Mr. Moe. "However, of course we are going to continue to grow in the low voltage industry, but we believe most of the growth will be on new products. Cenika offers complete packages for the customers on the Norwegian market through putting together our own products with our international suppliers. By doing this we offer the best solutions at the best prices."

Though challenger

Cenika offers cost-effective high quality solutions within automation, electrical installation and industry. Through expertise, quality and deliverability they want to become the number one supplier in Scandinavia.

"We want to be a marketing partner who acts flexible and responsive to our customers and provide the best relationships and opportunities for good earnings. This, it seems that we have succeeded," smiles Mr. Moe.



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