



# CITEL

YOUR EXPERT IN  
SURGE PROTECTION



[www.citel.fr](http://www.citel.fr)

# UNIQUE

Since 1937, CITELE has been protecting installations around the world from transient overvoltages that result from switching events and lightning strikes.

With a thorough understanding of local standards and regulations, along with continuous investment in R&D, CITELE designs, manufactures and sells millions of SPD's each year.

CITELE develops many critical protection components internally.

Our teams all over the world are proud to help bring the market a comprehensive product range of surge protectors with our unique client-focused service & quality.

Unique, like each of our clients.

Unique, as our strategic vision that places financial independence, international technical collaboration and strong individual commitment, at the forefront.



# COMPREHENSIVE

## The CITELE range: wide and complete

Whether standard or custom solutions, we cover all our clients needs. This ambition guides our daily activities. Adapting to local markets specific needs, risk levels and applications, we offer protection for low voltage installations, communication networks, photovoltaic systems as well as LED lighting.

The millions of SPD's made and sold each year are proof positive of the high-quality standards, consistency and reliability of our products for our clients and partners around the world.



« We design our products to answer all kinds of requests, standard or specific. We will always find the right protection solution for you. »

**Dave McClellan, Engineer**

# 100 % DEDICATED

## The CITEL teams : engaged and committed.

From the technical expertise to the operational deployment, we are passionate about all aspects and topics related to SPDs.

Our teams are composed of engineers and SPD specialists who can bring forward the best insights and solutions.

Our technical and sales teams around the world are organized to share experience and knowledge.



« We are in love with SPDs, completely and solely focused, connected to them, which makes us genuine specialists. »

**Jacques Niclause, Global Sales Director**

# LEADING

## CITEL's expertise : continuously improved

Citel is the leading manufacturer that exclusively produces both SPDs and SPD components.

It constantly pioneers new technologies thanks to a bold innovation strategy, high-level R&D and in-house regional test labs around the world.

Citel is recognized as an industry leader that is instrumental in the development of international codes and standards.



« Responding only to today's market needs is just not enough! We've always been able to see beyond that, think ahead and craft the protection solutions of tomorrow. Engineer them, manufacture them. »

**Mark Wang, China R&D manager.**

# CLIENT CENTRIC

## CITEL : best-in-class service quality

Our engineers and sales teams place the user at the heart of their practise. Providing advice and training to their clients, they strive to bring the most appropriate product solution.

Our local teams master both the language and the market specifics.

Our logistic: flexible, trustworthy and committed, reassures our customers.

> Our Inventory level is worth 25% of our sales.



« We are not just selling SPDs ! Our strength lies in our ability to guide and partner with our clients : we have a thorough knowledge of our subject, no matter the country; we test, we train, we are fast and targeted to adapt to specific needs and constraints. »

**Mirko Harbott, Germany manager.**

# WORLDWIDE

## A European family-owned company with worldwide presence

The company is managed by a family triumvirate. The human scale of the company allows for an HR policy that values autonomy, responsibility and engagement.

The family shareholding structure ensures the group's financial and strategic stability in running its operations.

> CITEL has 7 international sales and R&D sites, as well as an international network of distributors.



« Our collaborators worldwide are very appreciative of the human scale and operating practices of our company. It creates conditions conducive to corporate engagement. »

**Henri Guichard, General manager.**

# OUR SCOPE



# THE INTERNATIONAL COLLABORATION OF OUR TEAMS IS OUR STRENGTH



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