

RELATIONSHIP GOALS

The UK electrical accessories market continues to evolve, from continuous advances in LED technology to the rapid rise in home automation, it is proving increasingly difficult to keep up to date with new and emerging technologies as well as regulations. There is an ever-growing range of wiring accessories available in the market, and crucially more so than ever, end-users, electrical contractors and wholesalers require a brand they can rely upon.

When it comes to specifying electrical accessories, it can be a minefield. Contractors seek products that meet the application requirements and are quick, reliable and cost effective to install. Continual cost pressures, tight deadlines and a competitive market place aside, the importance of specifying high quality wiring accessories that are compatible with the latest technologies they are connected to (e.g. LED, Smart devices) should not be underestimated or compromised.

Performance is paramount

Product safety is paramount and whilst a cost saving can easily be achieved at the outset of the purchase, a reduction in cost will often result in a reduction in quality, specification, product warranty and support. Contractors and electrical wholesalers should have confidence that the products they are installing deliver a long term performance in line with expectations and product quality standards, because neither end-users nor installers should have to compromise.

Standards are rightly increasing and this should be embraced by responsible manufacturers to lead the way in demanding high-quality, performance and compliance from all their products. The long term cost of substituting products that offer these key attributes for low cost, fit for purpose products can more often than not turn out to be significantly more for the contractor and wholesaler, damaging trading relationships which have taken years to grow and build.

“Partnering with a reputable, high quality brand gives contractors & wholesalers the security of knowing products are fully compliant and rigorously tested.”

Universal Dimmers are the ideal choice for dimming LED's, incandescent or low voltage halogen lamps. These can be easily programmed to work with leading lamp brands and with a soft start function.



Universal Dimmers

Partnering with a reputable, high quality brand gives contractors and wholesalers the security of knowing products are fully compliant and rigorously tested; likewise having access to technical support that offers a wealth of expertise and knowledge provides additional comfort and reassurance that should not be discounted.

Strong reputation

Since being established in 1958, Deta Electrical has built a reputation for supplying a comprehensive range of high quality wiring and electrical accessories for residential and commercial applications. Through continuous investment in innovation and design, Deta has become the supplier of choice amongst the leading new build developers and has established itself as a leading supplier to the UK electrical wholesale market.

Deta's position as a market leading manufacturer and distributor has been built upon its core values of quality, service level and support, with a comprehensive range of solutions for all installation requirements. Quality is at the heart of everything they do and remains a core focus; from development, testing and manufacture to warehousing, logistics and customer service.

Deta is passionate about supplying high-quality and reliable products that are compatible with the latest technologies (e.g. Dimmable LED's, USB Charging), and are fully independently tested and verified. Each product is precisely manufactured and tested during and after a stringent production process to meet the relevant and latest British Standards, with most carrying a 25-year guarantee.

Deta prides itself on putting the electrical installer at the heart of its business. Functionality - with simplicity in mind - and an aesthetic appeal are what Deta's products all have in common. Deta's extensive product range provides a simple to install, cost effective solution whilst maintaining the quality standards expected of an ISO 9001 and ISO 14001 accredited company.

In partnership with Deta, wholesalers and installers have a brand, product, service and support network they can confidently rely on to effectively service and develop their mutual business.

For further details visit www.detaelectrical.co.uk

Incorporating 2 high powered USB ports, Deta's USB Charging Sockets provide up to 3.4A of simultaneous power output, suitable for charging the most demanding devices superfast...



USB Sockets