

Rexel Austria: Success through customer proximity, innovation and sustainability

REXEL

"Climate protection and CO₂ reduction targets can only be achieved if we continue to increase energy efficiency along the entire value chain – from manufacturing to storage and use – and thereby reduce overall consumption."

J. Robert Pfarrwallner, CEO



The Rexel Group is a global electrical wholesaler that offers a comprehensive range of products for household, commercial and industrial customers. Rexel Austria designs solutions and services for new build, retrofit and maintenance in the fields of automation, electrical, lighting, network and security technologies, energy efficiency and energy management. Sustainable development and environmental responsibility are strongly embedded in the company's corporate strategy.

What was achieved?

Logistics centre in Weißkirchen

- Optimisation of lighting:
 - Electricity savings: 15 %
 - CO₂ reduction: 60 tonnes/year
- Reusable transport boxes:
370 tonnes of cardboard/year avoided
- 100 % renewable electricity since 2017
- Heat supplied by the local biomass district heating plant

Solar energy at Rexel Austria

- PV: 215 kWp over 5 locations
- Electricity storage: 9.6 kWh

Mobility and logistics

- Replacement of company cars
 - CO₂ requirements for new cars
 - Reduction in actual consumption:
from 143 to 119 g CO₂/100 km
- Optimisation of truck routes
- Digitisation of the last mile:
 - Paper savings: 460,000 sheets
 - 2,430 kg CO₂/year
 - Time savings of 5,200 h/year
(no scanning or copying)
- E-mobility:
 - 16 charging stations at 15 locations
 - E-bike campaign for employees

Combating energy poverty:

- Cooperation with Caritas on device replacement (2014 to 2017)
- Advice for low-income households by Rexel employees
- Energy workshops for low-income households



Commitment to a better energy future

Rexel's approach to sustainable development, with a focus on energy, is based on 5 pillars:

- Innovative energy services and efficient products
- Improvement of the company's energy and environmental footprint
- Training and awareness-raising for employees
- Increasing sustainability in the value chain
- Projects on preventing and combatting energy poverty

Two sales networks focussing on energy efficiency

The history of Rexel Austria began in the 90s with the acquisition of the electrical wholesaler SCHÄCKE and the takeover of REGRO, a specialist in industrial automation, process optimisation and BUS-controlled system solutions. SCHÄCKE targets electrical retailers and commercial customers and offers a full range of electronic devices – from white and brown goods to PV systems. Both sales networks focus on market segments in the energy sector (e.g. LEDs, heat pumps and ventilation systems with heat recovery) and innovative energy services for monitoring, financing, training and audits.

An app makes energy efficiency easy

Rexel offers the Rexel Power App as part of its range of services. It is a free tool for commercial and industrial customers that combines a sensor hardware, cloud data and big data analysis tools as well as a software for data visualisation. With one click, it displays energy consumption data in a clear and comprehensible manner and offers suggestions for energy savings. The app is not only an energy monitoring instrument, but also offers functions for calculating the ROI of smart building solutions and process optimisation. In 2019, Rexel Austria brought Comtech IT-Solutions, a software specialist, on board to further expand its digital services.

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"At REXEL, we take a holistic approach and involve all stakeholders in energy efficiency measures. We get our employees engaged and offer training for our customers."

REXEL

Petra Spatt, CSR & Sustainability



Central warehouse in Weißkirchen: Green logistics through energy monitoring & sustainability

The Rexel Power App was installed and tested in the company's central warehouse – Austria's largest central warehouse for electronics. The monitoring software identified the lighting to be the building's largest electricity consumer. This triggered the decision to switch the unregulated T8 lamps for LED lighting with daylight control and movement sensors. The outdoor lighting was also replaced with LEDs. These measures reduced the total electricity consumption by around 15 %. The building's energy supply is particularly sustainable with 100 % renewable electricity and heat. The heat is supplied by the local biomass district heating plant, which is fuelled partly on wood residues from Rexel itself. Rexel is also proud of its stackable reusable delivery containers. 900,000 high-quality boxes prevent damage and soiling of the goods during transportation, help avoid 370 tons of cardboard per year, reduce disposal costs and simplify processes.

Training as a recipe for success

Rexel uses its position as an intermediary between manufacturers and professionals in trade and industry to provide information on innovative energy solutions. Its training programme "Planning and implementing energy-efficient solutions", developed in cooperation with TÜV Süd, trains electrical engineers to become energy efficiency specialist partners. The programme also offers seminars on e-mobility that increase knowledge on planning and installing e-charging infrastructure, load management and possibilities for combining it with PV and electricity storage. In 2019, REGRO and SCHÄCKE trained a total of 1,300 people on topics relating to energy efficiency, renewable and smart energy technologies, digitisation and security technology.

Involving our employees: Awareness raising and support

Rexel supports its employees' climate-friendly investments. Members of staff receive discounts and interest-free loans when purchasing a PV or electricity storage system. By offering particularly economic e-bikes, the company creates an incentive for them to adopt a CO₂-saving way of commuting to work. Training for truck drivers and fuel-saving competitions help increase awareness on the influence drivers have on fuel consumption. In the context of the REXEL ECO DAYS, employees were invited to report on their own energy-saving activities via the intranet and suggest climate protection measures.

There's more!

Further focal points in the areas of environment protection and energy savings include the step-by-step renovation of the company's 16 sites and placing special consideration on the access to public transport when deciding on new locations. In 2020, Rexel will tackle the expansion of its monitoring system at its location in Weißkirchen with, among others, the addition of water consumption tracking. In its on-going efforts to combat energy poverty, the company will continue to collaborate with the social organisation Caritas on energy saving training for low-income households. Employee motivation also remains an important focus. In the future, new staff members will receive targeted information on energy efficiency at work and at home on their Welcome Day. In addition, energy-saving workshops will be offered for employees that do not have access to IT, since it is more difficult to reach them with standard information campaigns.

Impressum: ÖÖ Energiesparverband, Landstraße 45, 4020 Linz, www.esv.or.at
ZVR: 171568947



The company – key facts & figures

REXEL Austria GmbH

Founding year: 1996

Products and services

- Wholesale of electrical installation material and appliances
- Services

Locations in Austria:

16 locations, central warehouse in Weißkirchen an der Traun

Employees: around 700

Consolidated group turnover:

3.7 billion Euro (2018)

Legal structure:

Part of the listed Rexel S.A. based in Paris

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