

PHD NEWS

The Live WIRE




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The live wire has been running for a few weeks now, this is our 6th volume in fact, a far cry from major publications but, we all have to start some where.

This week I would like to begin this volume by, giving you a little more information about ourselves, PHD has been around for quite a few years now, with customers as far away as Portugal. PHD has a real wealth of experience and knowledge behind it, ranging from Masters degrees in electrical engineering in Michael Pires (Director), to a real base of experience and tested knowledge in Mario Pires, (Director), Warren Botten (Sales manager) and Malcolm Driscoll (Technical Manager), we also have experienced sales staff in Lettie and Anthony who have been in the sales industry for some years now.

PHD strives to offer its clients the best service and back-up possible. This is the motto, we live by. In light of this we value feed back whenever possible to ensure that our staff make your relationship with PHD as insightful and helpful as possible.

PHD Powerhouse Distributions CC Company Profile

Powerhouse Distributions (PHD) specializes in Lightning/Surge Protection and alternative power systems. The company offers state of the art technologies and services and is generally considered as a leader in its field. PHD is uniquely positioned in a country where 80% of electronic malfunctions arise from power surges.

PHD is able to supply complete systems, from design of DB board layouts to the implementation of complete installations. It provides comprehensive service back-up on all its products and services, ensuring total comprehensive solutions to power conditioning problems. PHD has the flexibility to supply complete solutions to both small and large businesses, private residences, offices, mines and manufacturing facilities ensuring that its customers have access to clean and stable power.

PHD’s highly trained staff can offer training assistance to their agents for the servicing and sizing of the full range of power conditioning products sold by the company. PHD supplies a wide range of technologically superior Power Protection devices which serve to support and protect users’ sensitive equipment and data in critical applications across a wide range of industries.

Company History and Structure

PHD was founded in 1999 by Mario Pires who has more than 25 years experience in the Power Conditioning field and who in 1981 had been one of the founding members of MLA Power Systems (Pty) Ltd which became one of the leading manufacturers of Uninterruptible Power Supplies (UPS) in South Africa. His son Michael is the Technical Director and has a Masters Degree in Electrical Engineering from the University of the Witwatersrand in Johannesburg, South Africa. Between them Mario and Michael ensure that all equipment is of the highest quality thereby ensuring total customer satisfaction. PHD has expanded in Southern Africa and due to growing demand in the emerging Mozambique economy a branch was recently established in that country. PHD has also expanded into Europe with a presence having been established in Portugal. PHD is today one of the country’s leading suppliers of lightning and surge protection devices which are manufactured to the highest standards in their facility in Johannesburg. PHD complies with ISO 9002 and all products are CE (Community of Europe) certified.

Cable sizing

We decided to add a little something for all our electrical contractors, we have included a cable sizing chart, we have also posted in onto our web page www.powerhoused.co.za

Cable Size	Armored Cable Free Air Wired	Unarmored Cable Free Air Wired	Cable Size	Armored Cable Free Air Wired	Unarmored Cable Free Air Wired
2.5mm ²	27 Amps	24 Amps	50mm ²	150 Amps	140 Amps
4.0mm ²	35 Amps	32 Amps	70mm ²	180 Amps	175 Amps
6.0mm ²	43 Amps	41 Amps	95mm ²	225 Amps	215 Amps
10mm ²	60 Amps	55 Amps	120mm ²	260 Amps	250 Amps
16mm ²	70 Amps	72 Amps	150mm ²	290 Amps	280 Amps
25mm ²	100 Amps	94 Amps	185mm ²	340 Amps	330 Amps
35mm ²	125 Amps	115 Amps	240mm ²	400 Amps	385 Amps

Featured Product



T3 Online UPS system

- Parallel facility standard
- Management software
- User friendly LCD
- Long runtime optional
- DSP Technology
- Failsafe internal bypass

Following the success of the *Live Wire*, a decision has been taken to expand our topic ranges, the level of information and advertising with-in, but like everything, something has to give. In this case it is time, so this will be our last weekly newsletter. Following this volume we will be sending out the news letter on a monthly basis. Remember however that all previous Live Wire volumes are available for download on our web page www.powerhoused.co.za.



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