



ENTRY FOR EW 'BEST NEW PRODUCT OF THE YEAR 2019'

NEW ROTARY ISOLATOR FROM GEWISS – 70RT HP

TESTIMONIALS

'I have found the new rotary isolator range to be an excellent product. It ticks all the boxes for ease of installation, functionality and protection. All of this is provided at a very competitive price.'

Mick Riley, Branch Manager, Holland House Electrical Supplies , Accrington, Lancashire

One of our customers seemed very happy with the 'upgraded' product, especially as the cost was not significantly higher.

Sam Schofield, Assistant Manager, Yesss Morecambe

INTRODUCTION

In 2018 GEWISS, a leading manufacturer of electrical and lighting solutions redesigned and relaunched its successful range of Rotary Isolators – the 70RT HP (HP = High Performance) range.

Rotary Isolators are an essential element of electrical switchgear and controls for industry, buildings, machinery and equipment. They are used in industrial kitchens, air conditioning system, lifts, technical rooms and pre-fabricated modular buildings.

OVERVIEW OF 70RT HP

70 RT HP is a new range of surface mounted rotary isolators available with plastic or metal boxes, in versions from 16A to 160A, for control or emergency applications. The range includes distribution board options for front-panel or DIN rail assembly, in 16 to 63A options, all of which can be equipped with auxiliary contacts.

- The only system with a IP66/IP67/IP69 degree of protection
- The fastest front opening/closure system available
- Simple and convenient to assemble
- High resistance to shocks and mechanical stresses
- Resistant to UV rays and chemical agents
- Modern and ergonomic design and coordinated aesthetics from 16 to 160A

These devices have been designed to reduce wiring time, simplifying installation, and offer maximum safety and durability, even in the most demanding conditions. The innovative protection level - up to IP69 against the ingress of dust and water jets, means the 70 RT HP isolators range meet the most demanding requirements, even heavy-duty ones.



WHY THE INNOVATION IS NEEDED AND HOW IT CAME ABOUT

While our 'old' range was highly successful, Rotary Isolators are a highly competitive product and we wanted to excel in an overcrowded market. Our new isolators were developed in order to offer an all-new product with the functionality and performance to compete with market standards.

WHAT IS INNOVATIVE ABOUT THE PRODUCT?

The main features introduced with the new range are:

- A more complete range in plastic and metal
- Aesthetic restyling
- Increased performance
- Easier assembly / disassembly operations
- A wider range of accessories

NEW ISOLATOR SWITCHES – THE RANGE

OLD RANGE

NEW RANGE

16 – 25 – 32 – 40A

63 – 80A

100 – 125 – 160A

WHAT'S NEW:

- PLASTIC ENCLOSURE VERSIONS UP TO 160A
- 25A VERSIONS
- 3P+N VERSIONS
- AUXILIARY CONTACTS



HIGHEST IP PROTECTION ON THE MARKET – CAN BE WASHED DOWN WITH A HOT PRESSURE WASHER

One of its unique selling points is its high degree of protection against liquids.

NEW ISOLATOR SWITCHES – MAIN BENEFITS

DEGREE OF PROTECTION:

IP66 / IP67 / IP69

PROTECTION AGAINST SOLIDS

IP6x → protection against dust

PROTECTION AGAINST LIQUIDS

IPx6 → Protection against strong jets / storm surges

IPx7 → Protection against temporary immersion

IPx9 → Protection against high pressure hot water jets



WHAT SETS THIS RANGE APART FROM COMPETING PRODUCTS?

When our R&D department at GEWISS SpA in Italy assessed our new product against our older range and market competitors, against a number of criteria (shown below), our new Rotary Isolator received the highest score of all.

FEATURES	
SWITCH TYPE	ROTARY DISCONNECTOR
COMPLETENESS OF RANGE	INSULATING OR METAL BOXES (BOTH UP TO 160A)
EASY ASSEMBLY	HIGH: N. 4 INSULATING SCREWS ¼ TURN
IP – IK – UV RATINGS	IP66 – IP67 – IP69 IK09 HIGH UV resistance
SPACE FOR WIRING	HIGH: ENOUGH SPACE FOR WIRING
ENTRY HOLES	2 x M20/M25 + 2 x M20/M25
ACCESSORIES	AUX CONTACTS
AESTHETIC/ VISIBILITY	MODERN IN STYLE YELLOW FRONTAGE
EXTERNAL SURFACE-MOUNTING	YES
PACKAGING	SINGLE CARTON



PERFORMANCE

70 RT HP is one of the most high performance solutions on the market, thanks to the use of high-performance materials, exceptional protection up to IP66/IP67/IP69 and time saving wiring and assembly.

RELIABILITY

The rotary switch disconnecter is at the heart of the new product. In fact, this device offers a high degree of reliability when sectioning an electrical line/network, and is designed to ensure optimal electrical performance, so even highly inductive motors can be moved under load (AC23A utilisation category).

SAFETY

70 RT HP features an improved, ergonomically designed, robust switch, which is ideal for heavy-duty applications. The innovative padlocking system, concealed within the switches, can only be operated using a tool, with space for up to 3 padlocks which can be locked in both ON and OFF positions (in the emergency version the switch can only be locked in the OFF position).

VERSATILITY

As well as surface-mounted versions, 70 RT HP is also available in a version for distribution boards: either front panel installation or DIN rail assembly (EN50022). This means that the range is extremely flexible, as it can be installed in any of GEWISS' enclosures and distribution boards.

HOW DOES THE INNOVATION BENEFIT THE USER?

Contractors benefit from a branded, high-quality product made by a well-known, well-established manufacturer of electrical accessories.

A lot of thought has gone into making this product extremely user friendly for the contractor, it is easy to install, using reliable, high-grade materials, with plenty of accessories for flexibility of installation.

It has the highest IP rating, so can be used in very industrial environments.

It has a high impact IK rating, and therefore has longevity and offers safety and reliability.

Product reference markings are laser applied, so the product can be easily identified over its lifetime.

EXAMPLE OF ELECTRICAL WHOLESALERS PROMOTING THIS PRODUCT

LED Controls, Electrical Wholesaler:

<https://www.ledcontrols.co.uk/blog/new-gewiss-70-rt-hp-range-of-rotary-isolator-switches/>

<https://www.linkedin.com/pulse/new-gewiss-enclosed-isolators-now-stock-led-controls-richard-allen/>



MARKETING CAMPAIGN

PROMOTION/SOCIAL MEDIA/PRESS

To promote this range, GEWISS used trade press advertising and editorial, an ongoing social media campaign as well as communicating directly with wholesalers and contractors, via mailshots and face-to-face meetings with GEWISS sales representatives and trade shows.

POINT OF SALE BOARDS

We also produced over 70 Point of Sale boards for wholesalers' trade counters, at a size that suits the busy trade counters and is designed to be connected into their slatwall, it is very lightweight so doesn't damage the slatwall and is easy to move around.



~NEW AND EXCLUSIVE TO GEWISS WHOLESALERS~

GEWISS BRANDED POINT OF SALE FOR SLATWALL

NEW IP69 ROTARY ISOLATOR

40CM WIDE X 80CM HIGH





Please see additional marketing materials enclosed

70RT HP – A4 flyer

70RT HP – brochure

70RT UK - Press Release

70RT HP – Datasheet Example

Social Media

 Gewiss UK Ltd
243 followers
2h

Our new and improved range of IP69 rotary **#isolators** is now available with plastic or metal boxes. The 70 RT HP (High Performance) **#isolator** reduces the installation time, providing the ultimate solution in terms of safety and strength, in control and emergency versions. Please visit our website at <https://bit.ly/2tPaxTP> or drop us an email at customerservice@gewiss.co.uk for more info.



Rotary Isolator
Safety for any application



GEWISS



About Gewiss

GEWISS is a leading manufacturer of over 20,000 innovative electrical and lighting solutions, including: **wiring accessories**, such as circuit protection and isolation, industrial plugs, sockets and connection systems, enclosures, and cable management; **lighting**, for industrial, floodlighting, street and decorative applications, and **home automation systems**.

Each product made by GEWISS combines exceptional quality, innovation and engineering, designed to make life easier for the installer, and optimised for its application and environment.

With its headquarters and main manufacturing plant in Italy, GEWISS operates worldwide, in over 80 markets across 5 continents. GEWISS is a truly international brand with a trusted heritage.

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