

ENERGY SOLUTIONS

**GRID CONNECTIVITY
+ RELIABILITY**

Heat Shrink Campaign

June 2023

EVERY CONNECTION COUNTS



Goals & Scope



MWTM



WCSM



FCSM (AMAS)



MXSU, SXSU
(derived from ECIC)
(EMEA & APAC)



BBIT



BPTM



LVIT (AMAS)



EPKT, ISXU, OSXU
(EMEA)

- Increase **global awareness of heat shrink technology** to influence higher demand for medium and low voltage heat shrink products
- Launch a **global campaign** promoting TE's heat shrink technology
- Amplify reach and impact thanks to our **top distributor partners**

Sales & Marketing Campaign Overview

AWARENESS

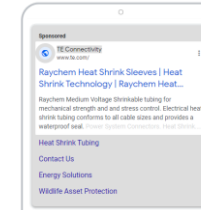
Banners



Linkedin posts



SEA (H/S)



CONSIDERATION

TE.com



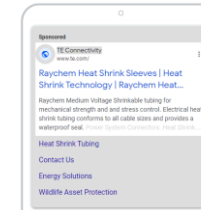
Video



Eblasts



SEA (MDPs)



Internal Sales Actions

CONVERSION

Case Studies



PPT



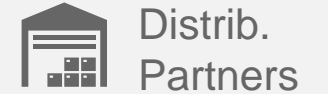
New Webinar



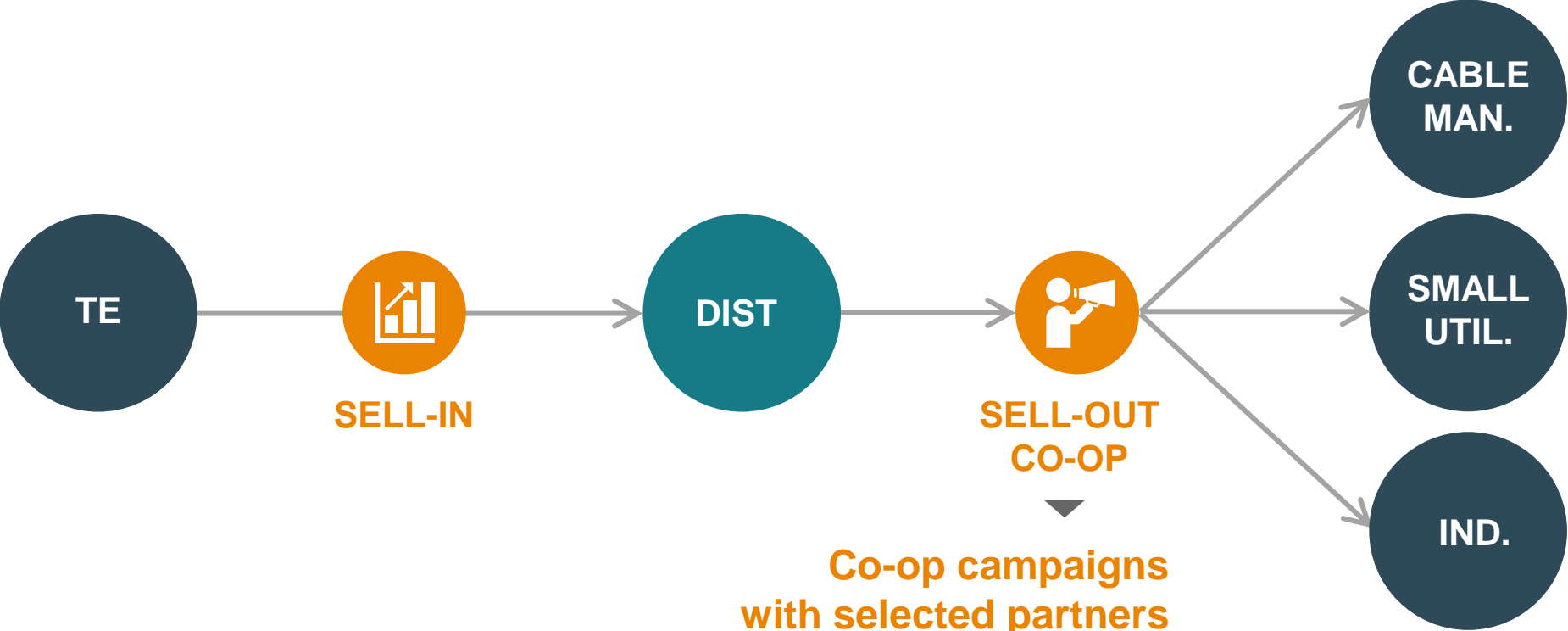
White Paper



Distributor sell-in and sell-out push



Distribution | Sell-in and Sell-out Push



Co-op campaigns with selected partners
Leverage TE assets for digital campaigns and promos (LinkedIn, e-Blast, SEA, on-site etc.)

Content Update



CATALOGUES

TE CONNECTIVITY | PLYMOUTH RUBBER | POLYWATER



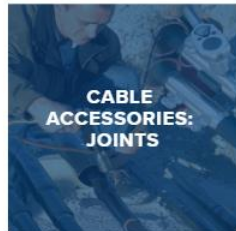
TE CONNECTIVITY

TE Connectivity is a \$12 billion global industrial technology leader creating a safer, sustainable, productive and connected future. Their broad range of connectivity and sensor solutions, proven in the harshest environments, enable advancements in transportation, industrial applications, medical technology, energy, data communications and the home. With approximately 80,000 employees, including more than 7,500 engineers, working alongside customers in approximately 140 countries, TE ensures that EVERY CONNECTION COUNTS.

PRODUCTS:

- Mining
- Nuclear power plants
- OEMs
- Overhead distribution
- Petrochemical plants
- Railways
- Street lighting
- Substations
- Transmission lines
- Underground distribution
- Windfarms
- Solar
- Hydro-electric

- Update text and catalogs/ brochures
- Add TE video/landscape



CABLE ACCESSORIES: JOINTS

Raychem MXSU Jointing System up to 36 kV Complete With Mechanical Connectors



CABLE ACCESSORIES: TERMINATIONS

Raychem terminations for polymeric and MIND paper insulated cables from 7.2 kV up to 36 kV



CABLE ACCESSORIES: UNSCREENED CONNECTORS

Raychem insulated T-adapter up to 12kV for SF6-insulated switchgear with bushings according to EN 50181 type C



CABLE ACCESSORIES: MECHANICAL CONNECTORS

Mechanical Connectors, Lugs and Repair Sleeves for Medium Voltage Cable Accessories up to 42 kV



WILDLIFE & ASSET PROTECTION

Tubes, tapes, sheets, pre-formed covers and barriers providing solutions to bird, animal and weather related outages.



SOLAR ENERGY

Grid connectivity and reliability from panel to inverter, substation and energy storage.



WIND ENERGY

Innovative wind energy solutions from blade to grid, including Nacelle, Tower, Base, Internal MV Underground Network, Control Station, Public Grid Access and OEM Panel Maker

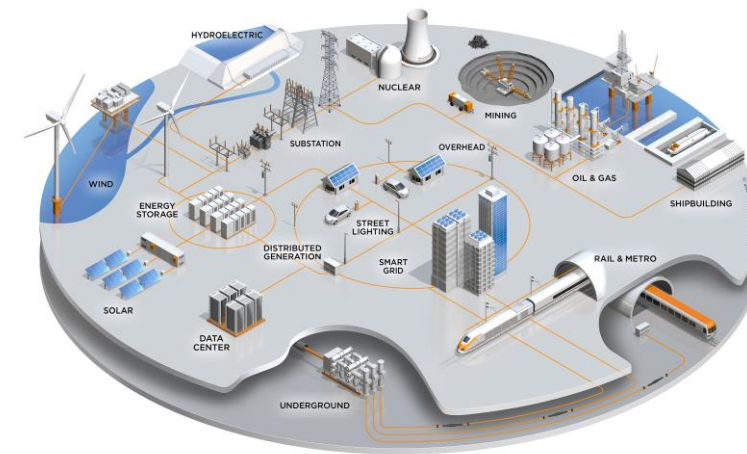


RENEWABLES

Raychem Screened, Separable Connection System RSTI-SB 800 A up to 24 kV

ONE CONNECTIVITY PARTNER

to Keep the Power On



TE.com/energy

Content Update



ENERGY // TE'S RAYCHEM MXSU JOINTING SYSTEM



ENERGY // TE'S RAYCHEM TERMINATIONS

Promotion Ideas

- Heat Shrink promo banner on your homepage
- Landing page about TE Raychem heat shrink technology and solutions
- Echo our global campaigning assets via LinkedIn, redirecting to your landing page
- Lead gen campaign on H/S products on your LinkedIn
- Article about heat shrink technology on News section. Any wins?
- E-blast to your customers
- Pitch to local media
- Google Ads for local market
- Local events showcasing cable accessories/speaking opportunities
- Other initiatives?

**EVERY
CONNECTION
COUNTS**

