

**SolarInnovate Energy Solutions**

# **Himel circuit breaker factory in New-Zealand**



## Overview

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Is Himel a B2C brand?

With new marketplace positioning, Himel becomes a go-to brand for reliable and safe electrical products. Venturing into B2C digital retail, Himel starts offering products through Lazada, Shopee, Blibli, JD.ID and Tokopedia in Asia. Operations start in Ivory Coast and Benin—Himel becomes available in 50+ countries.

Who is Himel?

Himel commences design and manufacture in a state-of-the-art facility in China to meet the demand for high-quality electrical products. Launch of low-voltage power products in 2009 lays the groundwork of the comprehensive portfolio for electrical infrastructure in residential, commercial and industrial sectors.

What is Himel electrical insulation tape?

Increasing its stake in accessories, Electrical Insulation Tape is launched. With new marketplace positioning, Himel becomes a go-to brand for reliable and safe electrical products. Venturing into B2C digital retail, Himel starts offering products through Lazada, Shopee, Blibli, JD.ID and Tokopedia in Asia.

Is Himel a good brand?

Following bold growth in the residential segment, Himel expands the home electrical portfolio with the launch of the Prime V2 Series. Increasing its stake in accessories, Electrical Insulation Tape is launched. With new marketplace positioning, Himel becomes a go-to brand for reliable and safe electrical products.

Why did Himel rebrand in 2019?

Himel refreshes its brand with the debut of 3 series, a range of affordable electrical products, along with initiatives that set a strategy for expansion in

developing economies. In 2019, the brand widened its product portfolio into home electrical and industrial automation as per compliance with international standards.

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