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Your responsible administrator:

DANIELLA
VILLAMOSSÁG

Az elektromos világ szolgálatában!

daniella.hu



DANIELLA VILLAMOSSÁG

Az elektromos világ szolgálatában!

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FOREWORD

In about 30 years, from a 4-person small enterprise, Daniella Electricity has become a market leader, family-owned large company in the Hungarian electricity retail and wholesale market.

Today, as a large company with nearly 400 employees, we operate, thanks to our 38 sites, we are coverage, is constantly evolving and requires all needs. With our satisfactory retail and wholesale webshops available to our customers.

The satisfaction and trust of our partners is of paramount importance to us, so we strive to contribute to their success in the long run, with the maximum supportive professional background and our offer made up of a wide range of electrical products.

We try to support the success of our customers not only with our domestic, but also with our international experience and accumulated knowledge base. We are a member of FEGIME, which is a purchasing company comprising family

businesses distributing electrical products, and also the founder of the Hungarian equivalent of the same organisation: FEGIME Hungary Ltd., which, with the participation of Hungarian family businesses, is connected to the chain of international member companies and the circulation of the European professional elite.

Moving along the path of conscious development, in addition to our successes, we have preserved the benefits and values of the family nature of the business, and a good workplace community is of paramount importance to us. We are proud to be able to contribute to the success of such a family business with a long history as a leader, and we look forward to welcoming you as one of our partners!

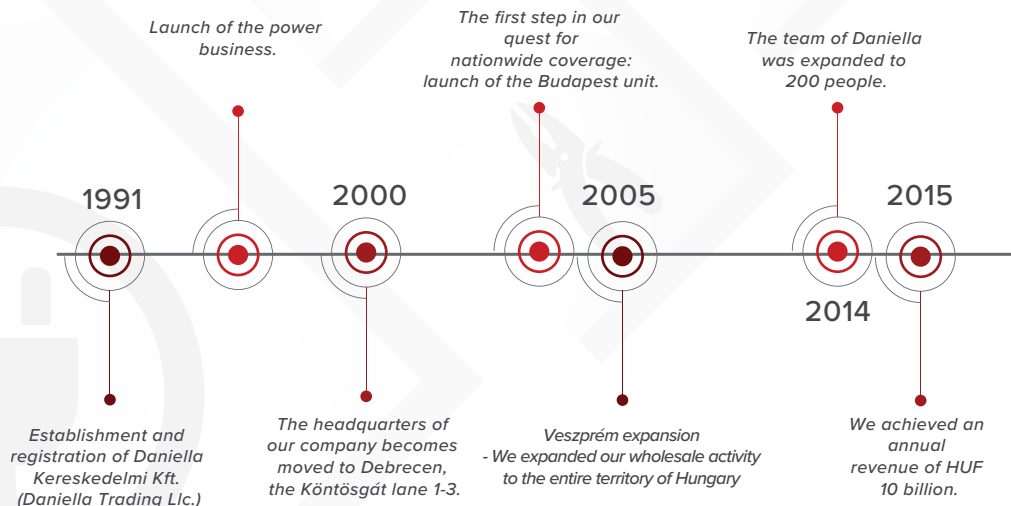


Ernő Hadnagy
Managing Director

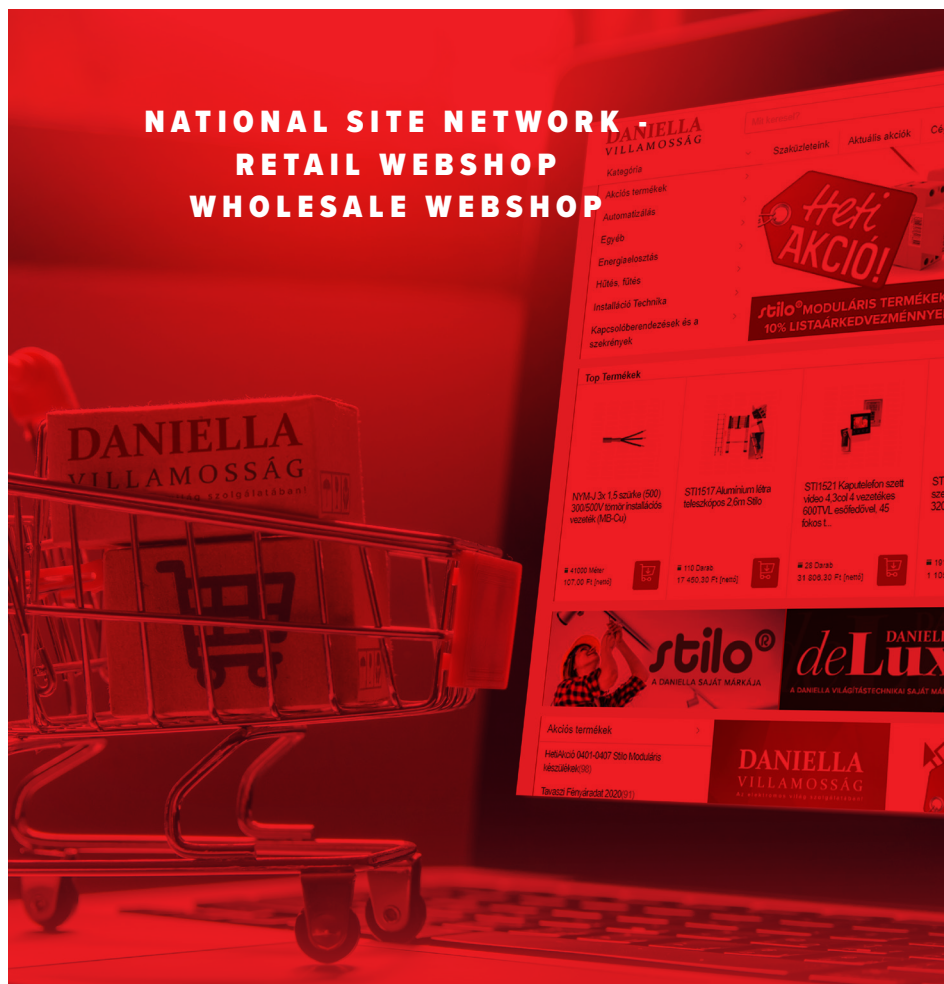


Péter Szabó
Company Manager

DANIELLA
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**NATIONAL SITE NETWORK
RETAIL WEBSHOP
WHOLESALE WEBSHOP**



SERVICES



PLANNING

Highly qualified electrical consulting and design



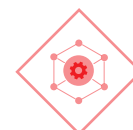
**EXPERT
CONSULTANCY**

Expert background support, detailed product advice



**UP-TO-DATE
WAREHOUSE STOCK**

Inventories worth more than HUF 2,5 billion, logistics capacity of more than 12,000 m²



SPECIAL PROCUREMENT

A stable relationship system with hundreds of suppliers, unique, fast procurement and delivery



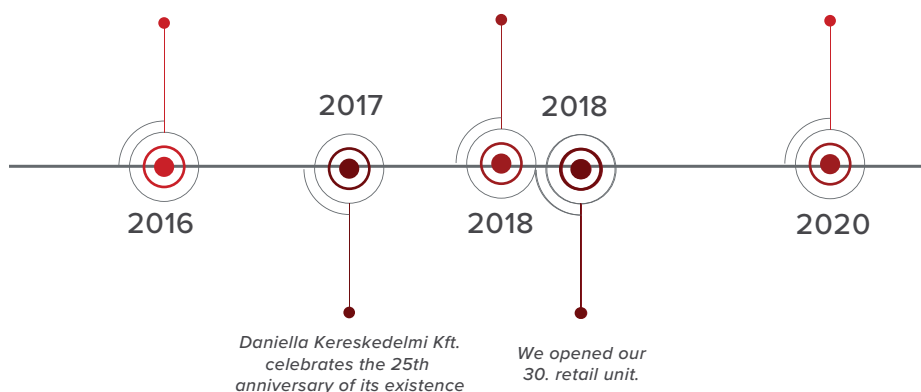
**FAST AND
PRECISE DELIVERY**

Own fleet of more than 100 vehicles, nearly 30 stable logistics partners, up to 24-hour delivery

We opened our 20th retail unit.

We exceeded the annual revenue of HUF 15 billion.

Nagytarcsa -
Inauguration of the Daniella Logistics Center.
Doubling of our logistics capacity.



OUR VISION, VALUES AND MISSION

FOR OUR CUSTOMER PARTNERS

We have placed the satisfaction of our customers at the center of our operations, and we want to be a part of their long-term success thanks to our conscious development, expertise and fair business conduct.

FOR OUR EMPLOYEES

We consider our employees as partners, provide opportunities for continuous development and a secure existence, while expecting a customer-centric approach and up-to-date expertise of them.

FOR OUR PARTNERS AND SUPPLIERS

We offer transparency, business integrity, predictability and flexibility in our operations. In addition, with our conscious and continuous development, we strive to lay the foundations for stable, long-term, successful cooperation.

OUR SOCIAL ENVIRONMENT

As a responsible domestic market player and employer, we consider our social environment and respect for people to be a determining value. We also strive to convey the values that define our business philosophy in our social commitments, as well as in our charitable and educational initiatives.

The basics of our

BUSINESS PHILOSOPHY:

- Business fairness
- Transparent operation
- Respect for man
- Customer focus
- Stability
- Continuous and conscious development
- Existence creation
- Expertise
- Innovation



CABLE • WIRE

The most dominant product group in recent years. Huge, continuously available set of cables from installation cables to special cables.

Most orders are fulfilled from stock within 24 hours. We only and exclusively deal with suppliers who ensure high quality. Our biggest suppliers in this field are: NKT Cables and the Prysmian Group.

- PVC-insulated control cables and wires
- 0.6 / 1 kV - PVC-insulated power cables
- Data transmission cables and wires
- Middle-voltage cables
- Rubber-insulated cables and wires
- Heating cables
- Solar cables
- Halogen-free and fire-resistant cables
- Heat-resistant cables and wires
- Free wires, wire ropes
- Coaxial, telephone, instrument and fire alarm cables
- Crane and elevator cables
- Other special wires and cables



LIGHTING TECHNOLOGY

Lighting technology is one of the most dynamically changing product ranges, the constant change and transformation of which seriously affects our present and future.

The advent and continuous development of compact fluorescent lamps and then LED technology has replaced more and more traditional products. This change is another challenge for not only the manufacturers, but also for us. Through the be it



- Industrial luminaires
- Office luminaires
- Shop lighting, accent lighting
- Emergency lighting and panic lighting
- Luminaires designed for special use environments (explosion-proof and chemical-resistant)
- Luminaire accessories (ballasts, actuators)
- Residential decorative lighting (traditional and LED)
- Residential decorative outdoor lighting (traditional and LED)
- Smart luminaires and light sources
- Fluorescent lamps for general use and special use environments (e.g.: insect trap, plant growing).



be it about traditional or the latest technologies. Our central warehouse portfolio ensures the immediate serviceability of both general and special light source and luminaire needs. As a novelty from the autumn of 2015, we gradually increase the number of our stores in which we offer an increasingly significant range of retail products – chandeliers, floor lamps, table lamps, and wall and ceiling lamps, etc. – which we try to present and stock up. Without wishing to be exhaustive, we offer the following lighting product ranges:

- High pressure discharge light sources and their actuators
- LED retrofit light sources (from LED bulb to AR111 light source)
- LED fluorescent lamps with normal luminous flux and elevated luminous flux
- LED luminaires for office environments
- LED luminaires for industrial environments
- LED luminaires for park and street lighting
- Wide range of LED strips and
- LED aluminum profiles
- LED power supplies and
- LED controls (e.g.: SMART control RGB and RGBW)

OUR DISTRIBUTED PRODUCTS



INSTALLATION

- Cable protection and support elements, systems (pipes, ducts, cable trays)
- Bonding elements and fasteners (bundles, dowels, clamps, screws)
- Junction and fitting boxes
- Electrical fittings (sockets and switches)
- Mounting aids (ferrules, glands, lugs)
- Insulating tapes, shrink tubes, resin connectors



ENERGY DISTRIBUTION

- Extension cords, distributors
- Signaling and operating equipment
- Industrial connectors and combinations
- Electrical distribution cabinets
- Circuit breakers, current protection switches, other modular devices
- Magnetic switches, motor protectors, contactors
- Industrial manual switches, disconnectors
- Consumption metering places, consumption meters
- Encapsulated rail systems, busbars, sorting and mounting rails
- Terminal blocks, wire connectors, accessories

Every technical system depends on a reliable source of electrical energy, be it in an industrial environment or in a building. Therefore, there is a need for products and systems that stand in place in all situations and operate reliably, i.e.: deliver the required energy from source to destination. A power failure can have a number of consequences that must be reliably prevented by the protection devices installed in the system. Our product range in this category covers all needs from energy distribution systems to electrical wall cabinets, and the devices and systems sold meet national and international standards and have all the necessary certificates.



AUTOMATION

- Access controls, doorbells, door intercommunication systems
- Building automation, regulation and control devices
- Timers, motion and presence detectors
- Relays, limit switches, sensors
- Programmable logical devices
- Camera systems



TOOLS, INSTRUMENTS

- Hand tools instruments, multimeters, voltage monitors
- Hand tools, cable cutters, pliers, screwdrivers
- Wire preparation and cabling tools
- Power tools and their accessories
- Mounting boxes, sorters, ladders



LIGHTNING PROTECTION AND RENEWABLE ENERGY

The number of damages caused by lightning to electronic equipment has increased significantly in recent years. This is because we are using more and more electronic devices and systems. The importance of lightning protection has increased significantly in private houses, condominiums and industrial facilities. We strongly recommend that you protect your electronic devices with a complete lightning protection system, the elements of which can also be found in our offer:

LIGHTNING PROTECTION

- Basic grounders
- Tape grounders
- Grounding probes (rod grounders)
- Connecting, holding and fixing elements
- Overvoltage protection devices



ELECTRIC CAR CHARGERS

- 1 and 3 phase wall chargers
- 3-phase stationary charging stations
- Charging cables, testers, accessories



RENEWABLE ENERGY

- Solar modules
- Inverters
- Junction boxes
- Solar connectors
- Brackets and fasteners
- Tooling



OUR DISTRIBUTED PRODUCTS

OUR OWN BRANDS:

In addition to hundreds of well-known brands, we also offer our own branded products for you, with short delivery and outstanding value for money. Each of these products has the certificates required by the European Union. More than 10 percent of our company's sales revenue comes from the sale of this product range, which, in addition to its continuous expansion, already contains more than 1,000 items.



Sheet metal distribution cabinets,
sortable standing cabinets



Lighting technology products
/with a wide range of light sources
and luminaires



A full range of electrical
products not included in the
previous two categories