



ETMAN INTERNATIONAL NEWSLETTER

# THE SPARK

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# LATEST NEWS

## WHAT WE'VE BEEN UP TO

### Welcome word from our CEO

Welcome to the second edition of our newsletter The Spark!

The first quarter of the year has been a whirlwind of activity at our company, marked by bustling events and rigorous strategic planning sessions.



**Etman International ASA**  
CEO Jan Tore Skarland

Our teams have been deeply engaged in laying the groundwork for several exciting initiatives that we're eager to unveil in the coming months.

This period of intense preparation is setting the stage for innovations that promise to redefine our industry and enhance the value we deliver to our clients.

As we move forward, we remain committed to our mission of driving progress through innovation, collaboration, and unwavering dedication to excellence.

### OUR LOCATIONS

- ETMAN NORWAY**  
Headquarters & distribution
- ETMAN SWEDEN**  
Distribution
- ETMAN FINLAND**  
Distribution
- ETMAN LITHUANIA**  
Manufacturing & central warehouse
- ETMAN CHINA**  
R&D & manufacturing

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### New agent joins the growing team

Etman International has expanded its team by welcoming a new distribution agent.

Rafal will play a pivotal

role in promoting and distributing Etman's products throughout Poland.

With his background as a professional electrician, Rafal brings a wealth of industrial and cultural knowledge to the team, which are

crucial for entering new markets effectively.

His addition to the team was marked at Warsaw's Electricity fair, where he proved to be invaluable by introducing the company and its electrical installation products to a wide audience.

Saulius Uzny, Director of Etman Lithuania, said: "We are keen to broaden our reach into Western Europe, and Rafal joining our team represents the first step towards achieving this goal. We are thrilled to have him on board and look forward to the expertise he brings to Etman International."

# 3000

**PRODUCTS ARE  
IN THE ETMAN'S  
MANUFACTURING  
PORTFOLIO.**

### PUBLICATIONS

### **Etman Sweden product KATALOG is hot off the press**



Etman Sweden's newest catalogue has been published, brimming with hundreds of

products that cater to the needs of both professional installers and do-it-yourself enthusiasts.

The brochure spans a wide spectrum of items, including wall boxes, various cables, an assortment of sockets, and energy-efficient

LED lights for indoor and outdoor spaces.

It is readily available in digital format and can be accessed and downloaded via the following link: [https://issuu.com/etmannorge/docs/katalog\\_sverige\\_2024](https://issuu.com/etmannorge/docs/katalog_sverige_2024)



*Photo above: Etman colleagues rocked their odd socks in the office to raise awareness.*

## **Putting our best foot forward to promote worthy causes**

Etman International prides itself on championing worthy causes and actively participating in both national and international campaigns. In the recent quarter, our global family has celebrated several significant occasions.

On 10th February Etman China along with the rest of the world chimed in the Lunar New Year, the year of the dragon. It went off with the bang in the hopes of a prosperous year ahead.

This was closely followed by International Women's Day on March 8th, where we honoured the remarkable achievements and contributions of women to our

company and the broader industry.

Just three days later, Etman Lithuania proudly flew its national flag to commemorate the Day of Restitution of Independence.

On March 21st, our colleagues across Scandinavia, The Baltics, and China donned odd socks in support of World Down Syndrome Day, celebrating diversity and raise awareness.

We wished everybody an eggcellent and Hoppy Easter on 31st March.

The upcoming quarter will present us with just as many opportunities to come together and celebrate.

# **OVER 500,000 €**

**THAT'S HOW MUCH WE HAVE INVESTED INTO OUR ELECTRONICS WORKSHOP TO ENHANCE OUR TECHNOLOGY & EFFICIENCY.**

## **PRODUCTS**

### **Etman launches new EV charger to power up vehicles from home**



#### **COMPATIBLE**

Egant Charge is compatible with every electric vehicle model. It was engineered to be operated single-handedly, offering unparalleled ease of use.

#### **EASY TO USE**

Featuring an integrated RFID reader, it ensures you can activate it without the need for any app, streamlining your charging experience.

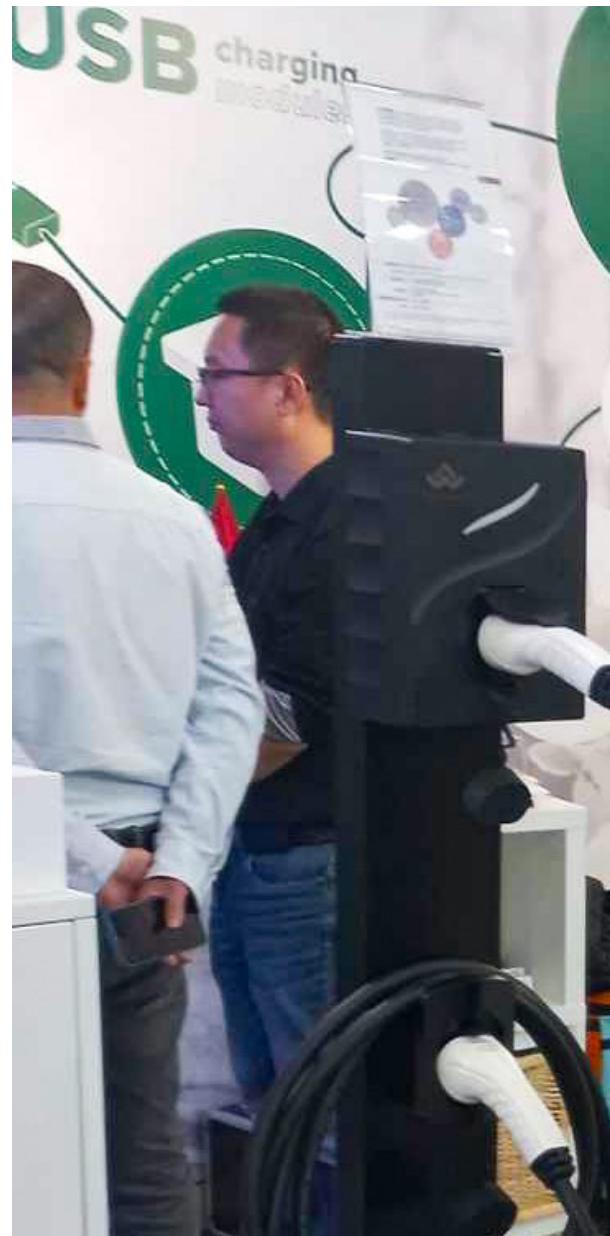
#### **SEAMLESS OPERATION**

Positioned for optimal accessibility, the Type 2 outlet is placed at the lower front of the charger, allowing for effortless connection. The user-friendly design enables you to tilt the lid and insert the plug using the same hand, making the operation seamless.



# Founder James Xu shares the story behind Etman International

THE JOURNEY OF ETMAN INTERNATIONAL SPANS THREE DECADES AND IS A REMARKABLE EXAMPLE OF GROWTH, INNOVATION, AND STRATEGIC INSIGHT.



Founded in 1994, the company's origins date back to 1990, when James Xu, a university lecturer with expertise in child psychology, education, and administration, was presented with an opportunity to run a meter material processing factory on the verge of closure.

The principal of the Banshang High School, which the factory belonged to, invited James to take charge of the struggling facility. This decision not only altered his career path but also marked the beginning of what would become Etman International.

Reflecting on those formative days, James Xu said: "When I took over, we were primarily producing brass nuts for connectors. It soon became clear that for the company to succeed, we needed to evolve."

This insight led to a significant shift in the company's direction, moving from the production of single parts to the development of more complex business processes like assembling electronic meter connectors and later even learning how to manufacture them.

The early 1990s marked a period of significant expansion and innovation for Etman. By 1992, the company had not only diversified its product range but also ventured into international markets. This phase of growth was notably highlighted by James's decision to visit the Canton Fair, where he established connections that would play a crucial role in Etman's future. Among these was his meeting with Hans Petter, a Norwegian businessman, who would later facilitate Etman's expansion into

the Scandinavian market.

By 1996, Etman had entered a partnership with IKEA, producing electric accessories such as extension cords, power socket adaptors, and sockets. This partnership fuelled further growth and the pursuit of new markets. James's strategic foresight led him to Norway in 1996, laying the foundation for a significant Scandinavian presence. This expansion was cemented with the acquisition of a Third Warehouse AS in 2002 and the establishment of Etman International the following year after he bought Wolfram AS, a company founded by Hans Petter.

James talked about the challenges he faced during these early years, saying: "From the beginning of my



*Photo: James shares this journey from academia to a businessman and how Etman International we know today was established.*

business venture, we encountered numerous challenges. We were behind in technology and expertise. Nevertheless, armed with a vision and steadfast determination, we overcame those obstacles."

This determination was evident in James's strategic decisions, such as recruiting a team of retired engineers for the IKEA project and acquiring a company specialising in switch production, thus incorporating vital expertise into Etman.

The development of Etman is not just a testament to James's strategic planning but also his belief in the power of diversification and building a strong team. The establishment of Etman Distribution AB in Sweden in 2013, followed by Etman Finland OY, highlighted the company's growing

influence in Scandinavia.

James identified three major milestones in Etman's journey: the developmental phase that solidified the company's technological and knowledge base, the expansion of market share in Norway, and the annual sales forum. This event has become a key platform for building connections and sharing knowledge among Etman's cross-continental team.

Today, Etman International stands as a leader in innovation, with over 3000 products in its manufacturing portfolio. This success is a reflection of James's vision and the collective efforts of his global team.

Looking ahead, James envisions continued growth for Etman. He

said: "In the next decade, I anticipate Etman expanding further, opening new branches, and reinforcing its status as the top choice for quality products in Scandinavia for both professionals and homeowners."

James's journey from academia to creating an international business illustrates the transformative impact of vision, diversification and perseverance. The story of Etman International is an inspiring model for entrepreneurs, showcasing the endless possibilities that arise when these elements unite.

Looking ahead to the future, Etman's founder is excited about new opportunities waiting for the company down the road. For more information about Etman's products and services, please visit [etmaninternational.com](http://etmaninternational.com).

# Illuminating public spaces with the help of Etled Drop

DISCOVER HOW AN UNDERGROUND CAR PARK IN STOCKHOLM WENT FROM GLOOM TO GLOW THANKS TO ETMAN LED LUMINAIRES.

In the heart of Årsta, Stockholm, a cost-saving transformation took place in an underground residential car park.

The project featured products by Etman International, a well-known name in the electronics and lighting industry, and was executed by the skilled electricians of Elkontakten Sverige.

The goal was straightforward - replace the outdated fluorescent tube lighting with advanced Etman LED luminaires to enhance lighting efficiency, reduce energy consumption, and save costs.

The upgrade involved the installation of 124 Etled Drop LED lamps, each

with a power rating of 41W. The Drop luminaires were selected for their quality, flexibility, and competitive pricing. A noteworthy feature of the Etled Drop is its adaptability. The luminaires are designed to be compatible with existing cables from old fixtures, making the installation process seamless and efficient.

Furthermore, they offer customisable settings, allowing adjustments in both Kelvin temperature (from 3000-4000K), and wattage in four power levels. The range also includes lamps with a sensor. This versatility ensures that the lighting can be fine-tuned to meet the specific needs of the environment, whether it's adjusting the brightness, the colour temperature or the way it's switches

on.

A spokesperson from Elkontakten Sverige shared their satisfaction with the project, saying: "We thank our customer for trusting us with this project. We have managed to reduce the lighting effect in this garage by nearly 70% without significantly reducing the light level."

Anders Harlestad, Lighting Product Manager at Etman International, said: "We are incredibly pleased with the results of the Årsta car park project. It is always rewarding to see our products not only meet but exceed the expectations of our clients and their customers."

"The feedback has been

overwhelmingly positive, and we are delighted that the residents are happy with the upgrade. This project stands as a testament to the quality and flexibility of our LED lighting solutions."

The success of this project is down to the seamless collaboration between Etman International and Elkontakten Sverige.

It showcases how innovative lighting solutions can transform a utilitarian space like an underground car park into a well-lit, energy-efficient, and aesthetically pleasing environment. The significant reduction in energy consumption and the ability to customise the lighting to suit specific needs are critical factors that contributed to the project's success.

Moreover, the positive feedback from both the electrician team and the residents underscores the impact of this upgrade on the community. It not only enhances the safety and usability of the car park but also contributes to the overall quality of life for the residents of Årsta.

The project serves as a blueprint for similar initiatives aiming to modernise infrastructure while prioritising sustainability and user satisfaction.

If you're from Scandinavia and are looking to upgrade to cost-efficient LED lighting, then contact us via [etman.no](http://etman.no), [etman.se](http://etman.se) or [etman.fi](http://etman.fi). Our distribution hubs offer a complimentary consulting service where our experts inspect your space, recommend the ideal LED products, and calculate precisely how many you need.



MULTI-FUNCTIONAL LUMINAIRE

## ETLED DROP

THE ETLED DROP RANGE FEATURES A VERSATILE COLLECTION OF LED LIGHTS. IT OFFERS AN EASY INSTALLATION, LONG SERVICE LIFE AND LOW MAINTENANCE.



### LENGTH

Available in  
600/1200/1500mm



### SERVICE LIFE

100,000 hours



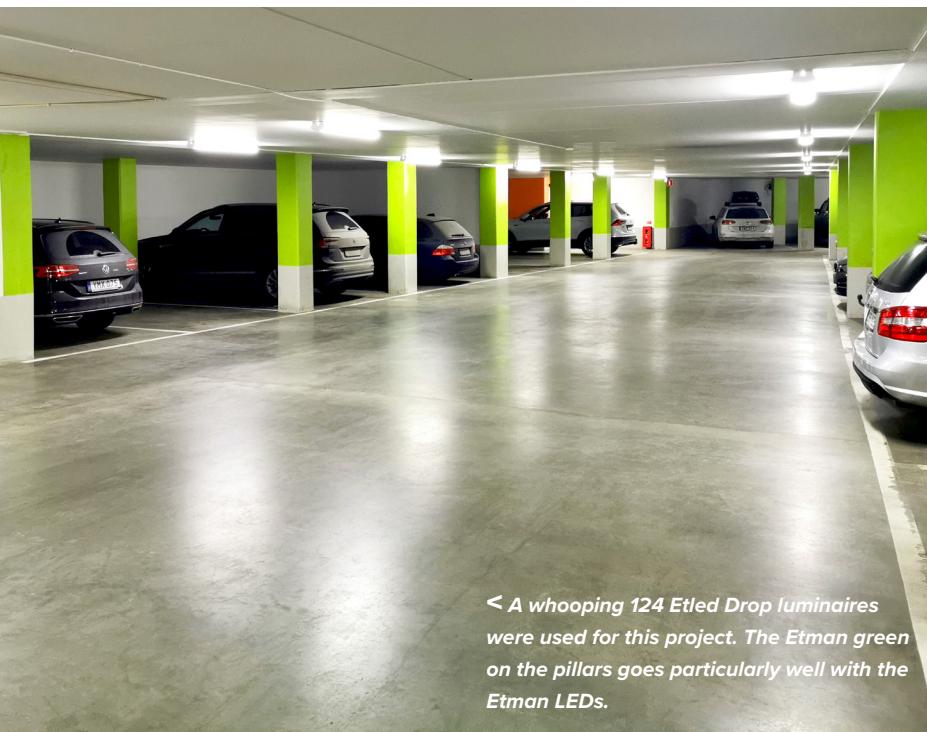
### TEMPERATURE

Colour temperature is  
3000-4000K

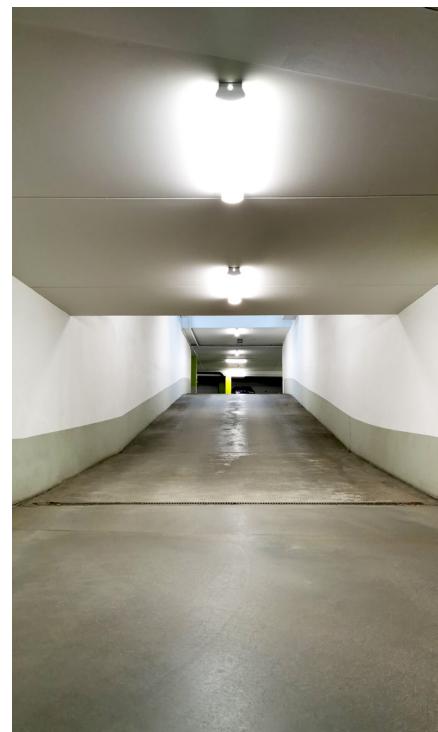


### IP SCORE

IP44



◀ A whooping 124 Etled Drop luminaires were used for this project. The Etman green on the pillars goes particularly well with the Etman LEDs.



# EXHIBITIONS

## REVIEW

# Etman International shines at Electricity exhibition in Poland

WE ATTRACTED THE CROWDS WITH OUR PRODUCTS AND SOLUTIONS DURING THE THREE-DAY EVENT, WHICH SAW VISITORS GATHER FROM ACROSS THE GLOBE.

In the heart of Warsaw, the Expo XXI Exhibition Centre buzzed with innovation and enthusiasm during a remarkable Electricity exhibition.

The event, which took place from 31st January to 2nd February, marked a significant gathering for industry professionals, attracting exhibitors and visitors from across Europe.

Attendees journeyed from countries as diverse as Turkey, Romania, Greece, and Italy, eager to explore the latest in electrical technologies and solutions.

Among the standout participants was Etman International, a renowned name in the electrical installation sector. The company showcased its acclaimed product lineup, including wall and ceiling boxes, accessories, and corrugated pipes.

These items, celebrated for their simplicity and efficiency, especially in Scandinavian countries, drew considerable attention from the event's diverse crowd.

The Etman International booth was

staffed by a dedicated team comprising colleagues from Etman Lithuania, Etman Norway, and their Polish agent, Pafal Paszke.

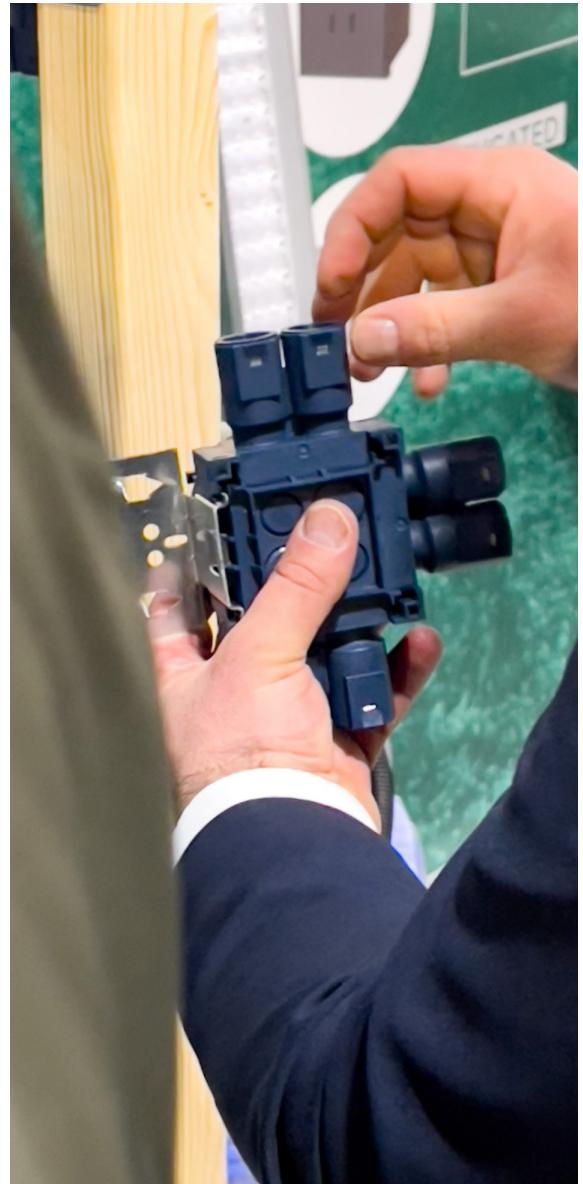
Their presence underscored the company's commitment to the European market and its efforts to forge strong international relationships.

Adding a unique cultural touch to their exhibition, Etman International delighted visitors with a taste of traditional Norwegian cuisine, offering samples of cured lamb leg that won universal approval.



SAULIUS UZNYS, THE DIRECTOR OF ETMAN LITHUANIA, REFLECTED ON THE EVENT'S SUCCESS, STATING:

**“The tradeshow was well attended, and it provided us with a fantastic opportunity to network with fellow exhibitors and engage in meaningful conversations with a wide range of tradespeople interested in our products. We're excited about the potential partnerships that emerged from this event and are hopeful these will evolve into long-term collaborations.”**





# Etman stands out at Germany's Light + Building fair

WE HAVE BEEN ON A ROADSHOW AGAIN, TAKING THE STAGE AT THE PRESTIGIOUS LIGHT + BUILDING EXHIBITION IN FRANKFURT, GERMANY.

It was the first time Etman International joined a long list of global companies at this biannual event, which took place between the 3rd and 8th of March.

Held at Messe Frankfurt, the event is recognised as a global hub for the lighting and building technology industry, attracting the largest organisations from around the world.

The fair provided a platform for Etman International to showcase its USB product range, including

charging modules, USB sockets and smart household items with charging capabilities as part of its OEM/ODM solutions.

Etman's very own EV Charger was also unveiled at the exhibition. This innovative charging solution drew attention for its advanced features, simplicity, and user-friendly design.

This year's event was not just about showcasing products; it was a golden networking opportunity. Etman International seized this chance to

connect with fellow exhibitors, catch up with current clients and attract potential customers.

Moreover, the fair allowed the company to immerse itself in the industry's latest trends and advancements, providing invaluable insights into the future of lighting and building technology.

Jan Tore Skårland, CEO of Etman International ASA, said: "We are delighted with our team's effort in organising our participation

at this renowned event and their dedication to making it a success. Their teamwork was instrumental in creating a fantastic atmosphere at our stand throughout the whole week.

"Our debut at Light +Building has set a new benchmark for us, and we eagerly look forward to the next event in 2026."

For those interested in learning more about Etman International's services and products, please reach out at [info@etmaninternational.com](mailto:info@etmaninternational.com).



JAN TORE SKÅRLAND, CEO OF ETMAN INTERNATIONAL ASA, SAID:

**“Our debut at Light +Building has set a new benchmark for us, and we eagerly look forward to the next event in 2026.”**



# Electronics department gets an upgrade to cope with future demand

WE ARE DELIGHTED TO ANNOUNCE A SIGNIFICANT UPGRADE TO OUR ELECTRONICS WORKSHOP AT ETMAN CHINA, A MANUFACTURING ARM OF ETMAN INTERNATIONAL ASA.

This strategic enhancement aligns with Etman International's vision for growth and expansion, particularly in the field of electronic products.

Recognising the immense potential in the USB product sector, unveiled through our participation in European exhibitions, we embarked on this ambitious upgrade to seize new business opportunities.

### INVESTMENT IN INNOVATION

The comprehensive renovation of our new workshop took just under a month, with a substantial investment of over half a million euros in equipment and refurbishment. This

investment has significantly boosted our production capabilities. Our new SMT (Surface Mount Technology) and DIP (Dual In-line Package) production lines increase our capacity 6-7 times and 2-3 times respectively.

This expansion not only enables us to handle larger orders with ease but also assures complete in-house production for sizable projects, ensuring the quality and timely delivery of our electronic products.

### STATE-OF-THE-ART EQUIPMENT

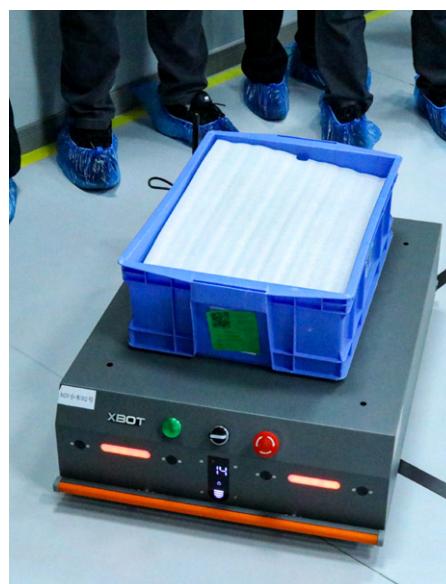
The workshop now boasts advanced SMT equipment and production lines, enhancing automation and efficiency.

With the addition of AOI (Automated Optical Inspection) systems, automatic PCB loading and unloading, and ICT testing on the DIP line, we've significantly improved our yield rate and efficiency.

The introduction of ATE (Automated Test Equipment) for functional testing of USB devices, alongside automatic screwing machines and precision-controlled dispensers, has further elevated our production quality and reduced costs.

Moreover, the adoption of robot transport within the workshop streamlines our processes further, optimising efficiency and cost-effectiveness.





**Managing Director for Etman Electronics Steve (pictured above) was instrumental in making this upgrade a success.**

## A COMPETITIVE EDGE

This upgrade propels Etman ahead of our competitors by achieving full production autonomy. Our ability to manage everything in-house from surface mount to assembly, injection moulding, and spray painting not only reduces additional costs associated with outsourcing but also ensures product consistency.

Additionally, we've enhanced our workshop environment, creating a brighter and more comfortable space for our employees, reflecting our commitment to both innovation and workplace well-being.



*an Tore Skårlund, CEO of Etman International Asa*

**“ It's not just an investment in equipment; it's an investment in our future, made possible by Steve and our dedicated team in China. Their hard work and commitment are enabling us to set new standards in innovation and quality. We're now perfectly positioned to meet the growing demands of our industry and deliver exceptional value to our customers.”**

## A FUTURE-READY FACILITY

This upgrade is a testament to our commitment to growth and efficiency.

With these enhancements, Etman is ready to stay competitive in the electronic manufacturing sector, offering unmatched quality, efficiency, and capacity.

For more information about the company, its products and services, please visit [etmaninternational.com](http://etmaninternational.com)



ETMAN NORWAY  
Etman Distribution AS  
W: [etman.no](http://etman.no)

ETMAN SWEDEN  
Etman Distribution AB  
W: [etman.se](http://etman.se)

ETMAN FINLAND  
Etman Distribution Oy  
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