



BRAND GUIDELINES

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Rules for using the FERROL identity, for designers, marketers and anyone who puts the brand in front of a customer.

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- 1.1 Purpose and positioning
- 1.2 Name and tagline
- 1.3 Company descriptions
- 1.4 Personality
- 1.5 Voice

BRAND STRATEGY



PURPOSE AND POSITIONING

Every layout, line of copy and feature is checked against this statement.

For electrical and cable distributors, FERROL is the AI sales platform that turns an incoming cable list into a priced quote, matched to their own stock, the same day.

WHO

DISTRIBUTORS

Sales desks that answer tenders, lists and emails from installers and contractors every day.

WHAT

LISTS IN, QUOTES OUT

FERROL reads the request, matches every line to the catalogue and stock, and drafts the quote.

WHY

SPEED WINS THE ORDER

The first complete quote usually takes the job. FERROL removes the hours between request and reply.

IDEA

ONE NODE

Every request, product and price runs into one place. The symbol is that node: four runs meeting.



NAME AND TAGLINE

The name, how to write it, and the tagline.

Use the tagline as written. Never translate it.

THE NAME

FERROL

FERRO

Metal. The raw material of the trade.

ROL

The roll of cable on a drum, read as one word with the metal.

WRITING THE NAME

- ✓ FERROL, in capitals, in every text and headline.
- ✗ Ferrol · ferrol · Ferrol AI · FERROL’s platform

TAGLINE

CABLE LISTS IN.
QUOTES OUT.

The official tagline. Jost Bold, uppercase, on two lines. Never inside the clear space of the logo.



**CABLE LISTS IN.
QUOTES OUT.**

COMPANY DESCRIPTIONS

Approved descriptions for websites, profiles and press.

To shorten, cut whole sentences.

ABOUT 25 WORDS
BIOS, CAPTIONS

FERROL is an AI sales platform for electrical and cable distributors. It reads incoming requests, matches every line to stock and drafts the quote the same day.

ABOUT 50 WORDS
PROFILES, DIRECTORIES

FERROL is an AI sales platform for electrical and cable distributors. Sales desks receive cable lists, tenders and emails every day. FERROL reads each request, matches every line to the distributor’s own catalogue and stock, and drafts a priced quote for review. The first complete quote usually wins the order. FERROL makes it arrive first.

ABOUT 100 WORDS
WEBSITE, PRESS

FERROL is an AI sales platform for electrical and cable distributors. Every day, sales desks receive cable lists, tenders and emails from installers and contractors, and every line has to be matched, priced and checked before a quote goes out. FERROL reads each request, matches every line to the distributor’s own catalogue and live stock, and drafts a priced quote for the desk to review and send. Four modules cover the work: Inbox, Match, Quote and Insights. Built for the sales desk, FERROL helps distributors answer first, because the first complete quote usually wins the order.



PERSONALITY

Four traits for every channel. Each one has a limit.

PRECISE

WE ARE

Exact about parts, prices and lead times. Every number can be checked.

WE ARE NOT

Pedantic. We do not bury the answer in caveats.

IN PRACTICE

“NYY-J 4x16, 120 m, €9.80 per metre.”

FAST

WE ARE

Short paths to a result. The quote first, the explanation after.

WE ARE NOT

Rushed. Speed never costs accuracy.

IN PRACTICE

“Quote ready. Three lines need your check.”

PLAINSPOKEN

WE ARE

Trade language: cores, cross-sections, drums, metres.

WE ARE NOT

Hype. No talk of revolutions or magic.

IN PRACTICE

“Cable lists in. Quotes out.”

ON THE COUNTER

WE ARE

On the side of the sales desk that has to answer by tonight.

WE ARE NOT

Above the trade. We never lecture distributors on their business.

IN PRACTICE

“Send the list. We’ll price it.”



VOICE

Result first, in the trade’s own words, no adjectives.

Display and Headline 1 in uppercase, everything else in sentence case.

	WE SAY	WE DON’T SAY
STATUS	✔ Quote ready. 42 lines matched, 3 need your check.	✘ Our revolutionary AI has generated an amazing quote for you!
HEADLINE	✔ Cable lists in. Quotes out.	✘ Unlock the future of distribution with intelligent automation.
PRODUCT	✔ 3G2.5 is out of stock. Closest match: 3G4, 600 m on hand.	✘ Unfortunately we were unable to find the requested item.
CALL TO ACTION	✔ Send the list. We’ll price it.	✘ Get started on your digital transformation journey today.

09

**Many cable runs, one node.
FERROL turns a tangle of lines
into one quote.**



- 2.1 Symbol and construction
- 2.2 Wordmark and logo family
- 2.3 Clear space and sizes
- 2.4 Logo on colour and misuse
- 2.5 Co-branding
- 2.6 Colour
- 2.7 Typography
- 2.8 Pattern
- 2.9 Photography

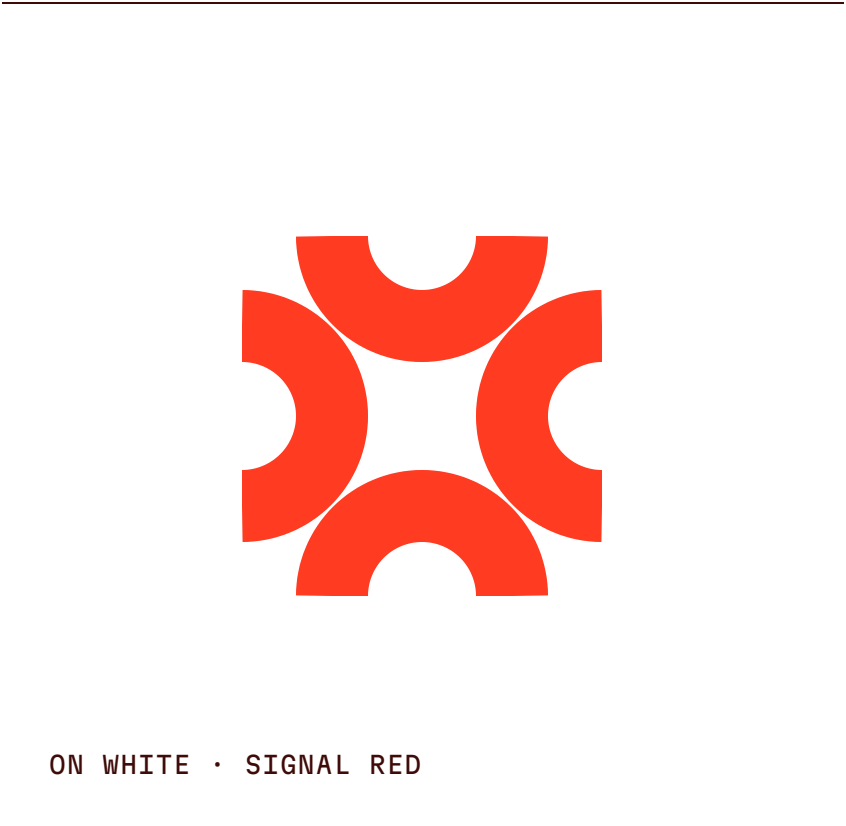


VISUAL IDENTITY

SYMBOL

Four cable runs meet in one node: one bend, repeated four times around a centre.

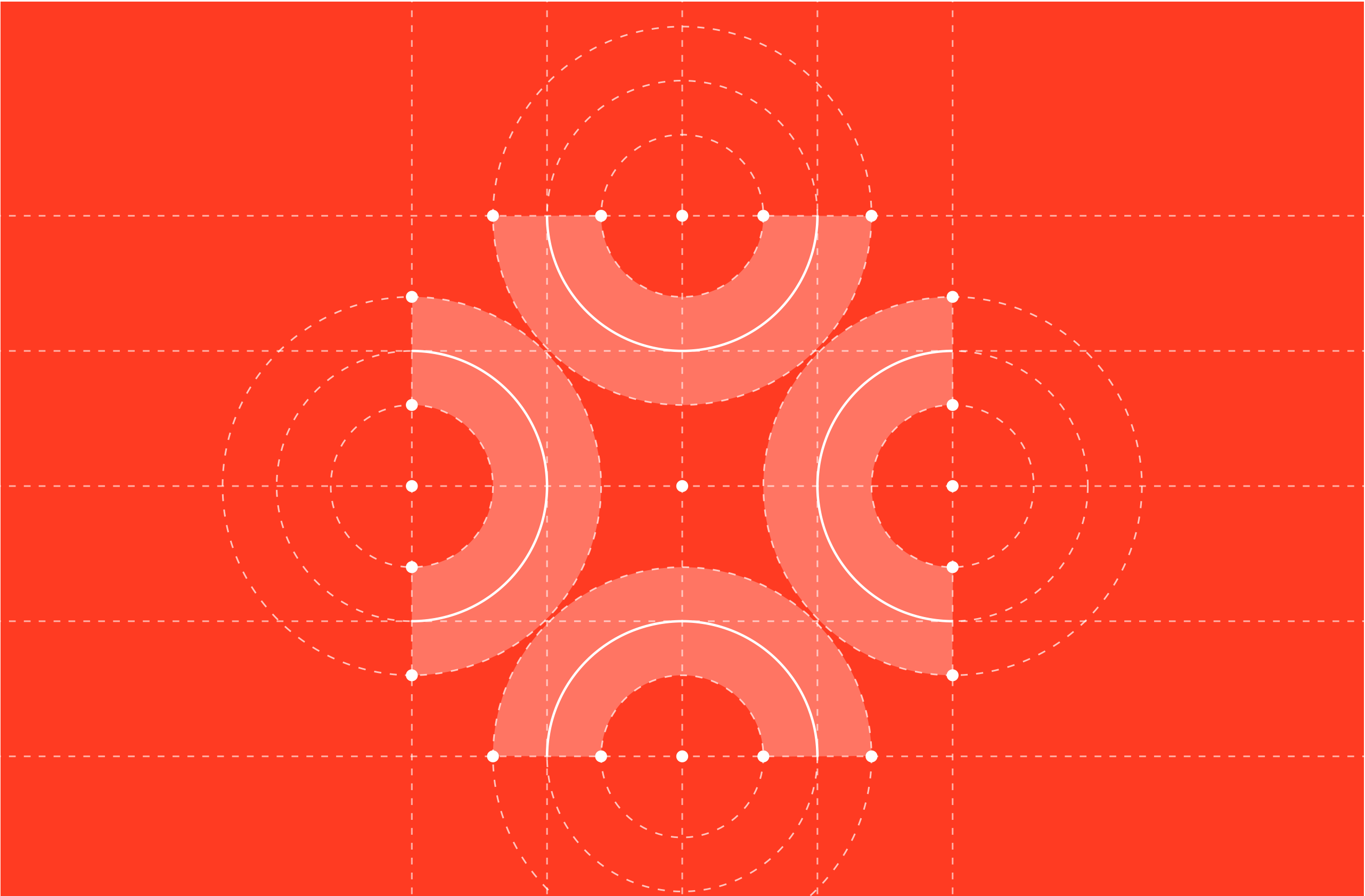
Always used whole.



CONSTRUCTION

A 2 × 2 grid. Each bend has a radius of half a cell and a stroke of 0.4 cell.

The pattern is built from the same cell.



WORDMARK

Drawn from Grato Classic Bold and spaced by eye.

Always use the master artwork. Never retype the name.



EVEN RHYTHM AT EVERY SIZE

FERROL

420 PX

FERROL

210 PX

FERROL

105 PX



LOGO FAMILY

Horizontal lockup by default, stacked for near-square spaces.

Symbol alone where the brand is already named: favicon, avatar, product UI. Wordmark alone only in product UI.

A • HORIZONTAL LOCKUP

PRIMARY



B • STACKED

SQUARE FORMATS

C • SYMBOL

ICONS, SMALL SIZES

D • WORDMARK

PRODUCT UI ONLY



LOCKUP PROPORTIONS

x is the cap height of the name. The symbol is 1.618x, centred on the cap height.

The gap is 0.618x: as much as the symbol rises above and below the capitals. Same gap in the stacked lockup. Always use the master files.



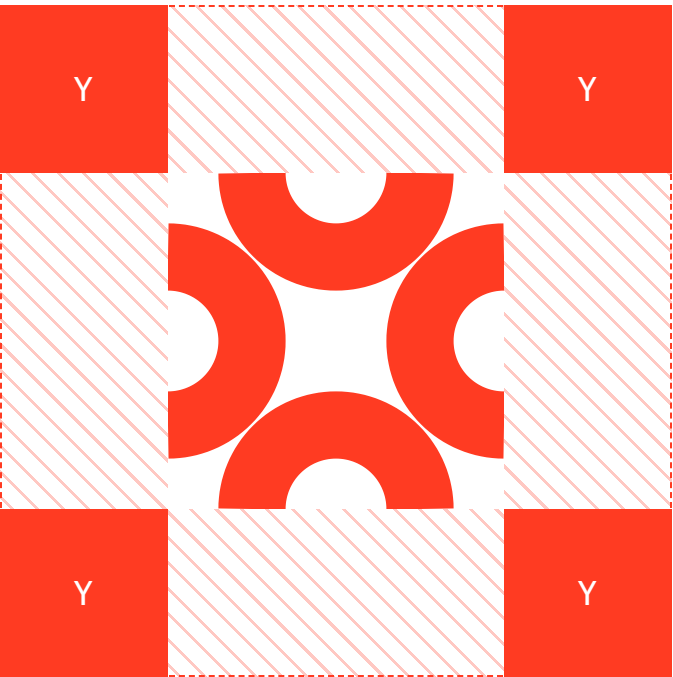
CLEAR SPACE

Lockup: x on every side. Symbol: y, half its width.

Nothing enters the hatched zone.

LOCKUP · X ON EVERY SIDE

SYMBOL · Y ON EVERY SIDE



MINIMUM SIZES

Each version at its minimum size, 1:1.

Below 32 px, only as favicon or avatar, the symbol switches to the small cut.

HORIZONTAL LOCKUP



120 px

25 mm wide in print. Measured across the whole lockup.

STACKED LOCKUP



64 px

14 mm wide in print. Measured across the name.

WORDMARK



80 px

18 mm wide in print. Product UI only.

SYMBOL



32 px

8 mm in print. Standard drawing from this size up.

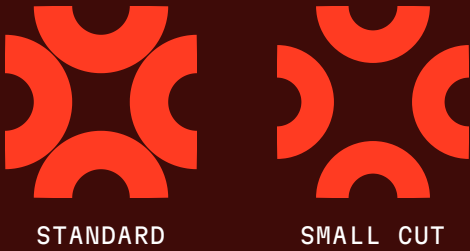
SYMBOL • SMALL CUT



16–31 px

Screen only: favicon and avatar. Nothing is used below 16 px.

WHY A SMALL CUT



Open centre

Bends pulled apart. At small sizes the symbol stays a symbol, not a grid.



LOGO ON COLOUR

On maroon: red symbol, white name. On red: all white. On white: red symbol, maroon name.

On photos: a calm dark area and the maroon colourway.



MISUSE

The logo is finished artwork. Do not alter, redraw or decorate it.

On the pattern only in the tone-on-tone maroon field. A single bend is never decoration.



✗ Don't stretch or squash.



✗ Don't rotate.



✗ Don't recolour.



✗ Don't change the proportions.



✗ Don't rearrange the parts.



✗ Don't retype the name.



✗ Don't set the name in lowercase.



✗ Don't outline.



✗ Don't add shadows or effects.



✗ Don't use a colourway on the wrong ground.



✗ Don't use a single bend as a logo or ornament.



✗ Don't place the logo on a high-contrast pattern.

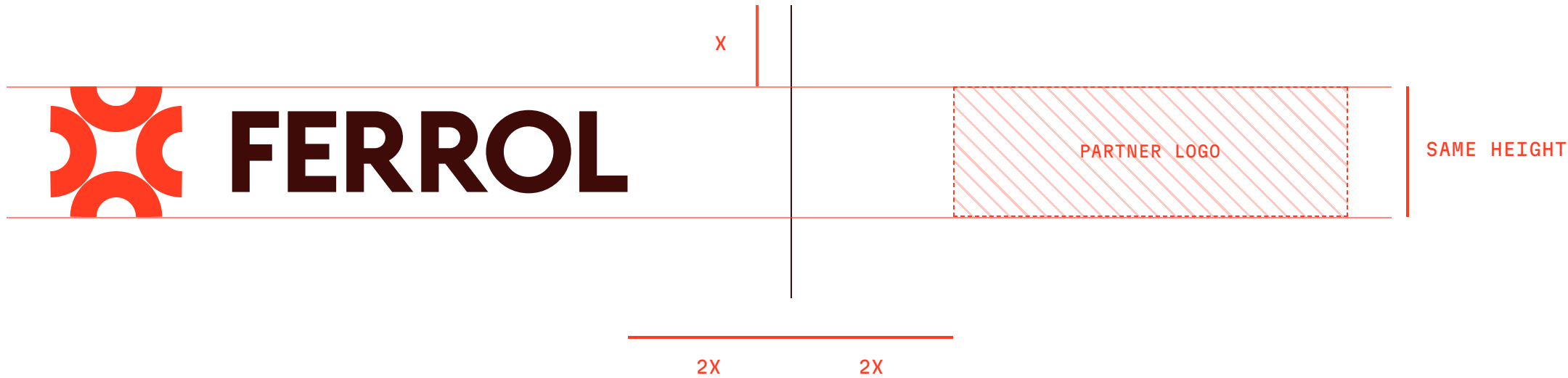


CO-BRANDING

Shared lead: both logos on one line, split by a 1 px maroon rule with 2x on each side.

Partner logos are sized by shape, as a share of the FERROL lockup height.

SHARED LEAD · CONSTRUCTION



VERTICAL PARTNER LOGO · 150% HEIGHT



SQUARE PARTNER LOGO · 120% HEIGHT



HORIZONTAL PARTNER LOGO · 100% HEIGHT



WIDE PARTNER LOGO · 70% HEIGHT



ENDORSEMENT

When a distributor leads, FERROL sits in its footer: ‘Powered by’ and the horizontal lockup.

Shown on a quote, the PDF FERROL drafts for the sales desk. Minimum 120 px or 25 mm, never larger than the partner logo.

POWERED BY

 **FERROL**

POWERED BY

 **FERROL**

POWERED BY

 **FERROL**

PARTNER LEADS • QUOTE FOOTER

PARTNER LOGO

QUOTE [NO.]
[DATE]

POWERED BY

 **FERROL**

PAGE 1 / 1



COLOUR

Maroon carries the brand, white gives it room, Signal Red marks one thing: the symbol, a key number or an action.

The pattern tone is used only in the pattern field.

MAROON

60% OF USE

HEX #3E0B08
RGB 62 11 8
CMYK 0 82 87 76

WHITE

25% OF USE

HEX #FFFFFF
RGB 255 255 255
CMYK 0 0 0 0

SIGNAL RED

15% OF USE

HEX #FF3B22
RGB 255 59 34
CMYK 0 77 87 0



PATTERN TONE • HEX #521510 • RGB 82 21 16

Only for the pattern on maroon. Never for text, fills or backgrounds.



COLOUR COMBINATIONS

Any size: maroon on white, white on maroon, maroon on red. White on red and red on white from 24 px, never body copy.

Brand colours are always solid. Greys are for product UI only.

16.7 : 1

LISTS IN.
QUOTES
OUT.

Matched 42 of 45 lines
against stock.

✓ Any size.

16.7 : 1

LISTS IN.
QUOTES
OUT.

Matched 42 of 45 lines
against stock.

✓ Any size.

4.7 : 1 • 3.6 : 1

LISTS IN.
QUOTES
OUT.

Matched 42 of 45 lines
against stock.

✓ Maroon on red: any size. White
on red: 24 px and up.

4.7 : 1

LISTS IN.
QUOTES
OUT.

✓ Headlines and the symbol.

3.6 : 1

LISTS IN.
QUOTES
OUT.

✓ From 24 px only. Never
body copy.

3.6 : 1

LISTS IN.
QUOTES
OUT.

✓ From 24 px only. Never
body copy.

✗ No gradients between
brand colours.

✗ No tints or transparent colour.



TYPEFACES

Jost Bold for headlines, Regular for text. Martian Mono in uppercase for labels, part numbers and small print.

The wordmark is drawn artwork, never typed.
Both fonts are free on Google Fonts.

DISPLAY • HEADLINES

AA

JOST BOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

TEXT

Aa

JOST REGULAR

abcdefghijklm
nopqrstuvwxyz
0123456789 ,. ; ! ?

LABELS • DATA

AA

MARTIAN MONO

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789 / ×



TYPESETTINGS

Body 20 px, leading 1.6. Scale: 12, 20, 32, 52, 84, 136. The website hero uses Display.

Sizes are for a 1920 px canvas. For other formats, change the base and keep the steps.

SCALE • BASE 20 PX

Aa

Aa

Aa

Aa

Aa

Aa

12

20

32

52

84

136

ROLE	SAMPLE	FONT	SIZE / LEADING	TRACKING	CASE
DISPLAY	LISTS IN. QUOTES OUT.	Jost Bold	136 / 122	−2%	Upper
HEADLINE 1	EVERY LINE PRICED	Jost Bold	84 / 84	−1%	Upper
HEADLINE 2	Matched to your own stock	Jost Bold	52 / 57	−1%	Sentence
HEADLINE 3	Three lines need your check	Jost Bold	32 / 38	0	Sentence
BODY	FERROL reads the request and drafts the quote.	Jost Regular	20 / 32	0	Sentence
LABEL	QUOTE 0142 • 3G2.5 • 600 M	Martian Mono	12 / 16	+4%	Upper



TYPOGRAPHY RULES

Flush left. Break lines by meaning, never one word alone on the last line.

Martian Mono for short labels only.

CASING

EVERY LINE PRICED.

✓ Display and H1 in uppercase.

ALIGNMENT

FERROL reads each request, matches every line to stock and drafts the quote for review.

✓ Flush left, ragged right.

LINE BREAKS

LISTS IN. QUOTES OUT.

✓ Break by meaning.

LABELS

QUOTE 0142 · 600 M

✓ Mono for short labels.

CASING

Every Line Priced.

✗ No title case.

ALIGNMENT

FERROL reads each request, matches every line to stock and drafts the quote for review.

✗ No justified text.

LINE BREAKS

LISTS IN. QUOTES OUT.

✗ No single word on the last line.

LABELS

FERROL reads each request and matches every line to stock.

✗ No running text in mono.



42 / 45

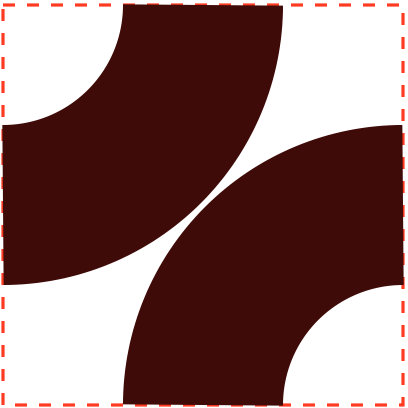
Lines matched to stock before the
customer called back.

PATTERN CONSTRUCTION

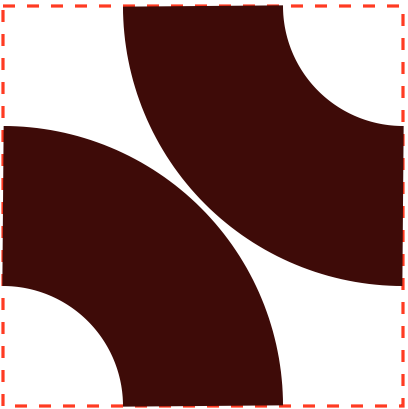
One cell, two orientations, each with two bends of the symbol.

Where four cells meet in order, the symbol appears. On maroon, only that symbol is red.

CELL A



CELL B



PATTERN IN USE

Always with the logo, a headline or a product.

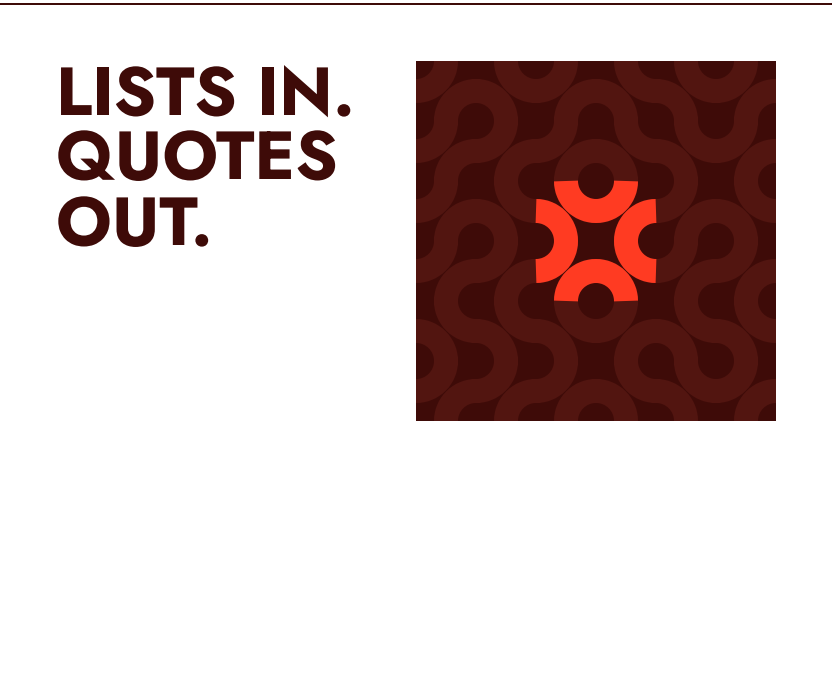
Three uses: a full field behind the logo, a band along one edge, a window beside text.



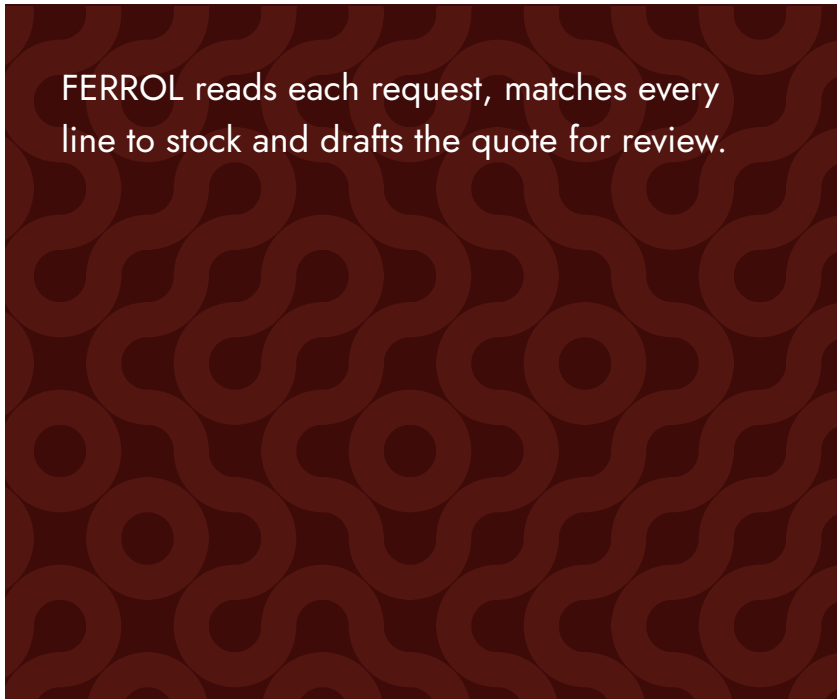
✓ Field: behind the logo, a headline or one short line, on covers and the website hero.



✓ Band: one edge, at most a quarter of the height. White on red or red on white.



✓ Window: a square crop next to text.



✗ Never behind running text.



✗ Never full-bleed in high contrast.



✗ Never with cells smaller than 24 px.



PHOTOGRAPHY

Real places of the trade: warehouses, counters, cable drums, people at work.

Warm light, natural colour, wide or very close.
Logo on a calm dark area.



✓ Wide: scale and order of the stock.



✓ Close: the material itself.



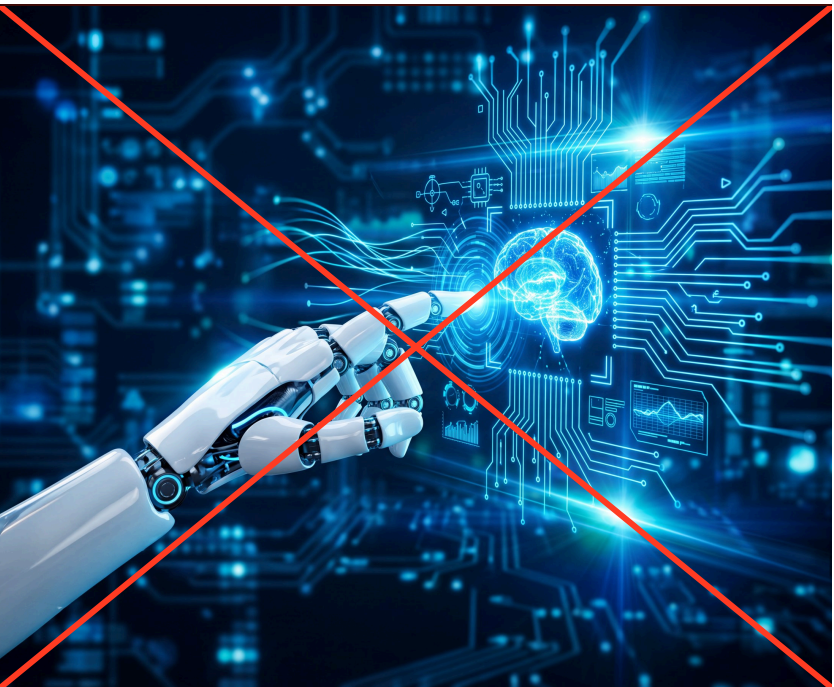
✓ People mid-task, never posing.



✓ Movement: the order leaving the yard.



✗ No staged or stock shots.



✗ No tech clichés.





- 3.1 Architecture
- 3.2 Favicon and avatar
- 3.3 Product colours
- 3.4 Agent states
- 3.5 Motion



PRODUCT BRANDING

ARCHITECTURE

One product, four modules, one plain word each in Martian Mono after a 1 px rule.

One core icon per module. No module gets its own symbol, colour or typeface.

MASTER BRAND



Reads requests from email, tenders and portals.



Matches every line to the catalogue and to live stock.



Prices the list and drafts the quote for review.



Shows win rates, demand and the lines that cost time.



FAVICON AND AVATAR

Two small jobs: the browser tab and the sender picture on quote emails.

Favicon: the small cut. Avatar: red symbol on a maroon circle, at half the diameter.

FAVICON • BROWSER TAB



16 PX



32 PX



48 PX



16 PX



32 PX



48 PX

AVATAR • QUOTE EMAILS



160 PX • PROFILE



80 PX



40 PX • EMAIL LIST



PRODUCT COLOURS

Neutral greys, used only inside the product.

Red is never the only signal. It comes with an icon and a sentence.

UI NEUTRALS



N900 · #3E0B08

Text, primary buttons



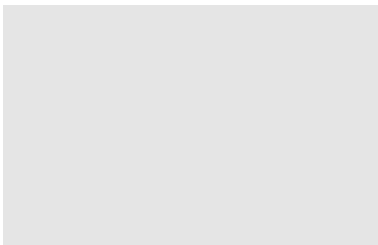
N600 · #6B6B6B

Secondary text



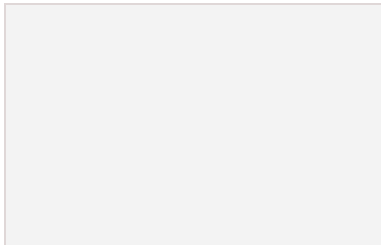
N400 · #A3A3A3

Borders, disabled



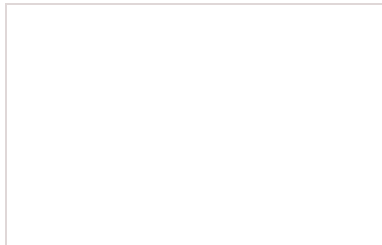
N200 · #E5E5E5

Dividers, input fields



N50 · #F3F3F3

Panels, table rows



WHITE · #FFFFFF

Page

STATUS



Quote sent

Maroon with the Approved icon. No green.



3 lines need your check

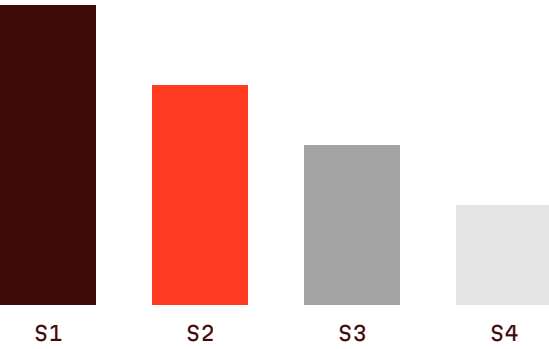
Signal Red with an icon and a message.



Matching in progress

Shown by the agent states, never by spinners.

CHARTS · INSIGHTS



Series in this order: maroon, red, N400, N200. Highlight one series in red, never more.



AGENT STATES

The agent is shown only by the symbol. No faces, robots or chat avatars.

Working: the pattern runs. Ready: the network clears to the symbol in 600 ms, ease-out.



01

READING

The request arrives. The full network is visible.



02

MATCHING

Lines are matched. The network thins out.



03

READY

The quote is drafted. Only the symbol remains.



MOTION

The network settles into the node.

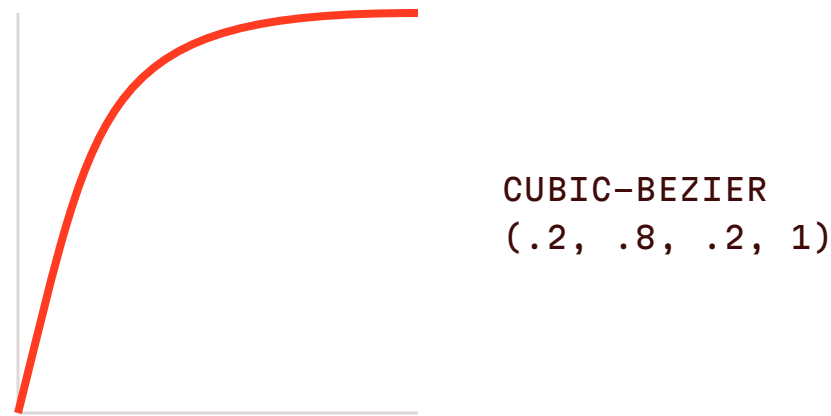
Movements start fast and land softly.

DURATION

Hover, press	150 ms
Panels, screens	300 ms
Agent resolve	600 ms

Short for small things, longer only for the agent.

EASING



Ease-out for everything. No bounce, no elastic.

PATTERN



Cells turn one at a time, never all at once.

RESOLVE



Reading, matching, ready: the network thins out and the symbol stays.



- 4.1 Grid and keylines
- 4.2 Icon set
- 4.3 Icons in use

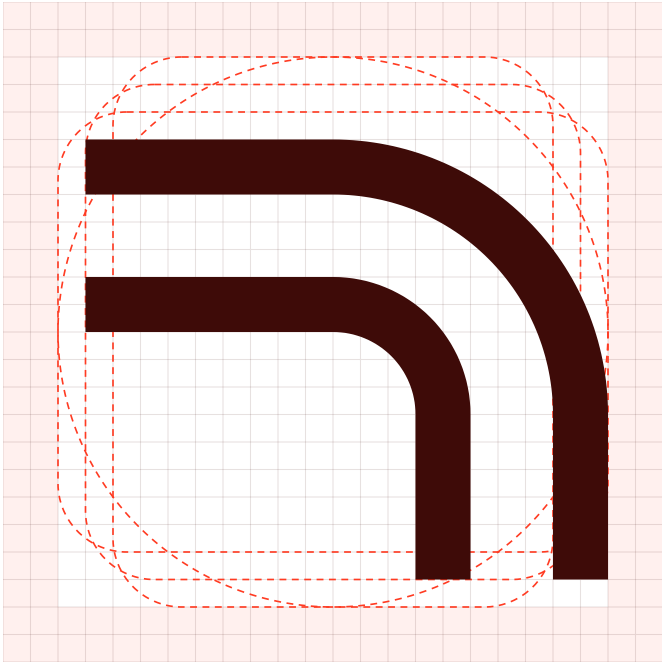
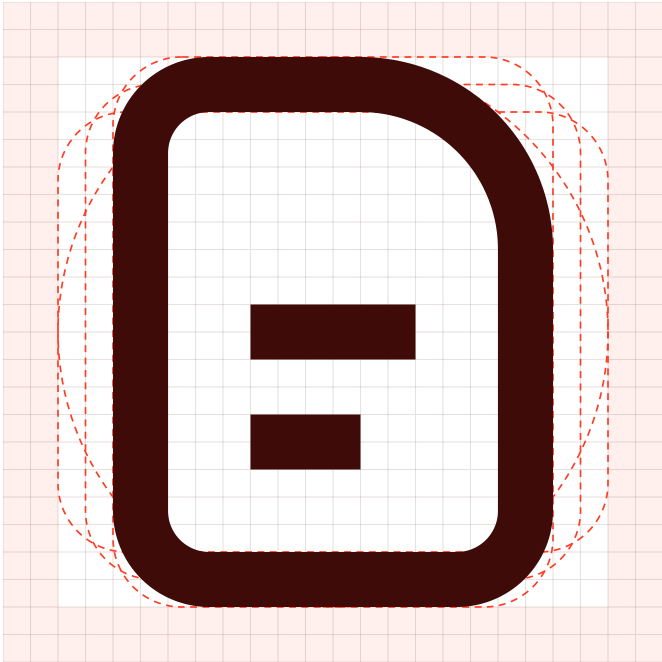
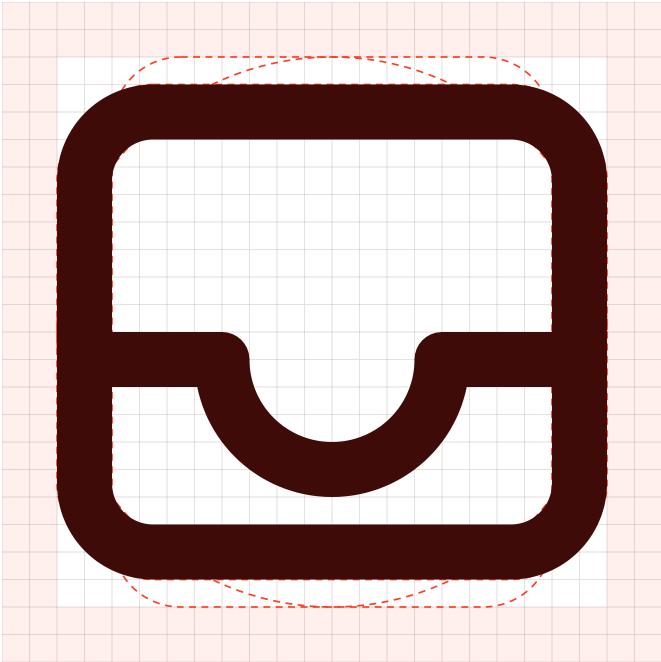


ICONOGRAPHY

GRID AND KEYLINES

One even stroke, square ends, no sharp corners: every corner is a bend.

Stroke-to-radius ratio 0.8, as in the symbol.

CABLE	QUOTE	INBOX
		
GRID	LIVE AREA	STROKE
24 x 24 px	20 x 20 px	2 px, square ends
CORNERS	SIGNATURE BEND	FILL
Bend, radius 2.5 px	Radius 4–9 px	None



ICON SET

Sixteen core icons, grouped by job on the sales desk.

New icons start from the keylines and reuse existing bends.

REQUESTS



INBOX



QUOTE



AGENT



SEARCH

PRODUCTS



CABLE



DRUM



MATCH



STOCK

LOGISTICS



DELIVERY



WAREHOUSE



CALL



UPLOAD

MONEY



PRICE



INVOICE



INSIGHTS



APPROVED

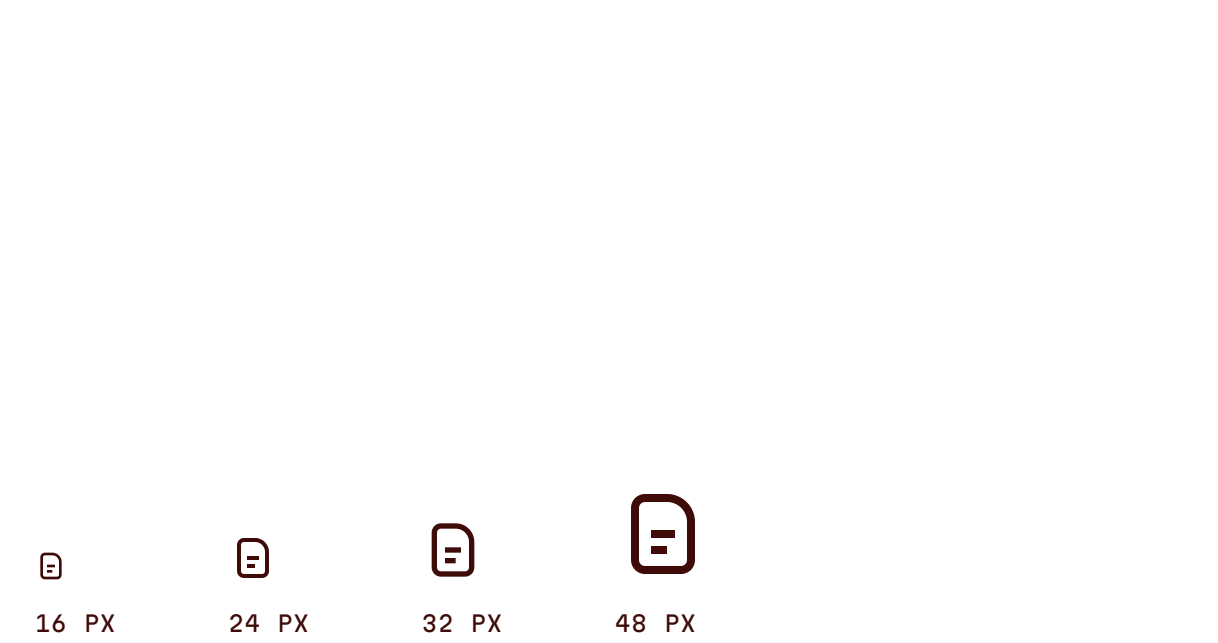


ICONS IN USE

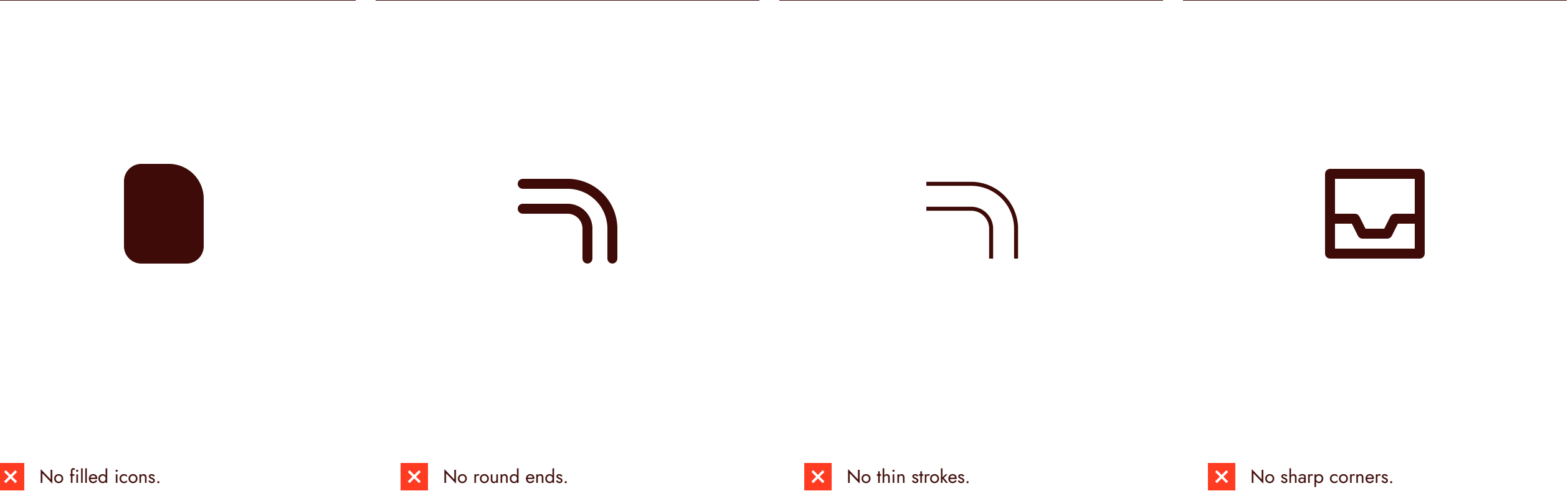
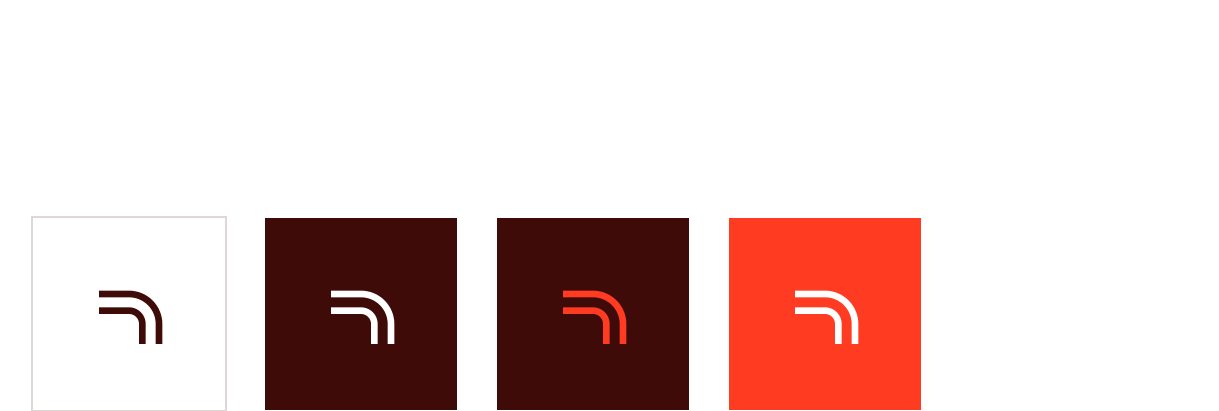
Draw at 24 px, use at 16, 24, 32 or 48. Stroke 2 px up to 32 px, then scale with the icon.

Maroon or white. Red only from 32 px, for the active state.

SIZES



COLOUR



- 5.1 Slide grid
- 5.2 Slide types
- 5.3 Social media grid
- 5.4 Files and links



PRESENTATION

SLIDE GRID

1920 × 1080, 12 columns. Lockup top left, section label top right.

Headlines from column 1. Body text at most five columns wide.

FERROL

SECTION · 04

EVERY LINE PRICED
THE SAME DAY.

Body text starts on column 8 and never runs wider than five columns.



SLIDE TYPES

Six types: cover, section, statement, number, comparison, closing. One idea per slide.

Pattern on the cover only. Red marks one thing per slide at most.



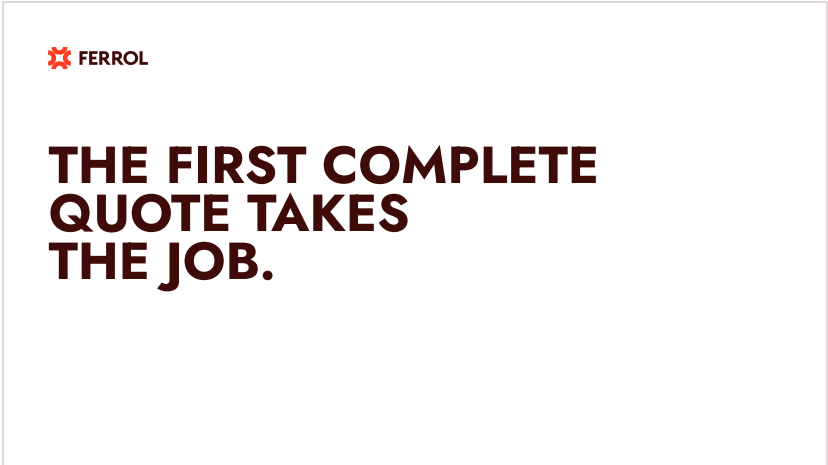
COVER

Pattern field, lockup centred. Nothing else.



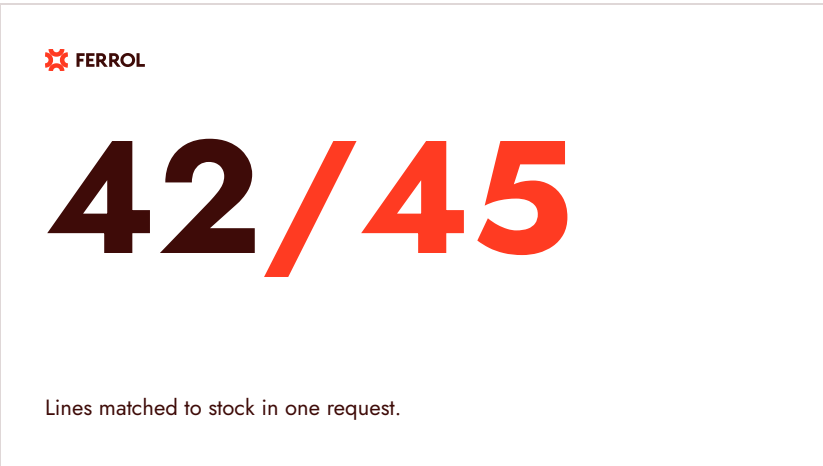
SECTION

Maroon, number in red, title in white.



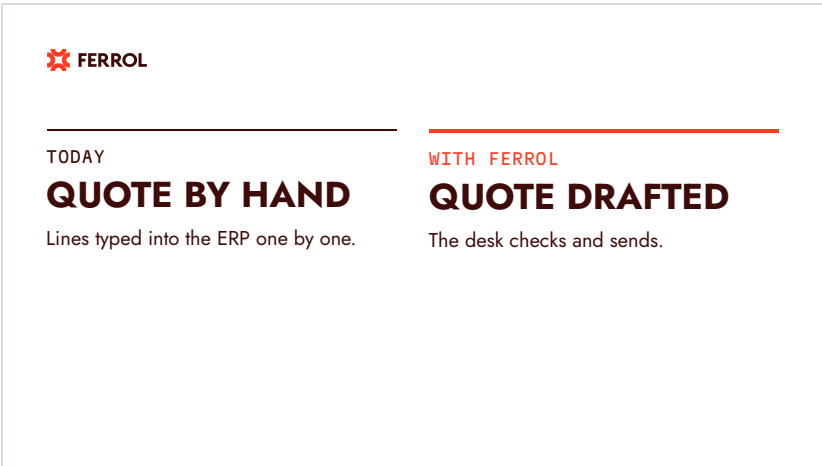
STATEMENT

One idea, one uppercase line.



NUMBER

One number in red, explained below.



COMPARISON

Two columns, before and after. Red marks the answer.



CLOSING

Red ground, white lockup.

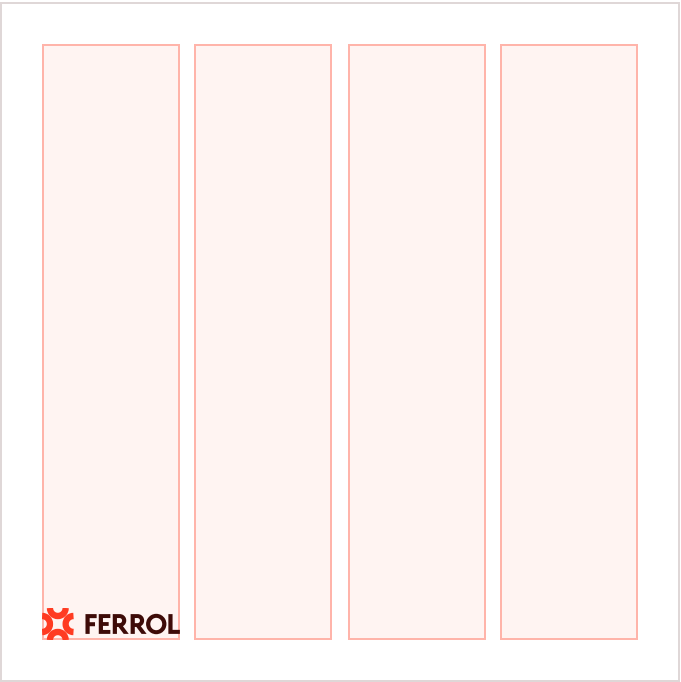


SOCIAL MEDIA GRID

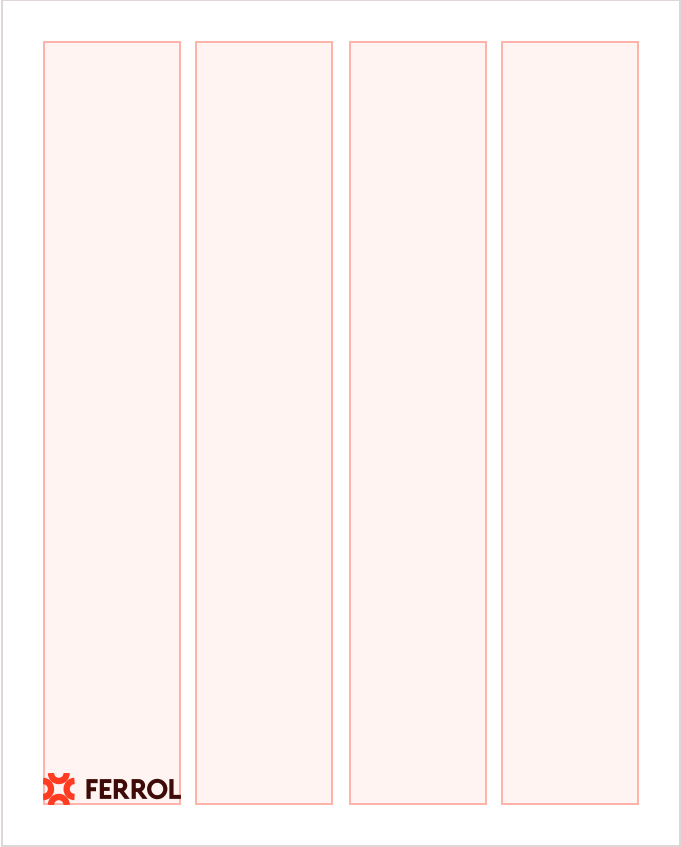
One grid for three formats: 1080 px wide, 64 px margins, four columns, 24 px gutter.

Lockup bottom left. In vertical video, keep clear of the hatched zones.

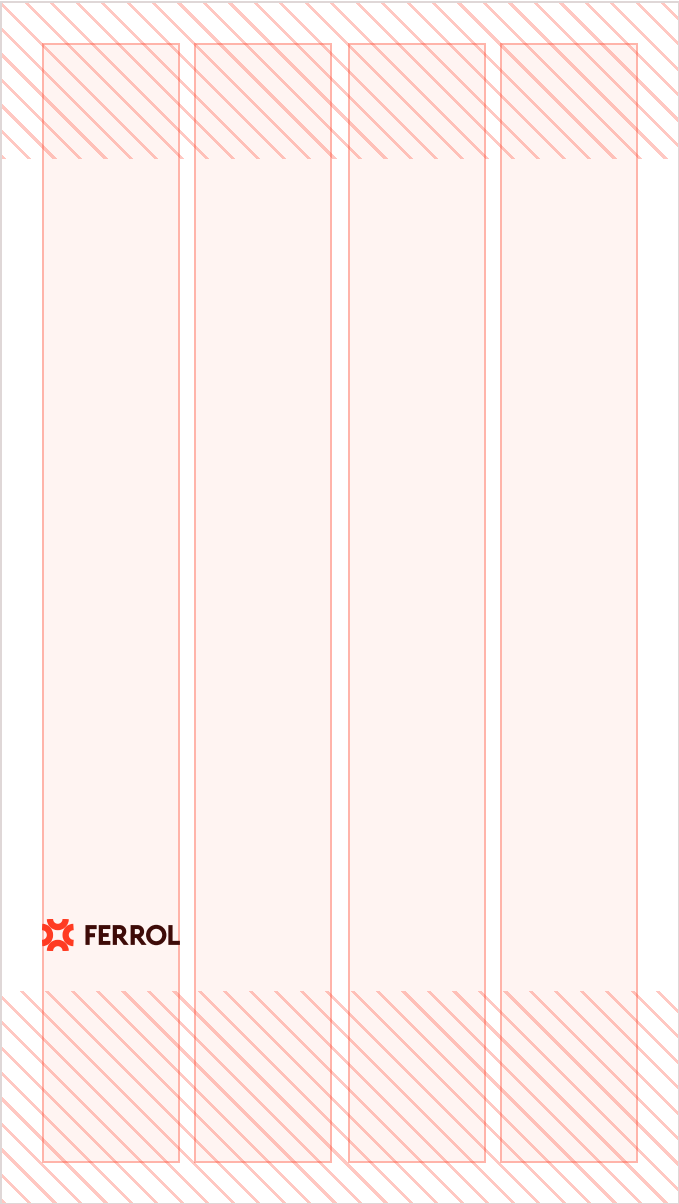
Ready post templates live in Figma, see Files and links.



SQUARE · 1:1
1080 × 1080



PORTRAIT · 4:5
1080 × 1350



VERTICAL · 9:16
1080 × 1920 · SAFE ZONES 250 / 340



FILES AND LINKS

Work from these files, never from screenshots of this document. Shared through Google Drive at handover.

TYPEFACE	JOST	Headlines and text. Free, Google Fonts.	GOOGLE FONTS ↗
TYPEFACE	MARTIAN MONO	Labels and data. Free, Google Fonts.	GOOGLE FONTS ↗
ASSETS	LOGO PACK	SVG and PNG for screen, PDF for print.	GOOGLE DRIVE ↗
ASSETS	ICON SET	The 16 core icons. SVG, 24 px grid.	GOOGLE DRIVE ↗
PRINT	PRINT FILES	CMYK PDF artwork for documents and signage.	GOOGLE DRIVE ↗
SOURCE	WORKING FILES	Editable sources: construction grids, pattern and layouts.	GOOGLE DRIVE ↗
PRODUCT	UI TEMPLATES	Product screens and UI components.	FIGMA ↗
SOCIAL	SOCIAL TEMPLATES	Post templates for the three social formats.	FIGMA ↗



- 6.1 Website
- 6.2 Product
- 6.3 Quote
- 6.4 Cable drum
- 6.5 On site

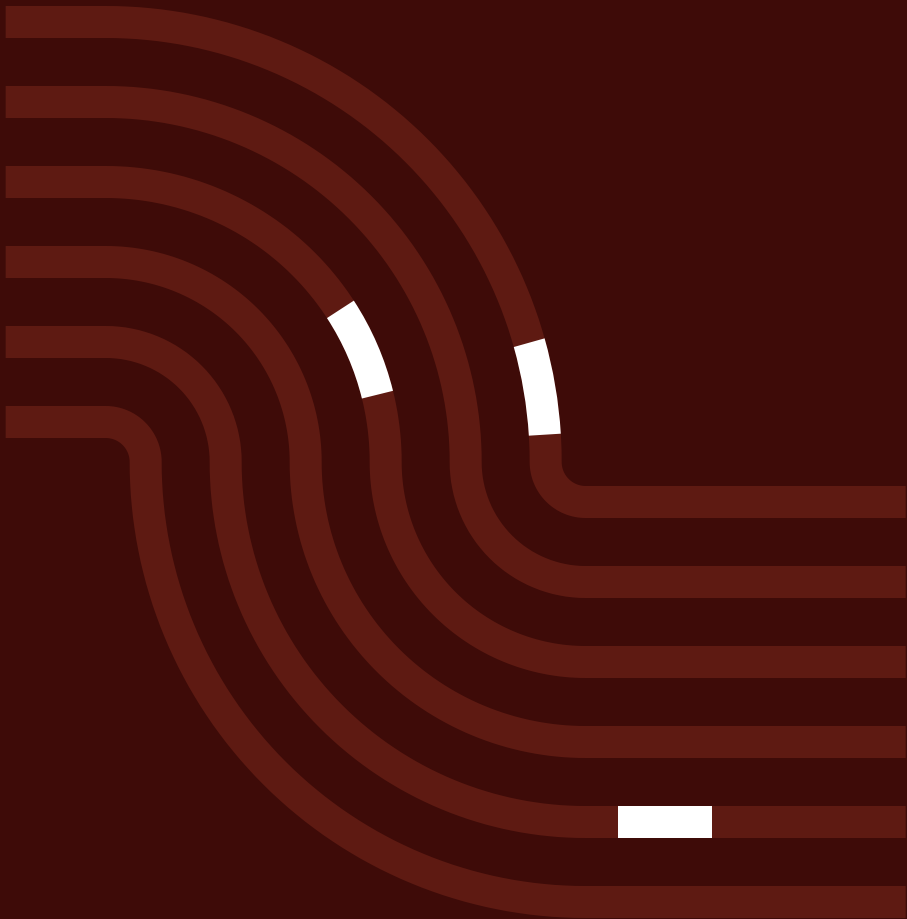


APPLICATIONS



EMAIL · 09:14 · SAMPLE INSTALLER LTD

- 01 nym 3x1,5 100m x6
- 02 NYM 5x2.5 ring 4 st
- 03 H07RN-F 3G2,5 - 250m
- 04 NYY 4x16 120 m
- 05 Kabelverschraubung M25 3 pack
- 06 NYM-J 3x2,5 50m 10x



QUOTE Q-0142 DRAFTED 09:16

NYM-J 3x1.5 mm², 100 m ring	288.00
NYM-J 5x2.5 mm², 100 m ring	448.00
H07RN-F 3G2.5, per metre	525.00
NYY-J 4x16 mm², per metre	1,176.00
Cable gland M25, pack of 50	58.50
NYM-J 3x2.5 mm², 50 m ring	390.00

SEND THE LIST.
WE'LL PRICE IT.

12 LINES · TOTAL EXCL. VAT, €

3,653.10

[Send a list](#)



Inbox 4

Match

Quote

Insights

QUEUE · 4

Sample Installer Ltd
09:14 · 12 LINES

Elektro Brandt
08:52 · 34 LINES

Nordbau GmbH
08:31 · 7 LINES

Lumen Install
08:05 · 19 LINES

A. Krause
Sales desk

REQUEST · SAMPLE INSTALLER LTD · 09:14

DRAFTED 09:16

12 lines, 9 matched

EMAIL · 09:14 “Hi, please quote the list below for the Lindenstraße site. Delivery by Friday.”

READY · 3 CHECKS

#	REQUESTED	MATCHED ITEM	QTY	STOCK	UNIT €	LINE €
01	nym 3x1,5 100m x6	NYM-J 3x1.5 mm², 100 m ring	6	40 rings	48.00	288.00
02	NYM 5x2.5 ring 4 st	NYM-J 5x2.5 mm², 100 m ring	4	12 rings	112.00	448.00
03	H07RN-F 3G2,5 – 250m	H07RN-F 3G2.5, per metre	250	1,200 m	2.10	525.00
04	NYY 4x16 120 m	NYY-J 4x16 mm², per metre Only 80 m on hand. 40 m arrives in 3 days. Split: 80 m now, 40 m later	120	80 m	9.80	1,176.00
05	Kabelverschraubung M25 3 pack	Cable gland M25, pack of 50	3	22 packs	19.50	58.50
06	NYM-J 3x2,5 50m 10x	NYM-J 3x2.5 mm², 50 m ring	10	35 rings	39.00	390.00
07	Abzweigdose IP65 100x100 24	Junction box IP65, 100x100	24	300 pcs	4.20	100.80
08	3G2.5 Gummi 100m	H07RN-F 3G4, per metre 3G2.5 is out of stock. Closest match: 3G4. Use 3G4	100	600 m	3.40	340.00
09	Wago 221-413 x200	WAGO 221-413 lever connector	200	4,000 pcs	0.32	64.00
10	Kabelkanal 40x60 2m x30	Cable trunking 40x60, 2 m	30	140 pcs	6.90	207.00
11	LED panel 60x60 x12	No match in catalogue Not in your catalogue. Remove line	12	—	—	—
12	LS-Schalter B16 x18	MCB B16, 1-pole	18	500 pcs	3.10	55.80

QUOTE Q-0142

DRAFT

Sample Installer Ltd · 11 priced lines

Subtotal 3,653.10

Delivery Included

TOTAL EXCL. VAT, €

3,653.10



QUOTE Q-0142
28.10.2026 · VALID 14 DAYS

QUOTE

DESCRIPTION	TOTAL €
NYM-J 3x1.5 mm², 100 m ring	288.00
NYM-J 5x2.5 mm², 100 m ring	448.00
H07RN-F 3G2.5, per metre	525.00
NYY-J 4x16 mm², per metre	1,176.00
Cable gland M25, pack of 50	58.50
NYM-J 3x2.5 mm², 50 m ring	390.00
Junction box IP65, 100x100	100.80
H07RN-F 3G4, per metre	340.00
WAGO 221413 lever connector	64.00
Cable trunking 40x60, 2 m	207.00
MCB B16, 1-pole	55.80

TOTAL EXCL. VAT, € 3,653.10

Review 3 checks

Send quote



QUOTE Q-0142
28.10.2026 · VALID 14 DAYS

QUOTE

TO
Sample Installer Ltd
Lindenstraße site

REQUEST
Email: 28.10.2026, 09:14
12 lines, 11 priced

PREPARED BY
A. Krause, sales desk
Delivery by Friday

#	DESCRIPTION	SKU	QTY	UNIT €	LINE €
01	NYMj 3x1.5 mm², 100 m ring	NYM-J-3G1.5-R100	6	48.00	288.00
02	NYMj 5x2.5 mm², 100 m ring	NYM-J-5G2.5-R100	4	112.00	448.00
03	H07RNF 3G2.5, per metre	H07RNF-3G2.5-M	250	2.10	525.00
04	NYyj 4x16 mm², per metre 80 m now, 40 m in 3 days	NYyj-4X16-M	120	9.80	1,176.00
05	Cable gland M25, pack of 50	CG-M25-P50	3	19.50	58.50
06	NYMj 3x2.5 mm², 50 m ring	NYM-J-3G2.5-R50	10	39.00	390.00
07	Junction box IP65, 100x100	JB-IP65-100	24	4.20	100.80
08	H07RNF 3G4, per metre Replaces 3G2.5, out of stock	H07RNF-3G4-M	100	3.40	340.00
09	WAGO 221-413 lever connector	WAGO-221-413	200	0.32	64.00
10	Cable trunking 40x60, 2 m	TRK-4060-2M	30	6.90	207.00
12	MCB B16, 1-pole	MCB-B16-1P	18	3.10	55.80

Subtotal

Delivery

VAT 19%

Total incl. VAT

3,653.10

Included

694.09

4,347.19

TOTAL EXCL. VAT, €

3,653.10

PRICES EXCL. VAT · STOCK AS OF 28.10.2026, 09:16

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