

Riello UPS Expands Into Ireland With New Branch

Expansion aims to capitalise on the fast-growing data centre market

Legnago, 10 november 2022. Leading global manufacturer of uninterruptible power supplies Riello UPS is expanding with the launch of a new subsidiary covering the Republic of Ireland.

Riello UPS Ireland Ltd is the Italian-headquartered company's seventeenth dedicated worldwide branch and is a strategically important addition aimed at increasing the brand's presence in the thriving Irish data centre market, where global tech giants including Amazon, Google, and Facebook all have major facilities located.

The new subsidiary will be headed up by Leo Craig, who will combine the role with his current position as Managing Director of Riello UPS Ltd in the UK. A Member of the Institute of Engineering Technology (MIET) and a Fellow of the Institute of Sales Management (FISM), Leo is also a Certified

Data Centre Design Professional (CDCDP) and a Certified Data Centre Energy Professional (DCDEP) with more than 30 years' experience in the critical power protection industry.

The subsidiary expects to be fully operational by the new year, with a dedicated team and new premises in Dublin's IT district.

Riello UPS Ireland Ltd will also be exhibiting at the upcoming DataCentres Ireland trade show on 16-17 November at the RDS Arena in Dublin. The show provides the new branch with the perfect platform to showcase its range of proven data centre solutions, including the modular Multi Power, the high-efficiency NextEnergy, and the transformer-free Sentryum.

Leo Craig, Managing Director of Riello UPS Ireland Ltd, commented: *"The Irish market offers huge growth potential for us as a business. Riello UPS brand is already a well-established brand over here and we have strong links through several resellers and distributors. But having our own office and team on the ground will give us a much better foothold to increase our presence in the months and years to come."*

"The Irish legal entity marks a fundamental step forward of our business expansion, and it is pivotal to further & better serve the growing demand of the Data Center Industry and more in general of the Critical Power Segment. And We also truly believe that under the sound leadership of Mr. Leo Craig, our Irish Legal Entity will very soon become a solid reference for the Irish Market customers as well as for our own company international footprint" said Mr. Roberto Facci/ Fabio Passuello, respectively Commercial Director and CEO of RPS S.p.A.

Also known as a UPS, an uninterruptible power supply provides invaluable protection against electrical power outages and disturbances. It offers instantaneous battery backup that enables critical equipment like computers, IT systems, and associated equipment to keep running until the power returns or a standby generator kicks in.

With a power range of 400VA to 6.4MVA, Riello UPS's portfolio incorporates 24 high tech solutions



for protecting everything from the smallest desktop PCs and home entertainment devices to the latest data centre supercomputers and advanced manufacturing equipment.

For further information about Riello UPS Ireland Ltd visit www.riello-ups.ie

Information about Riello UPS

Riello UPS is the brand of uninterruptible power supplies for Data Centres, electromedical applications, security and emergency equipment, industrial processes, and communication systems, designed and produced by RPS S.p.A., a company based in Italy and part of the Riello Elettronica Group. RPS S.p.A. is the industry leader in Italy and firmly placed among the top five companies in the world in technological research, production, sales, and assistance. The pursuit of quality, the optimization of resources and a strong drive towards technological innovation, together with seriousness, consistency, and experience, make RPS S.p.A. a company able to meet the needs of a fast-growing market. RPS S.p.A. has two production sites in Italy, 16 subsidiaries placed between Europe, the United States, the United Arab Emirates, China, India, Singapore, Vietnam and Australia, and a presence in over 85 countries worldwide, that offers a very high level of customer service.

For additional information about the company and its products visit www.riello-ups.com

Information about Riello Elettronica

Established and successfully led by Pierantonio Riello in 1986, Riello Elettronica is the holding company of a group of businesses operating in sectors with high technological expertise. Energy represents the core business of the group (design, production, sale, and assistance of UPS and photovoltaic inverters) with the brands Riello UPS and Riello Solartech. This is complemented with work in the Automation and Security areas with the AVS and Cardin brands. The group has seven production sites, 30 subsidiaries in Europe, United States, United Arab Emirates, China, India, Singapore, Vietnam and Australia, and a presence in over 85 countries worldwide that offers a very high level of customer service.

For additional information about the group visit www.riello-elettronica.com

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