



WEIDMULLER LTD. SIGNS A DISTRIBUTION PARTNERSHIP WITH SHELLEY AUTOMATION

April 4th, 2022: [Weidmuller Ltd.](#) has signed a distribution partnership with [Shelley Automation](#) for the Ontario region in Canada. It is part of the growth strategy embarked on by Weidmuller Ltd. under the new leadership of Michael Daly, Managing Director.

Shelley Automation will market Weidmuller's complete portfolio in the Ontario region. That includes I/O systems, industrial ethernet, relay modules, and power management, to name a few.

Shelley Automation is a known name within the industry for automation solutions and more and has been serving since 1959. They have built strong partnerships with their customer base and delivered cutting-edge solutions through time.

Michael Daly commented on the collaboration, "With Shelley Automation's integration, Weidmuller's distribution network looks more robust than ever. In addition, Shelley has a good team of professionals who know their trade, and we are confident of this alliance."

Selman Qadri, Director of Sales and Marketing, said, "This is an exciting time for Shelley. We believe there is good synergy between Weidmuller products and our expertise in automation. We can confidently go to market with Weidmuller products because they are an established brand and have quality products that address many industry problems."

[Weidmüller Group](#)

Market leader in Industrial Connectivity and as experienced experts, we support our customers and partners worldwide with products, solutions, and services in the industrial environment of power, signal and data. We are at home in their industries and markets and know the technological challenges of tomorrow. We are, therefore, continuously developing innovative, sustainable, and valuable solutions for their individual needs. Together we set standards in Industrial Connectivity.

[Shelley Automation](#)

Shelley Automation is a dynamic technology-driven company that provides leading-edge automation solutions in the Canadian marketplace. We deliver both off-the-shelf and custom solutions to optimize our customer's manufacturing process while improving the workplace for their operators. We collaborate with our partners and end-users to help boost productivity and minimize machine downtime. Since 1959, our mission has been to build long-term partnerships with our customers, working together to ensure tomorrow's increasing demand for performance and quality.