

# WRA

White Rose Agencies

## SPOTLIGHT

Buying Guide  
2024/25



# Welcome

Welcome to the 2024/25 updated 'Spotlight' Buying Guide, designed to highlight our market leading brands.

We have seen many changes over the last few years but our 'mission' has still remained consistent and that is to provide the best possible sales service to the Electrical Wholesale sector in the North East of England.

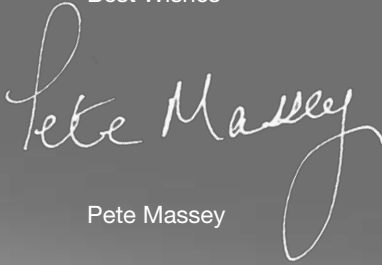
In order to achieve this we have associated ourselves with professional Manufacturers, intent on providing top quality products. In our short existence we have helped to establish some of the most recognised brands in our industry.

We are particularly proud to have made a huge contribution in the promotion and growth of energy saving and renewable products and bringing the latest innovative products in this sector to market.

Our message to customers is reinforced by a number of proven sales growth strategies all aimed at supporting and increasing the knowledge of key personnel within the Wholesaler to help maximise sales opportunities.

We are delighted to announce the recent appointment of Emma Quinlan to the position of Internal Sales Coordinator. Emma has well over a decade of experience working specifically in the Cable Management sector liaising with distributors and contractors. This will further strengthen our customer relationships as we strive to provide the vital sales link between Manufacturer and Electrical Wholesaler in Yorkshire and the North East.

Best Wishes



Pete Massey



# Our Brands



01 Cable Management

Web: [atkore.com](http://atkore.com)  
Email: [enquiries@atkore.com](mailto:enquiries@atkore.com)  
Tel: 0121 580 6300



02 Wiring Accessories

Web: [eurolite.co.uk](http://eurolite.co.uk)  
Email: [sales@eurolite.co.uk](mailto:sales@eurolite.co.uk)  
Tel: 01772 672 020



03 Heating and Hand Dryers

Web: [atcelec.co.uk](http://atcelec.co.uk)  
Email: [sales@atcelec.co.uk](mailto:sales@atcelec.co.uk)  
Tel: 0203 564 9164



04 Test Instruments

Web: [kewtechcorp.com](http://kewtechcorp.com)  
Email: [sales@kewtechcorp.com](mailto:sales@kewtechcorp.com)  
Tel: 01494 792 212



05 EV Charging & Caravan Hook-Ups

Web: [rolecserv.com](http://rolecserv.com)  
Email: [enquiries@rolecserv.co.uk](mailto:enquiries@rolecserv.co.uk)  
Tel: 01205 724 754



06 Circuit Protection & Switchgear

Web: [protekuk.co.uk](http://protekuk.co.uk)  
Email: [sales@protekuk.co.uk](mailto:sales@protekuk.co.uk)  
Tel: 01543 467 575



07 Battery Storage

Web: [sunsynk.com](http://sunsynk.com)  
Email: [sales@sunsynk.com](mailto:sales@sunsynk.com)  
Tel: 0151 832 4300



[www.whiteroseagencies.com](http://www.whiteroseagencies.com)

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*'making the right connections'*

The Manufacturers' Agents' Association of  
Great Britain & Ireland

Accredited Agents from 2006. "Agent of the Year" 2010

International Union of Commercial Agents & Brokers  
"International Agent of the Year" 2010

Elected Fellow of the Institute of Sales and Marketing  
Management 2014

Founding member of NESAs UK  
(Network of Electrical Sales Agents) 2019