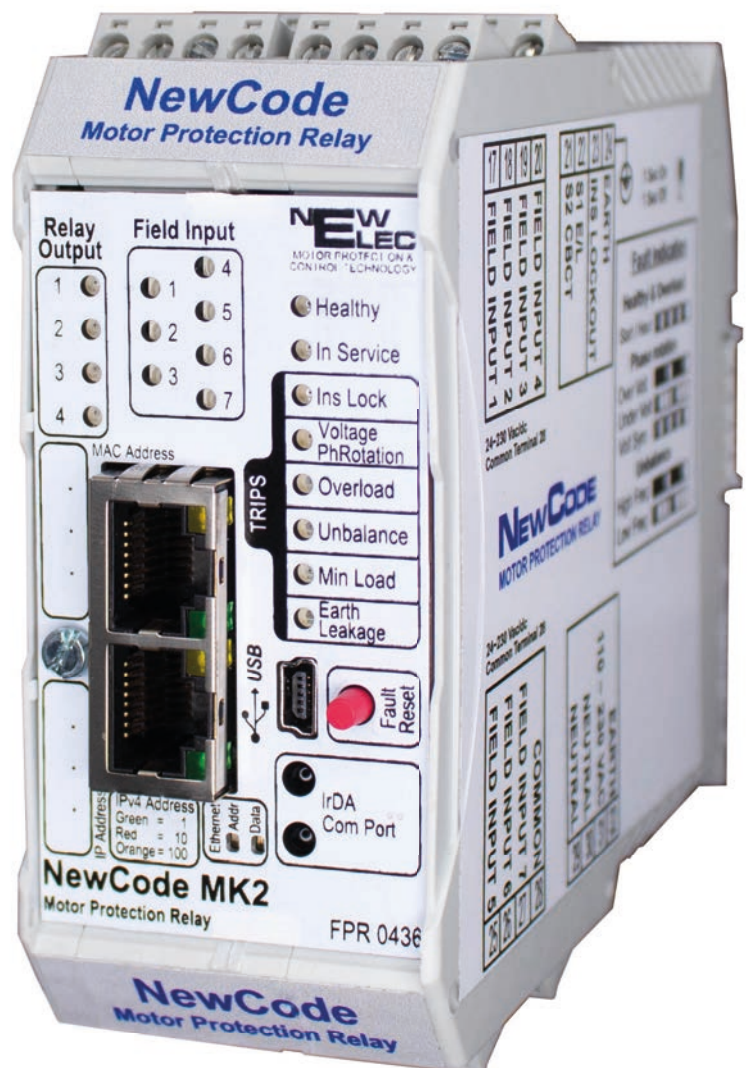


NEW ELEC

MOTOR PROTECTION & CONTROL TECHNOLOGY

Company Profile



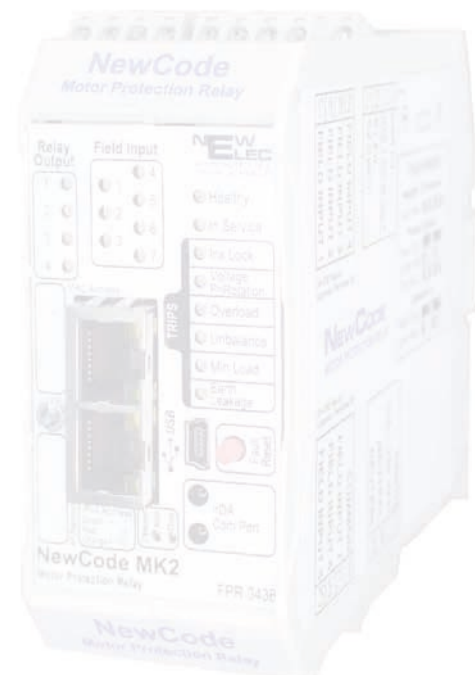
A South African Company to be Proud of

“Innovative Solutions From South Africa’s Leading Motor Protection Specialists”



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Company Overview

NewElec is a Level 2 BBBEE accredited privately owned company that designs and manufactures a wide range of low/medium voltage superior 3-phase Motor and Earth Leakage Protection Relays with innovation as its core for the needs of the harsh South African and global industrial landscapes and industries. We pride ourselves as being able to take a needs based concept and mature it into a IEC/ANSI integrated ready to serve its application protection purpose, our product life cycle is 25 to 30 years not allowing component obsolescence to dictate product life span but by redesigning from within the product with newer technology to maintain and extend product life-span thus avoiding costly and unscheduled upgrades on our customers.

We thrive on providing solutions. NewElec's goal, since 1972, has been to exceed the expectations of every client by offering quality products, outstanding customer service and delivering greater value, thus optimizing system functionality and improved operational efficiency.

NewElec's Why Wait to Automate™ solutions are designed for ageing industrial plants, mines, and manufacturing facilities that currently operate without any automation. Without replacing your infrastructure, you can gain critical visibility, real-time diagnostics, and early fault alerts by retrofitting NewElec's advanced protection and monitoring systems into your existing equipment.

NewElec's electronic motor protection relays can be found in refineries, mining, waterworks, steel production, petrochemical, pulp and paper, sugar mills, agriculture and material handling industries to name a few, both locally and internationally. The NewElec product range includes free front-end software for our programmable LV Motor Protection Relays, configuration process control applications, for LV and MV motors.

As experts in motor protection, NewElec is involved in every stage of the client's selection of the required protection relay offering ongoing functional and technical support. Our R&D division is continually designing the most technically advanced motor protection relays, now with focus on Renewable Energy bridging the gap between solar/wind and the real grid to meet ever increasing energy demands with our recently launched Feeder Protection Relays.



Why Choose NewElec?

- Years of industry expertise
- Leading-edge technology for maximum efficiency and safety
- Dedicated customer support with a personal touch
- Proud Level 2 BBBEE contributor

We are committed to providing exceptional service and support for all your motor protection and control technology needs. Whether you have a technical inquiry, require sales assistance, or need information about our solutions, our team is here to help.

Industry Segments Supplied and Serviced

At NewElec, we provide tailored Motor and Earth Leakage Protection solutions to enhance efficiency, motor operation transparency and reliability across various sectors. Our innovative Motor and Earth Leakage Protection Relay solutions are designed to address the unique challenges faced by South African and global industry professionals, ensuring reliable and uninterrupted operations.

Our state-of-the-art Motor Protection Relays and Earth Leakage Relays offer comprehensive motor control and monitoring, safeguarding your systems and optimising performance.

Our relays offer protection for any motor driven application including pumps, fans, compressors, conveyors and crushers.

Newelec also works alongside OEM's to develop solutions from spec to their needs, branded with supporting documentation and front-end software for export and local markets.



Mining



Water Affairs



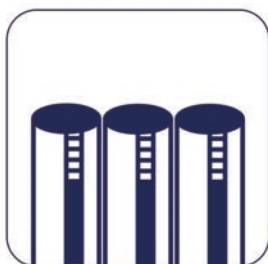
Petro Chemical



Refineries



Pulp & Paper



Mills



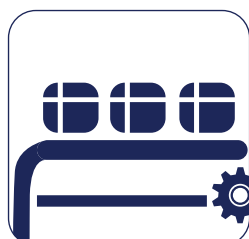
Agriculture



Material Handling



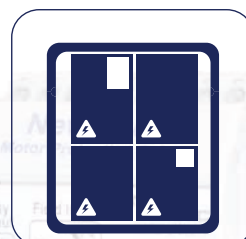
Automation



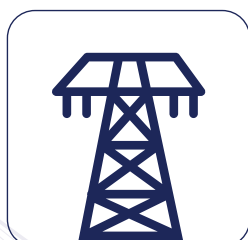
Food Processing



Independent contractors



Panel Builders



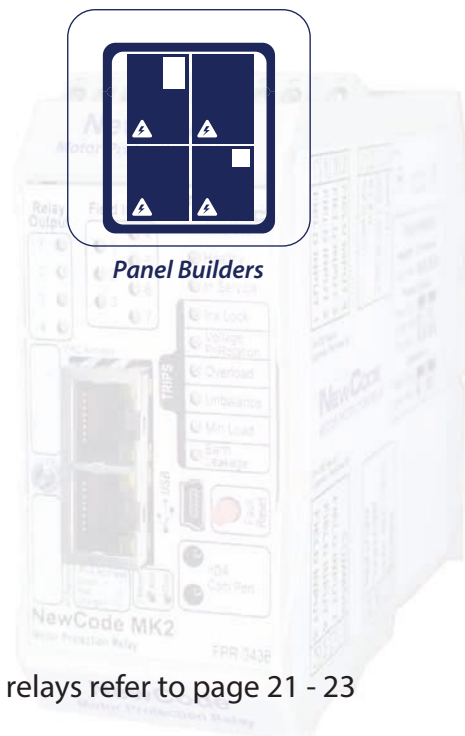
Power Utilities



Transport



Distributors



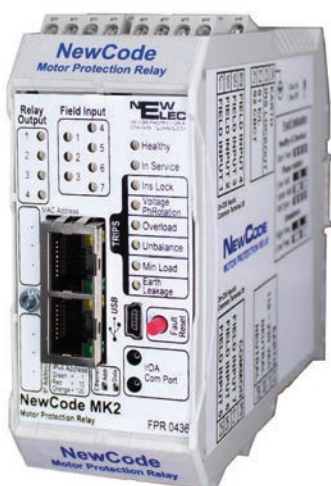
For a full comprehensive list of application protection and their specific relays refer to page 21 - 23

Comprehensive Range of Protection Relay Solutions

Protection Relays Engineered for Industrial Reliability and Safety

NewElec offers industry-leading solutions designed for maximum safety, operational efficiency, and protection against costly downtime. With over 45 years of expertise, our robust selection of innovative products includes specialised motor protection relays that precisely monitor equipment performance, advanced earth leakage protection relays engineered to rapidly detect and isolate electrical faults, and customised OEM solutions tailored to unique industrial requirements, additionally boasting Feeder protection solutions.

Our relay technologies are meticulously designed to withstand harsh operational conditions across mining, water treatment, manufacturing, renewable energy, and more, ensuring dependable performance, enhanced equipment longevity, and comprehensive protection for critical infrastructure.



Three-Phase Motor Protection Relays



Earth Leakage Relays



Feeder Protection Relays



OEM Designed Products

Three-Phase Motor Protection Relays



320–327 Series Motor Protection Relay

The 320–327 Series provides full-spectrum protection for low and medium voltage motors driving crushers, mills, or other high-inertia loads with long run-up times. It offers thermal overload, locked rotor, running stall, jam, unbalanced current, single phasing, earth fault, and short circuit protection. With selectable start limitations, built-in load transducer, and 4–20 mA output, it supports continuous heavy-duty operation. Amp ranges span 0.8– 1680 A, across seven calibration bands for broad application flexibility.



330M Series Motor Protection Relay

The 330M Series is designed for wound rotor motors on winches and cranes, offering precise stator and rotor protection. It integrates inverse thermal curves to match motor duty class and cyclic duration factors, ensuring full load use without compromising safety. Key features include thermal overload, unbalance, and single-phasing protection, true RMS load monitoring, full thermal memory, latched trip indication, and selectable manual/auto reset. Available in flush or chassis mount with optional thermal trip indicators.



KA, KB & KC Series Motor Protection Relays

All three provide compact DIN-rail mounted protection with overload, under-load, unbalance, phase loss, and voltage protection.

- KA: Mains powered (auto-selects 380/400V or 525V) – ideal where auxiliary supply isn't available.
- KB: Requires 110V or 220V AC auxiliary supply – suited to standard installations.
- KC: Adds advanced functions like restart timer, restart contact, and running stall protection, making it best for demanding pump and motor control applications



KD Series Motor Protection Relay

The KD Series offers advanced low-voltage motor protection for conveyors, crushers, compressors, fans, and pumps. It combines thermal overload, insulation lockout, earth leakage, short-circuit, stall, jam, voltage, frequency, and power factor protection in a single device. With 2000 event logs, 60 fault records, on-board simulation, and three-phase current recording, it delivers powerful monitoring. Accessories include remote programming and display units, with Profibus communication for seamless integration into modern control systems.



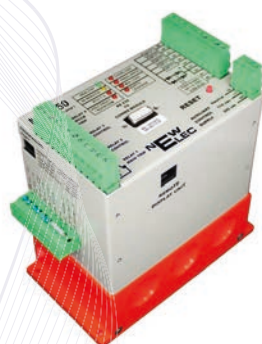
KE Series Motor Protection Relay

The KE Series provides advanced low-voltage motor protection for demanding applications such as conveyors, compressors, crushers, fans, and pumps. It combines thermal overload, stall, jam, insulation lockout, earth leakage, short-circuit, voltage, frequency, and power factor protection. With real and apparent power measurement, 2000 event logs, and 60 fault records, it offers comprehensive monitoring. Profibus communication, PC or RDU setup, three-phase recording, and on-board simulation make it a versatile, fully featured solution for modern motor control.



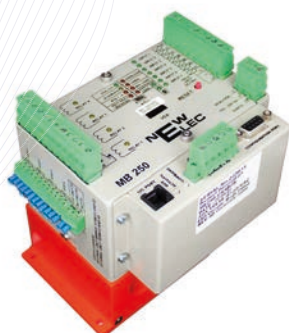
LA Series Motor Protection Relay

The LA Series provides reliable overload, locked rotor, stall, unbalanced current, and single-phasing protection, replacing traditional bi-metal relays with microprocessor-based precision. Designed for stable operation with VSDs and soft starters, it supports DOL and cyclic loads with integrated CT modules up to 250 A—no external CTs required. Features include fail-safe trip relay configuration, clear LED fault indication, and onboard test facilities, all in a compact, easy-to-install design.



MA Series Motor Protection Relay

The MA Series functions as a standalone motor protection relay or as part of an automation network via Profibus, Modbus, or Canbus. Covering 5–250 A with integrated CTs, it offers thermal overload, stall, earth leakage, earth fault, short-circuit, under-voltage, and unbalance protection. Features include five digital inputs, four C/O contacts (two programmable), fault recording, three-phase data logging, LED trip indication, and VSD compatibility. Ideal for cost-effective plant automation upgrades.



MB Series Motor Protection Relay

The MB Series is a multifunctional motor protection relay combining compact design with comprehensive monitoring. It provides overload, earth leakage, stall, jam, unbalance, and short-circuit protection, with selectable IDMT curves and fail-safe options. Features include true RMS sensing, adjustable start delays, programmable outputs, and LED status indication. With user-friendly settings and built-in test functions, the MB Series ensures reliable protection and easy integration into a wide range of industrial motor control applications.



N Series Earth Leakage Protection Relay

The N Series is a compact earth leakage relay with integrated CBCT, offering adjustable sensitivities from 30–1000 mA and user-selectable trip delays. It supports fail-safe or non-fail-safe and latched or non-latched operation. LED indicators provide clear status, while a test/reset push-button allows quick verification. Designed for nuisance-free performance, it ensures dependable protection of motors and distribution systems in both new and retrofit applications.



NewCode MK2 Dual Ethernet Motor Protection Relay

The NewCode MK2 Relay combines full motor protection with dual Ethernet ports for seamless integration into modern networks. Modbus TCP/IP, along with Modbus RTU and Profibus options. Protection features include overload, stall, short circuit, earth fault, and unbalance, with event/fault logging and waveform capture. Expansion modules available for I/O and RTD inputs providing scalable flexibility.



NewFeed Motor Protection Relay

The NewFeed is an ISO 9001:2015 compliant Intelligent Electronic Device (IED) designed for advanced motor protection in both low and medium voltage environments. It combines ANSI protection elements, integrated starter control, and breaker monitoring with powerful automation features. With configurable logic, real-time data recording, harmonic analysis, and multiple communication protocols. The NewFeed ensures reliable motor performance, precise fault detection, and streamlined commissioning, making it an indispensable solution for modern industrial motor applications.



OLR 8 – Overload Relay

The OLR 8 is a single-pole protection relay monitoring one motor phase via a CT input. It prevents mechanical breakdowns by detecting overload and stall conditions such as jammed conveyors, seized couplings, or end-stop stalls. Adjustable trip delays (1–10s), auto/manual reset, and LED fault indication ensure reliable performance. Features include a fail-safe trip relay, localized reset, and user-selectable 110/220 V supply, making it ideal for heavy-duty industrial drives.



UCR 80 – Undercurrent Relay

The UCR 80 monitors one motor phase through a CT input, safeguarding against under-load conditions in pumps, conveyors, and fans. It detects loss of prime, broken couplings, idle conveyor belts, blocked filters, or worn impellers—preventing damage and efficiency losses. With adjustable trip delays (5–50s), selectable reset modes, fail-safe operation, and LED status indication, the UCR 80 ensures dependable undercurrent protection in industrial and pumping applications.

Earth Leakage Relays



GA MS0 Earth Leakage Protection Relay

The GA MS0 pairs an integrated CBCT with harmonic-suppression circuitry for sensitive, nuisance-free earth-leakage protection on DOL and VSD-driven motors. Configure fail-safe or non-fail-safe, latched or non-latched trip, and choose 110/220 VAC or 380/525 VAC auxiliary supply. Sensitivities span 30–1000 mA with instantaneous or IDMT curves. A robust 6 A (220 VAC) trip contact and panel push-button reset complete a compact unit with adaptor plate for 71×94 mm cut-outs.



GA Earth Leakage Protection Relay

The GA Series Relay delivers sensitive earth leakage and earth fault protection for high-power motors, including direct-on-line and VSD applications, without nuisance tripping. It incorporates harmonic suppression, user-selectable sensitivities from 30 to 1000 mA, and adjustable instantaneous or IDMT curve operation. Options include fail-safe or non-fail-safe modes, latched or non-latched trip contacts, and dual auxiliary voltage ranges. A rugged 6 A trip contact and compact design ensure reliable, adaptable protection.



GA Plus Earth Leakage Protection Relay

The GA Plus Relay provides advanced earth leakage and ground fault protection with harmonic suppression for nuisance-free performance on DOL and VSD-driven motors. It distinguishes between leakage and fault, routing trips to the breaker for added safety. Sensitivities range from 30–1000 mA with selectable instantaneous or IDMT curves. Features include fail- safe/non-fail-safe options, latched or non-latched trips, an integrated test push-button, and RS232 interface for user configuration, all in a compact, rugged design.



EC Series Relay

The EC Series Relay safeguards motors by monitoring insulation integrity of windings and feeder cables before start-up. If insulation falls below set limits, the relay prevents contactor closure, avoiding earth faults. Ideal for seasonal or moisture-prone environments such as abattoirs, coastal areas, or standby equipment. Features include LED status indication, pluggable 11-pin base, fused measuring circuit, compact design for flame-proof enclosures, and suitability for DOL or star-delta motor starting.

Feeder Protection Relays



KH / KG Power Quality and Monitoring Motor and Feeder Protection Relay

The KG/KH Relay delivers advanced protection and monitoring for low-voltage motors and feeders. It features extensive ANSI protection functions, built-in power quality monitoring, and harmonic analysis up to the 31st order. Modbus-RTU and Bluetooth connectivity enable seamless integration and convenient mobile configuration. With event and fault recording, secure settings, and a compact, rugged design, it ensures reliable operation in demanding industrial environments.



NewFeed Motor and Feeder Protection Relay

The NewFeed Relay integrates motor and feeder protection with advanced switchgear control, automation logic, and ANSI-standard protection elements. It supports LV and MV applications with multiple curve selections, breaker failure detection, and sensitive earth leakage monitoring. Features include data recording, harmonic analysis up to the 37th, event/fault logging, and simulation for training. With Modbus, Profibus and expansion modules for RTD and I/O, it delivers robust, configurable protection and flexible communication.

OEM Designed Products



EC Series Relay

The EC Series Relay safeguards motors by monitoring insulation integrity of windings and feeder cables before start-up. If insulation falls below set limits, the relay prevents contactor closure, avoiding earth faults. Ideal for seasonal or moisture-prone environments such as abattoirs, coastal areas, or standby equipment. Features include LED status indication, pluggable 11-pin base, fused measuring circuit, compact design for flame-proof enclosures, and suitability for DOL or star-delta motor starting.



OLRP Overload Relay & Protection

The OLRP is a three-phase electronic motor protection relay delivering comprehensive protection, monitoring, and control for low-voltage motors. With integrated current transformers, earth leakage detection, and full IEC-compliant protection features, it safeguards motors against overload, phase faults, ground faults, voltage irregularities, and insulation failure. Advanced communication options, event logging, and built-in simulation tools make the OLRP ideal for modern plants requiring reliable motor management, reduced downtime, and seamless integration into automation networks.

CAN - *Reserved for OEM



ProLoc II Motor Protection Relay

The ProLoc II is an advanced microprocessor-based motor protection relay designed for conveyors, crushers, pumps, fans, and compressors. It provides overload, stall, locked rotor, unbalance, earth leakage, short-circuit, and insulation lockout protection. With true RMS sensing, IDMT curves, thermal memory, event and fault logging, and LED/LCD indication, it ensures reliable motor safeguarding. Communication options, flexible I/O, and compatibility with automation systems make it ideal for modern industrial motor control environments.

***Reserved for OEM**



ProBeck-IPS Motor Protection Relay

The ProBeck-IPS is a comprehensive three-phase motor protection relay combining precision protection, advanced control, and starter logic. It safeguards against thermal overload, stalling, single phasing, unbalanced current, short-circuit, under-voltage/over-voltage, earth leakage, and insulation failure. With data logging, power factor and consumption measurement, real-time clock, and spectrum analysis up to the 9th harmonic, it ensures reliable monitoring. Modular expansions (RTD, I/O, 4-20mA) and multiple protocols (Profibus, Modbus, DeviceNet, Ethernet) deliver flexible integration and superior motor management.

***Reserved for OEM**



MEProtect Motor Protection Relay

The MEP Series provides precise earth leakage protection with selectable trip sensitivities and time delays to minimize nuisance tripping while ensuring personnel and equipment safety. Designed for versatility, it supports fail-safe and non-fail-safe modes, with latched or non-latched operation. Features include clear LED indication. Compact and reliable, the MEP Series is ideal for both new installations and retrofit applications across industrial environments.

***Reserved for OEM**



EETEOL Motor Protection Relay

The EETEOL Relay is a compact electronic motor protection solution designed for versatile industrial applications. Requiring either 110V or 220V AC auxiliary supply, it offers a reliable alternative to traditional thermal overload and undercurrent devices. The EETEOL Relay delivers comprehensive protection including overload, under-load, single-phasing, unbalanced current, over-voltage, under-voltage, and phase rotation. With selectable auto reset and latched LED trip indication, the EETEOL Relay ensures efficient, safe, and user-friendly motor protection across diverse operational environments.

***Reserved for OEM**

Why Wait to AutomateTM ?

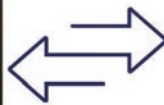
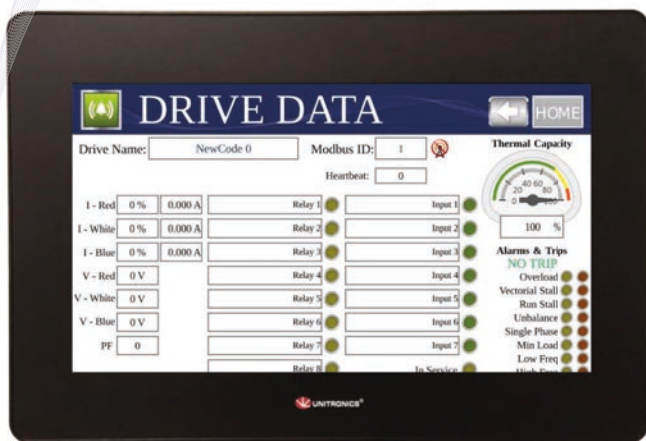
Revolutionise Your Systems Today

Transform your existing systems with NewElec's Why Wait to AutomateTM initiative. Designed for diverse industries, our innovative solutions enable seamless integration of advanced automation without the need for expensive overhauls. Featuring minimal wiring changes, enhanced safety, and remote monitoring through SCADA or HMI/PLC systems, we deliver smarter control and optimized performance.

Our team works alongside you to simplify the transition, ensuring your operations become more efficient, connected, and future-ready. Take the step to automate today and redefine what's possible with NewElec.



NewElec's Why Wait to AutomateTM solutions are designed for ageing industrial plants, mines, and manufacturing facilities that currently operate without any automation. Without replacing your infrastructure, you can gain critical visibility, real-time diagnostics, and early fault alerts by retrofitting NewElec's advanced protection and monitoring systems into your existing equipment.



Bridging Traditional Operations and Smart Automation

NewElec acts as the bridge between legacy systems and tomorrow's automation, offering a practical and cost-effective path forward. By introducing phased automation through plug-and-play smart relays, we help you gain immediate insights without the complexity of full PLC programming.

Our solutions make it easy to document equipment performance and track downtime trends, enabling you to map out your automation journey with confidence. Whether you're operating in mining, manufacturing, or water treatment, NewElec helps improve equipment efficiency while maximising the value of your existing infrastructure.

The Smart Way to Modernise Motor Control Systems

In a world where efficiency and visibility are key, NewElec introduces Why Wait to Automate™ – a turnkey solution designed to bring automation and monitoring into your existing motor control systems, without the need to overhaul your switchgear or retrain your team in PLC programming.

Plug In. Power Up. Take Control.

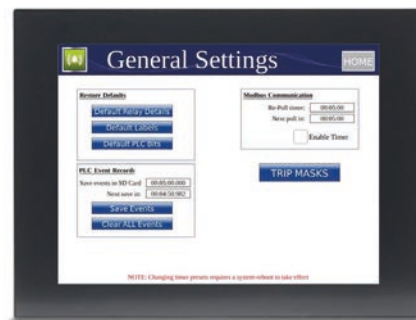
Why Wait to Automate™ transforms your motor control center (MCC) by integrating your current start/stop controls and interlocks into NewElec's advanced NewCode protection relay. The system connects up to 32 motor cubicles to a single HMI (Human Machine

Interface), offering centralised visibility and control, all without changing your basic wiring. At the heart of the system is a pre-programmed PLC and HMI unit, ready to deploy out of the box. No ladder logic. No software configuration. Just connect, power up, assign addresses, and you're online.

At NewElec, We understand the realities of industrial environments – tight budgets, older infrastructure, and limited technical resources. That's why Why Wait to Automate™ is built for quick installation, low disruption, and maximum impact.

What You Get

- Live monitoring of load current, voltage, power, and thermal capacity.
- Status feedback on field inputs, interlocks, and trip/alarm conditions.
- Event and fault logs with time and date stamps.
- Menu-based relay configuration – no programming required.
- Remote reset and diagnostics for faster fault clearing.
- A user-friendly interface that lets you choose between manual control or automated operation.
- Designed for Electricians. Backed by Engineers.
- Our support team works with your electricians and maintenance staff to ensure a smooth transition.
- You keep your system and upgrade your capability.

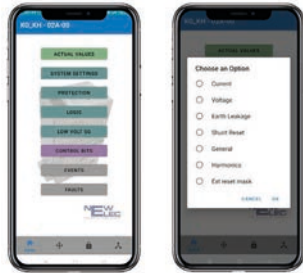


Renewable Energy Initiatives

Bridging the gap between wind and solar power generation and the real grid

Electricity is the backbone of modern society, powering homes, industries, and critical infrastructure. For electrical utilities, engineers, and infrastructure developers, ensuring reliable power distribution is essential to sustaining growth and development. In today's high-load, high-risk power environments, a moment's fault can cascade into costly downtime or even full system failure.

That's why utilities and infrastructure engineers across South Africa trust NewElec's robust motor protection systems, designed to detect faults early, support operational visibility, and maintain grid stability.



The KG and KH Power Quality Monitoring Motor and Feeder Protection relays offer advanced three-phase monitoring and protection, making them highly suitable for renewable energy plants where reliability and efficiency are critical.

In solar and wind applications, motors drive essential equipment such as tracking systems, cooling pumps, conveyors, and inverters. These relays provide comprehensive safeguards against overload, phase imbalance, single phasing, locked rotor, and earth leakage—conditions often caused by variable supply and fluctuating grid stability.

With built-in CTs, adjustable trip settings, clear LED indication, and Bluetooth Configuration via smart phone App options, they enhance up-time while reducing costly equipment failures.

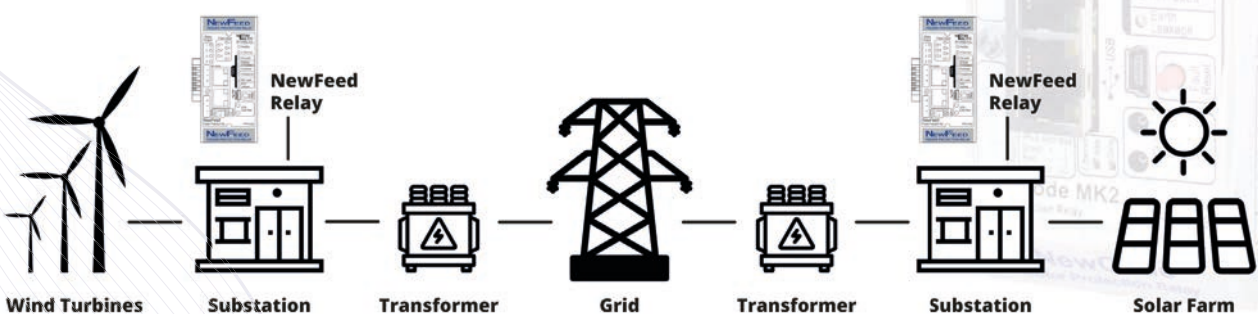
Their robust design ensures stable performance under the demanding and intermittent operating conditions of renewable installations, contributing to safer, more efficient, and sustainable energy generation.

The NEWFEED Feeder and Motor Protection Relay – Intelligent Protection for Feeder Applications. Designed for complex feeder systems and medium-voltage applications, the NEWFEED Relay offers a complete protection and control solution for modern utility environments. Built with flexibility and precision in mind, it integrates seamlessly with SCADA systems and ensures fast fault detection under high fault-current conditions.

Key Features:

- Earth fault, over-current, under/over voltage, phase loss
- Advanced fault logging with time-stamped event records
- Real-time diagnostics and programmable output settings
- ANSI 46 – Phase negative sequence / unbalance

Ideal for Eskom-approved substation configurations, distribution feeders, and transformer bays.



Product Training & Skills Development

At NewElec, we believe that knowledge is just as important as technology. To empower our customers and partners, we offer comprehensive training programs directly from our manufacturing premises at 77 Maltzan Street, Pretoria West, Gauteng. Our in-house training facility comfortably accommodates up to 12 delegates in an intimate and interactive learning environment. Each session is supported with hands-on demo equipment, product manuals, and document packs, ensuring practical understanding alongside theory.

Upon completion, every attendee receives a certificate of training, reinforcing their expertise. Importantly, this on-site training at our factory is offered at no cost to our customers.

Our training is structured across basic, intermediate, and advanced levels, covering both our motor protection relays and the front-end software that drives them.

Through these multiple training formats, NewElec continues to build technical confidence, ensuring that our customers not only install our solutions but also unlock their full potential for long-term reliability and performance.

Whether it's an introduction for new users or advanced configuration for experienced engineers, our tailored approach ensures maximum value for every participant.

Beyond our premises, NewElec also offers on-site training nationwide, bringing our expertise, demo equipment, and training materials directly to the customer. This option is billed per hour and is ideal for teams requiring real-time application within their operational environments.

Recognizing the need for flexibility, we also provide virtual training through Microsoft Teams, Zoom, or Google Meet, connecting our experts with clients anywhere in the world. This online option mirrors the high standards of our in-person sessions, ensuring accessibility without compromise.



Enclosure Manufacture

At NewElec, we design and manufacture high-performance plastic enclosures using our proprietary PMPT (Plastic Moulding Production Technology). This innovative, tool-less technology enables us to produce custom electrical housings without the need for expensive moulds or traditional tooling. By using computer-controlled manufacturing equipment, PMPT allows for shorter development times, rapid prototyping, and easy design changes — all while significantly reducing non-recurring engineering costs.

NewElec's PMPT process offers a range of advantages over traditional injection moulding and thermoforming methods. It enables fast prototyping and production turnaround without the need for expensive moulds or dies, making it ideal for both low-volume and scalable manufacturing. Each enclosure is custom-engineered to suit specific product requirements, with excellent durability and a high-quality surface finish. Our in-house engineering team can quickly adapt designs, allowing for easy modifications at minimal cost. By eliminating non-recurring engineering (NRE) charges typically associated with tooling, we offer a more cost-effective solution for clients needing precision-built plastic housings for industrial control and protection systems.

We manufacture enclosures using a variety of thermoplastics, including ABS (Acrylonitrile Butadiene Styrene) for impact resistance, PS (Polystyrene) for cost-effective general use, HIPS (High Impact Polystyrene) for heavy-duty applications, and acrylics for enhanced aesthetics or display functionality.

Each enclosure is designed to provide optimal airflow, secure mounting, and easy access to internal components, making them suitable for a wide range of operational environments.

NewElec's custom plastic enclosures are trusted across a wide range of industries, including electrical distribution, water treatment, and mining.

These durable housings are used to protect vital components such as motor and pump protection relays, power monitoring systems, programmable control units, and load management devices. Designed for performance in demanding environments, each enclosure is custom-built to exact specifications, offering a lightweight yet robust solution that is corrosion-resistant and ready for immediate installation.



Why Choose NewElec for Your Protection and Control Relays

For state-of-the-art Switchgear solutions tailored to your needs, backed by technical and functional expertise. Our range of motor protection relays, Earth Leakage Protection Relays, and Integration ready solutions enhance your operations and offer insight on motor health and performance.

Our commitment to innovation, quality, and customer support ensures reliable solutions when you need them.



Feature-Rich Product:

Known as the “Best Kept Secret” in the market, our products offer a wide range of features that set us apart from the competition.



Event and Fault Records:

Time-stamped and exportable event and fault record capabilities help you monitor and manage your operations more effectively.



Long Lifespan:

Designed for a 20 to 30-year lifespan, our products reduce long-term costs and provide lasting value.



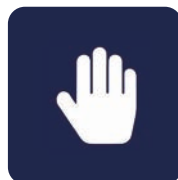
Comprehensive Protection:

Our products include free Front-End Software for low/medium voltage motor-driven applications, ensuring that your operations are safe and reliable.



Liability Management

We offer guidance and support to help you manage liability risks without creating additional issues.



Commitment to Quality:

Our rigorous testing and quality control processes ensure that every product we produce is of the highest quality, providing you with the confidence you need to trust our solutions.



Customer Support:

Our relationship with customers extends beyond the sale, contributing to our high level of client retention.

We offer ongoing support and assistance to ensure that our products continue to meet your needs.

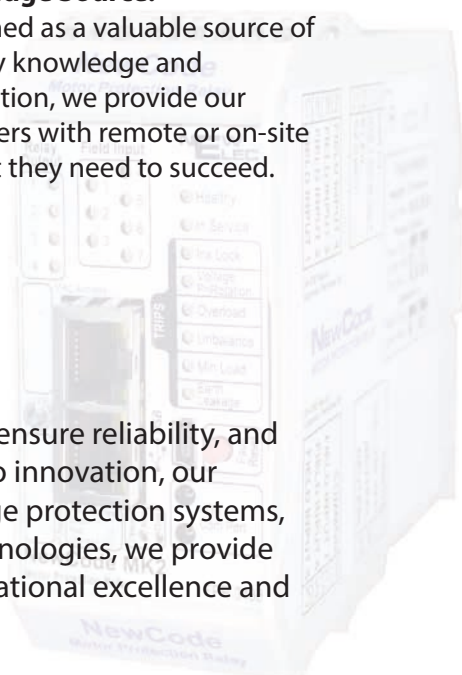


Knowledge Source:

Positioned as a valuable source of industry knowledge and information, we provide our customers with remote or on-site support they need to succeed.

Innovating Industrial Electrical Solutions for the Future

NewElec delivers advanced electrical solutions that enhance efficiency, ensure reliability, and reduce long-term costs. With decades of expertise and a commitment to innovation, our feature-rich products, including motor protection relays, and low-voltage protection systems, are designed to meet tomorrow's challenges. Leveraging the latest technologies, we provide sustainable solutions tailored to diverse industrial needs, ensuring operational excellence and customer satisfaction.



Accreditations and Certifications

NewElec's commitment to quality and industry standards is reflected in its comprehensive range of accreditation's and certifications, ensuring reliability and compliance across all operations.

With accreditation's like ISO 9001:2015, MASC approvals, ESKOM approval over a list of devices, SIEFSA Platinum Membership, SAIMC and PROFIBUS South Africa Membership. We design to IEC spec, SANS and American National Standards Institute specifications.



With strong presence across, South Africa, Ghana, and Zambia, NewElec is your trusted partner in achieving operational excellence with globally trusted products.

Whether it's improving motor control systems or safeguarding critical assets with earth fault relays, we have the expertise to help your business thrive.

- Newelec Pretoria Pty Ltd is a Level 2 BBBEE contributor
- Newelec conforms to broad-based black economic empowerment (BBBEE) guidelines regarding recruitment.
- Newelec growth has been underpinned by its BBBEE Code of Good Practice with employment opportunities for previously disadvantaged groups being its top priority.
- Newelec has adopted a preferential procurement policy for sourcing, which it sees as a business imperative, essential for the success of business and the continued growth of the South African economy.
- Newelec has achieved the highest level of excellence by being awarded the ISO 9001:2015 certified.



Selected NewElec relays have been approved for use by Eskom, South Africa's main power generation utility. This recognition demonstrates the reliability, safety, and compliance of our solutions with the strict standards required for national power generation. Products such as the 320M, KD & KE, NewCode, and NewFeed relays have successfully passed Eskom's rigorous testing process and are listed on the 2025 "Approved Devices" for use on Eskom Power Stations.



NewElec's advanced pump control systems have been successfully integrated into various water treatment facilities for example; Erwat, Magalies Water as well as Rand Water with the NewCode relay used as a preferred Protection Relay at Zuikerbosch Pumping Station among others.

IEC 61850- GOOSE Communications Protocol is in R&D to further innovate and drive South African Utilities into the future

Customer Portfolio

NewElec is proud to be a trusted partner to some of South Africa's most respected companies and organizations across a wide range of industries. Our customer base includes industry leaders such as Anglo American, Sasol, Exxaro, Illovo Sugar, Rand Water, Sandvik, BHP Billiton, Joy Global, PPC, and the South African Mint, to name just a few.

Our products and solutions support operations in mining, petrochemical, cement, food processing, water and wastewater treatment, power utilities, manufacturing, and municipalities. Beyond these, we also work closely with consulting engineers, resellers, switchboard manufacturers, system integrators, distributors, and independent contractors, ensuring reliable protection solutions from grassroots projects to large-scale industrial operations.

This diverse footprint reflects our ability to adapt to the unique demands of each sector, providing motor and earth leakage protection relays that safeguard equipment, improve efficiency, and enhance safety across critical applications. From agriculture to automation, collieries to refineries, transport to material handling, NewElec continues to play a vital role in powering South Africa's industries with trusted protection technology.



Geo-logical Footprint - A Trusted Name Worldwide

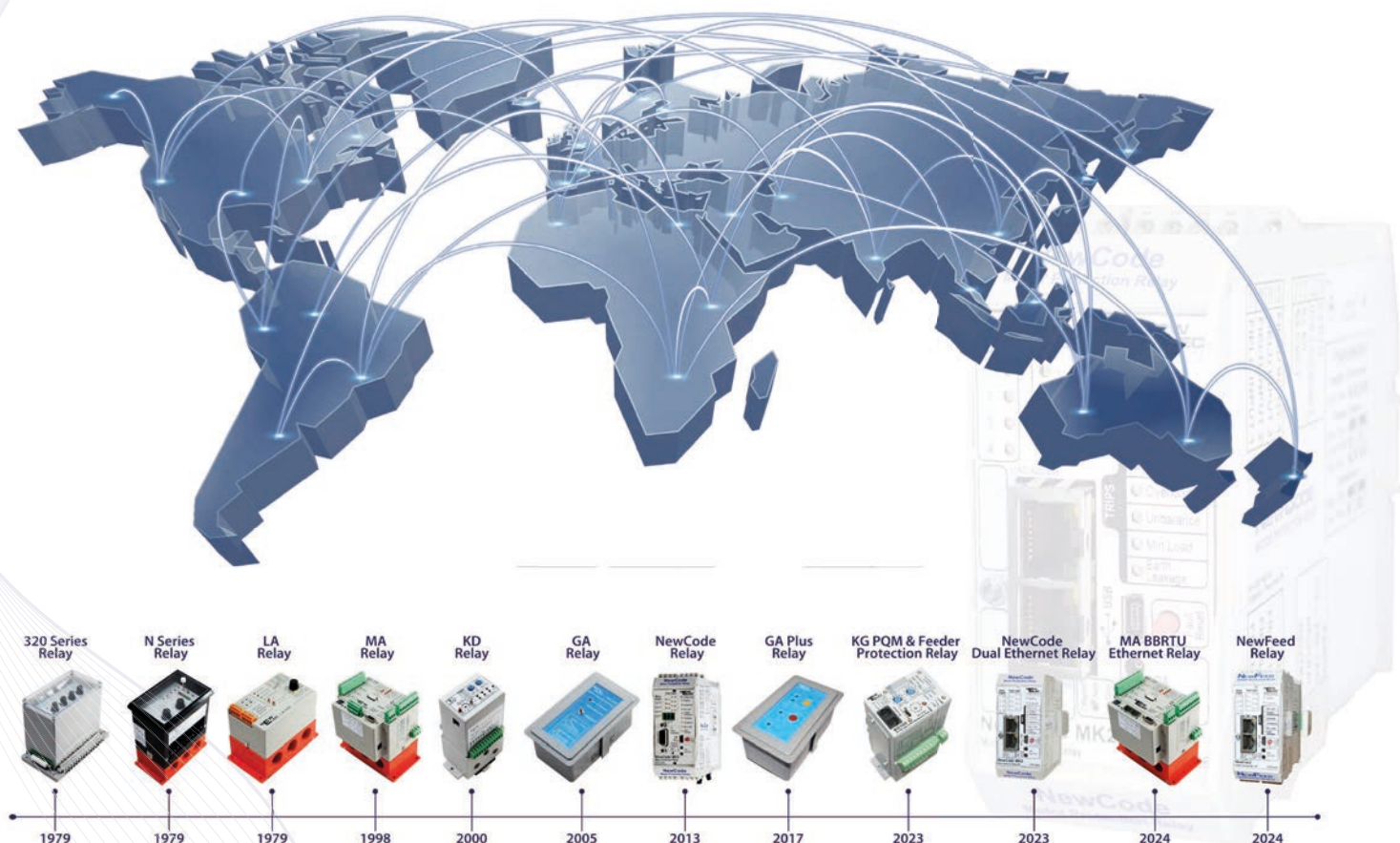
NewElec relays are not only relied upon across South Africa but have also earned a reputation as globally trusted protection solutions. Switchgear manufactures and Panel Builders are supplied directly and International supply is facilitated by these trusted partners. Our motor and earth leakage protection relays are supplied directly and through OEM partners to customers operating in mining, power generation, petrochemical, manufacturing, cement, food processing, and waterworks industries worldwide.

With a footprint extending across **Africa, Europe, Asia, Australia, and North America**, NewElec technology is at work in:

Africa:	South Africa, Zambia, Zimbabwe, Botswana, Mozambique, Namibia, Tanzania, DRC, Sierra Leone, Lesotho, Swaziland
Europe:	Germany, France, Netherlands, Czechia, United Kingdom
Asia:	India, Singapore, China
Australia:	Australia
North America:	USA

This extensive international presence reflects the confidence and credibility our products have earned in critical applications, from high-voltage power stations to demanding industrial plants.

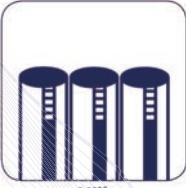
By combining locally engineered expertise with world-class standards, NewElec has become a partner of choice for customers who demand reliability, safety, and long-term performance — wherever they are in the world.

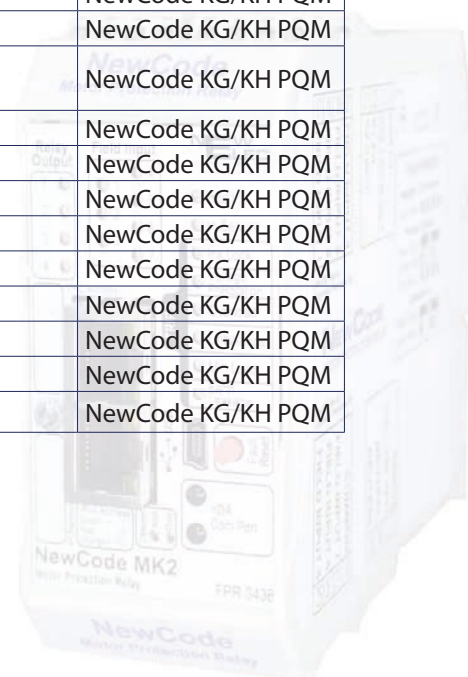


Application Specific Protection Offered

Industry	Application	Recommended 3 Phase Protection Relay	Comprehensive Alternative
 Mining	Conveyor Motor	MA	NewCode KG/KH PQM
	Conveyor Magnetic Loop	MA KD KE	NewCode KG/KH PQM
	Screen Conveyors	MA KD KE	NewCode KG/KH PQM
	Vibration Screen	MA KD KE	NewCode KG/KH PQM
	Stacker Reclaimer	MA KD KE	NewCode KG/KH PQM
	Crusher Motor	MA KD KE	NewCode KG/KH PQM
	Pumps	MA KD KE	NewCode KG/KH PQM
	Centrifugal Pumps	MA KD KE	NewCode KG/KH PQM
	Centrifugal Pumps (Mixed Flow and Radial Flow)	MA KD KE	NewCode KG/KH PQM
	Slurry Pumps	MA KD KE	NewCode KG/KH PQM
	Mag Pumps (magnetite)	MA KD KE	NewCode KG/KH PQM
	De-watering Pumps	MA KD KE	NewCode KG/KH PQM
	Submersible Pumps	MA KD KE	NewCode KG/KH PQM
	Submersible Pumps (Multi Stage Pumps)	MA KD KE	NewCode KG/KH PQM
	Positive Displacement Pumps	MA KD KE	NewCode KG/KH PQM
	Fans	MA KD KE 327M Series	NewCode KG/KH PQM
	Centrifuge Fans	MA KD KE 327M Series	NewCode KG/KH PQM
	Aeration Fans	MA KD KE 327M Series	NewCode KG/KH PQM
	Induced Draft Fans	MA KD KE 327M Series	NewCode KG/KH PQM
	Cranes	MA KD KE 330M Series	NewCode KG/KH PQM
	Overhead Cranes	MA KD KE 330M Series	NewCode KG/KH PQM
	Material Handling Cranes	MA KD KE 330M Series	NewCode KG/KH PQM
	Compressors	MA KD KE	NewCode KG/KH PQM
	Earth Leakage Protection	GA Relay	
 Water Affairs	Pumps	MA KD KE	NewCode KG/KH PQM
	Centrifugal Pumps	MA KD KE	NewCode KG/KH PQM
	Centrifugal Pumps (Mixed Flow and Radial Flow)	MA KD KE	NewCode KG/KH PQM
	Slurry Pumps	MA KD KE	NewCode KG/KH PQM
	Mag Pumps (magnetite)	MA KD KE	NewCode KG/KH PQM
	Dewatering Pumps	MA KD KE	NewCode KG/KH PQM
	Submersible Pumps	MA KD KE	NewCode KG/KH PQM
	Submersible Pumps (Multi Stage Pumps)	MA KD KE	NewCode KG/KH PQM
	Positive Displacement Pumps	MA KD KE	NewCode KG/KH PQM
	Compressors	MA KD KE	NewCode KG/KH PQM
	Aeration Fans	MA KD KE 327M Series	NewCode KG/KH PQM
	Centrifuge	MA KD KE	NewCode KG/KH PQM

Industry	Application	Recommended 3 Phase Protection Relay	Comprehensive Alternative
 Petro Chemical	Pumps	MA KD KE	NewCode KG/KH PQM
	Centrifugal Pumps	MA KD KE	NewCode KG/KH PQM
	Centrifugal Pumps (Mixed Flow and Radial Flow)	MA KD KE	NewCode KG/KH PQM
	Submersible Pumps	MA KD KE	NewCode KG/KH PQM
	Positive Displacement Pumps	MA KD KE	NewCode KG/KH PQM
	Fans	MA KD KE 327M Series	NewCode KG/KH PQM
	Cranes	MA KD KE 330M Series	NewCode KG/KH PQM
	Compressors	MA KD KE	NewCode KG/KH PQM
 Refineries	Conveyor Motor	MA	NewCode KG/KH PQM
	Conveyor Magnetic Loop	MA KD KE	NewCode KG/KH PQM
	Screen Conveyors	MA KD KE	NewCode KG/KH PQM
	Vibration Screen	MA KD KE	NewCode KG/KH PQM
	Pumps	MA KD KE	NewCode KG/KH PQM
	Centrifugal Pumps	MA KD KE	NewCode KG/KH PQM
	Centrifugal Pumps (Mixed Flow and Radial Flow)	MA KD KE	NewCode KG/KH PQM
	Slurry Pumps	MA KD KE	NewCode KG/KH PQM
	Mag Pumps (magnetite)	MA KD KE	NewCode KG/KH PQM
	De-watering Pumps	MA KD KE	NewCode KG/KH PQM
	Submersible Pumps	MA KD KE	NewCode KG/KH PQM
	Submersible Pumps (Multi Stage Pumps)	MA KD KE	NewCode KG/KH PQM
	Positive Displacement Pumps	MA KD KE	NewCode KG/KH PQM
	Fans	MA KD KE 327M Series	NewCode KG/KH PQM
	Centrifuge Fans	MA KD KE 327M Series	NewCode KG/KH PQM
	Aeration Fans	MA KD KE 327M Series	NewCode KG/KH PQM
	Induced Draft Fans	MA KD KE 327M Series	NewCode KG/KH PQM
	Cranes	MA KD KE 330M Series	NewCode KG/KH PQM
	Overhead Cranes	MA KD KE 330M Series	NewCode KG/KH PQM
	Material Handling Cranes	MA KD KE 330M Series	NewCode KG/KH PQM
	Compressors	MA KD KE	NewCode KG/KH PQM
 Pulp & Paper	Conveyor Motor	MA	NewCode KG/KH PQM
	Vibration Screen	MA KD KE	NewCode KG/KH PQM
	Pumps	MA KD KE	NewCode KG/KH PQM
	Centrifugal Pumps	MA KD KE	NewCode KG/KH PQM
	Centrifugal Pumps (Mixed Flow and Radial Flow)	MA KD KE	NewCode KG/KH PQM
	Pulp Pumps	MA KD KE	NewCode KG/KH PQM
	De-watering Pumps	MA KD KE	NewCode KG/KH PQM
	Submersible Pumps	MA KD KE	NewCode KG/KH PQM
	Submersible Pumps (Multi Stage Pumps)	MA KD KE	NewCode KG/KH PQM
	Positive Displacement Pumps	MA KD KE	NewCode KG/KH PQM
	Fans	MA KD KE 327M Series	NewCode KG/KH PQM
	Centrifuge Fans	MA KD KE 327M Series	NewCode KG/KH PQM
	Aeration Fans	MA KD KE 327M Series	NewCode KG/KH PQM
	Induced Draft Fans	MA KD KE 327M Series	NewCode KG/KH PQM
	Cranes	MA KD KE 330M Series	NewCode KG/KH PQM
	Overhead Cranes	MA KD KE 330M Series	NewCode KG/KH PQM
	Material Handling Cranes	MA KD KE 330M Series	NewCode KG/KH PQM
	Compressors	MA KD KE	NewCode KG/KH PQM

Industry	Application	Recommended 3 Phase Protection Relay	Comprehensive Alternative
 Mills	Conveyor Motor	MA	NewCode KG/KH PQM
	Screen Conveyors	MA KD KE	NewCode KG/KH PQM
	Vibration Screen	MA KD KE	NewCode KG/KH PQM
	Fans	MA KD KE 327M Series	NewCode KG/KH PQM
	Centrifuge Fans	MA KD KE 327M Series	NewCode KG/KH PQM
	Aeration Fans	MA KD KE 327M Series	NewCode KG/KH PQM
	Induced Draft Fans	MA KD KE 327M Series	NewCode KG/KH PQM
	Overhead Cranes	MA KD KE 330M Series	NewCode KG/KH PQM
	Material Handling Cranes	MA KD KE 330M Series	NewCode KG/KH PQM
	Compressors	MA KD KE	NewCode KG/KH PQM
	Mill Motors	MA KD KE	NewCode KG/KH PQM
	Material Extraction Fans	MA KD KE	NewCode KG/KH PQM
 Agriculture	Pumps	MA KD KE	NewCode KG/KH PQM
	Centrifugal Pumps	MA KD KE	NewCode KG/KH PQM
	Centrifugal Pumps (Mixed Flow and Radial Flow)	MA KD KE	NewCode KG/KH PQM
	Central Pivot Pumps	MA KD KE	NewCode KG/KH PQM
	De-watering Pumps	MA KD KE	NewCode KG/KH PQM
	Submersible Pumps	MA KD KE	NewCode KG/KH PQM
	Submersible Pumps (Multi Stage Pumps)	MA KD KE	NewCode KG/KH PQM
	Positive Displacement Pumps	MA KD KE	NewCode KG/KH PQM
	Conveyor Motor	MA	NewCode KG/KH PQM
 Material Handling	Conveyor Magnetic Loop	MA KD KE	NewCode KG/KH PQM
	Screen Conveyors	MA KD KE	NewCode KG/KH PQM
	Vibration Screen	MA KD KE	NewCode KG/KH PQM
	Stacker Reclaimer	MA KD KE	NewCode KG/KH PQM
	Crusher Motor	MA KD KE	NewCode KG/KH PQM
	Pumps	MA KD KE	NewCode KG/KH PQM
	Centrifugal Pumps	MA KD KE	NewCode KG/KH PQM
	Centrifugal Pumps (Mixed Flow and Radial Flow)	MA KD KE	NewCode KG/KH PQM
	Slurry Pumps	MA KD KE	NewCode KG/KH PQM
	Mag Pumps (magnetite)	MA KD KE	NewCode KG/KH PQM
	De-watering Pumps	MA KD KE	NewCode KG/KH PQM
	Submersible Pumps	MA KD KE	NewCode KG/KH PQM
	Submersible Pumps (Multi Stage Pumps)	MA KD KE	NewCode KG/KH PQM
	Positive Displacement Pumps	MA KD KE	NewCode KG/KH PQM
	Fans	MA KD KE 327M Series	NewCode KG/KH PQM
	Centrifuge Fans	MA KD KE 327M Series	NewCode KG/KH PQM
	Aeration Fans	MA KD KE 327M Series	NewCode KG/KH PQM
	Induced Draft Fans	MA KD KE 327M Series	NewCode KG/KH PQM
	Cranes	MA KD KE 330M Series	NewCode KG/KH PQM
	Overhead Cranes	MA KD KE 330M Series	NewCode KG/KH PQM
	Material Handling Cranes	MA KD KE 330M Series	NewCode KG/KH PQM
	Compressors	MA KD KE	NewCode KG/KH PQM



Meet the Team



Stuart Loudon Managing Director

Inventor at heart, leader through thought and training ChatGPT on the unknown by prompting the impossible.

With his extensive experience in Motor industry he recognized that there was a crucial requirement for superior quality, Local Manufactured Protection relays.

Innovative and forward thinking Stuart is always committed to design and manufacture superior Products. For the past 45 years, Stuart has been dedicated to exceed the expectations of every client.

He is continuously involved in the design and selection of the required protection relay offering ongoing functional and technical support.



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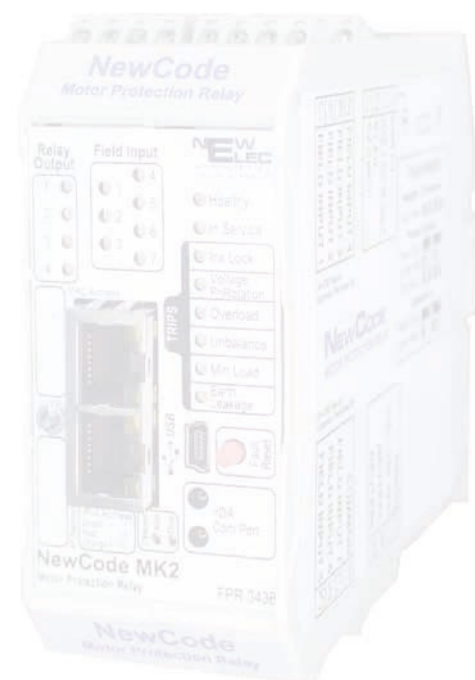
Our Company Culture

At NewElec, we believe that our people are our greatest strength. Our company culture is built on collaboration, respect, and innovation, where every individual's contribution is valued. We take pride in fostering an inclusive environment that celebrates diversity, as seen in our team's embrace

of heritage and unity. Whether in engineering excellence, customer support, or community initiatives, we work together with passion and purpose. This spirit of teamwork not only drives our success but also creates a workplace where people feel inspired, supported, and proud to belong.



“NewElec strives to be a platform for design and innovation by creating a fertile patch for the next generation of forward thinking individuals who would want to prove their salt in the International Mining Industries”



NEW ELEC

MOTOR PROTECTION & CONTROL TECHNOLOGY

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Company Profile

