

MAKE A SPLASH



Maytronics, a global leader in robotic pool cleaners, takes the stress out of a swimming pool. As CEO Eyal Tryber points out, ‘you buy a pool to enjoy it, not to work hard for it.’

EYAL TRYBER
CEO @ Maytronics

A private pool is one of life’s great treats but keeping it sparkling clean, sanitary, and in good running order is a necessary practicality most people could do without. As the global leader in robotic pool cleaners, Maytronics pioneered its ground-breaking technology on a kibbutz in Israel some 37 years ago, and it continues to drive innovation while holding the lion’s share of the market.

Today, Maytronics’ Dolphin brand encompasses the broadest range of robotic pool cleaning solutions available. There’s a Dolphin robot for any pool type, from above-ground pools to in-ground pools of any shape and size, not to mention pools in hotels, campgrounds, clubs, and apartment complexes. You name it, Maytronics has it.

On the up

Based in Maytronics’ HQ in Israel, Eyal is a passionate CEO who has been with the flourishing company for over a decade, and at the helm since September 2015. Over the past decade, Maytronics has grown its top line by an average of about 15% every year, with average EBITDA growth of 19%. As a public company listed on the Tel Aviv Stock Exchange (40% is owned by the public and 60% is owned by Maytronics’ original kibbutz owners), it has a market CAP of over \$1.3 billion.

Eyal points to long-term strategic thinking, sustaining profitable growth, and accountability as the company’s prime tenets, noting that a disciplined approach to business is key to upholding them.

“We are extremely focused on our sector and a limited number of products,” he says. “Today, 90% of our revenue comes from robotic pool cleaners, and the rest from our safety pool alarms and pool covers. We are also developing a unique water technology solution which, together with our robots, aims to create an exceptional pool water experience. Other industry-related opportunities are constantly being presented to us, but we’re committed to staying focused on our core categories and continually creating innovative solutions for our partners and customers.”

Today, the company enjoys about 48% of the market share in its pool industry categories and operates in over 63 countries through more than 100 carefully selected distributors,



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with subsidiary companies in Australia, France, Spain, the US, Germany, and a representative in Argentina. On the one hand, this reach guarantees the company has access to tens of thousands of points of sale through retail and online networks, while on the other, it ensures the stability needed to maintain strong overall results, even if a given region experiences an economic or health crisis, such as COVID-19.

The same could be said of how Maytronics has structured its supply chain. “We have full control of the supply chain, from our local and global suppliers who manufacture →



SUDTECH

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Sudtech's mission is clear:
to be the most trusted power supply company in the world.

The only way to achieve this goal is to consistently create unrivalled customer-focused power products, and that's exactly what we've been doing for the last 19 years since Sudtech was set up in 2001. Our highly professional in-house R&D, design, and manufacturing teams make holistic solutions centred on the six points of Sudtech's corporate philosophy:

- Ensuring consistent **quality**
- Innovative **technology**
- Transparent, open, and fair business **conduct**
- **Flexibility**
- Reducing our **carbon footprint**
- Competitive **pricing**

Everything Sudtech does is geared towards empowering our customers. From creating prototypes, fine-tuning designs based on customer input, or adapting existing designs that can be tailored electrically, thermally, and mechanically, all the way through to mass production. On top of this, we optimise the balance between price and performance to deliver the most cost-effective solutions.

"Sudtech is all about understanding our customer's specific needs – we can build prototypes in one month to six weeks, which is incredibly fast. The design and manufacturing are done in China using locally sourced materials, so the cost is lower but the quality and reliability are unrivalled. Sudtech covers everything from design to production using the most advanced technology, and we can comply with safety requirements from any country. Sudtech is your one-stop shop for power supplies."

Shay Traittel, General Manager

SUDTECH'S POWER DESIGN CAPABILITIES INCLUDE:

Industrial power supplies – custom output voltages, design for harsh environments, IPxx protection, insulation, packaging

Open frame power supplies – design according customer footprints, dedicated connectors and harnessing, optimised thermal design

Battery charging products – RV chargers, marine chargers, industrial chargers, speed or float charging

Value-added – Design full power supply metal or plastic enclosures, design, and program control circuitry according to customer requirements

Power supplies areas of expertise – Robotics, communication, medical, alarm systems, POS, marine, RV.

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"Four years ago, Maytronics – the world's leading robotic pool cleaner manufacturer – asked Sudtech to solve a number of problems linked to the company's power supply, safety approval, and production, all of which were slowing down its lead time and compromising its modus operandi. After analysing the situation and working out a solution that best suited Maytronics' requirements, Sudtech's specialists took control of production and designed a new tailored power supply. The new model received all safety certificates and cut Maytronics' lead time by two-thirds, from 180 days to 60 days, so it was a great investment. We've been working and growing alongside the company ever since and we truly value our partnership."



Shay Traittel, General Manager, Sudtech

"Sudtech's experts have been helping us with our power supply, logistics, manufacturing, and development for almost half a decade. Sudtech is a hugely beneficial partner for original design manufacturing and cost reduction projects. Shay and his brilliant team have been working with Maytronics from the very beginning and we hope our cooperation lasts for many more years to come."



Itay Assa-Inbar, Head of Global Procurement, Maytronics

Pool cleaning robot power supply with IoT capabilities



200G high capacity optical transponder power supply with hot-swapping capabilities.

SUDTECH OFFERS:

Low design & development costs | Low risk, proven technology leader | World class design and manufacturing | Rapid time-to-market | Dedicated engineering support | Low-cost / high-volume manufacturing



Working hard on the assembly line

components to spec, to our own factories – two in Israel and one in France, all the way to our global distributions partners,” the CEO explains. “The fact that we wake up every morning with the ability to interact with and influence the entire supply chain is of great value. We are truly fortunate to have such great supply and distribution partners, and we take care to maintain very good relationships with them.”

Strong support

Eyal notes that “while we don’t sell directly to pool owners, we do connect through digital marketing to create brand and technology awareness and drive pool owners to our B2B channels, with the overall aim to provide an exceptional experience at every touchpoint. It’s

an ongoing journey, and we accompany them all the way.”

Indeed, unrivalled expertise, delivered effectively and without compromise, has become the central pillar of the Maytronics philosophy,

“ We want our employees to see Maytronics as a home and family for many years to come ”

extending to the company’s approach to suppliers, partners, and employees. This is supported by a long-term mindset.

Eyal proudly notes that “our partnerships are rock solid. Some of our distributors have been with us for as long as 35 years and we are committed to them through thick and thin, despite challenges or market competitive dynamics. Likewise, they are there for us.”

Similar trust and loyalty extend to the thousands of Maytronics employees, who are encouraged to share these values and develop within the company.

“What we stand for sets an example for our employees and we do everything possible to help them evolve. The dynamics and opportunities that exist in a company that grows 15% every year

“ What we stand for sets an example for our employees and we do everything possible to help them evolve ”

are huge,” explains Eyal. “From R&D and operations, to sales, marketing, and management, the company comprises a wide range of professions. We want our employees to see Maytronics as a home and family for many years to come.”

Cloud robots

Building on this solid foundation, Maytronics is able to develop and finetune its strategic vision and tactical goals, redefining them every 7-10 years as the market evolves. In line with this, Maytronics’ 2025 strategy is well underway, and the company’s future is looking very exciting indeed.

Key company targets include cementing Maytronics as the world’s chosen pool cleaning robot and brand, gaining an ever-better understanding of customers’ needs, and providing them with the best value and service possible. In parallel, Maytronics is developing unique water treatment technologies to revolutionise the quality of pool water and fill a gap in the market, while also spearheading smart solutions. For example, Dolphin premium class robots can already connect via IoT and cloud technology to smartphones for remote control, and Maytronics’ new technologies will advance this to the next level.

“The majority of pools do not harvest any technology or data,” says Eyal, “so part of our mission is to have all of our robots connected to the cloud and in the future we will add and connect our innovative Water technology product line to create a comprehensive smart pool data-driven solution. People are looking to be more connected, almost everything around us is becoming smarter. If we want to stay relevant, we have to lead this trend.”

A pioneer in every sense, Maytronics’ proven track record, combined with its market leadership, innovation, and uncompromising approach to excellence in business, all make this company one to watch. 🌐

