

# Professional products from a professional dealer

- Ships large dishes to Great Britain and Europe
- Offers successful product lines from ICECRYPT and GLOBALINVACOM
- Low prices thanks to minimal overhead costs
- Consistent sales despite pricing pressure

■ An image from the old days: Hypex resided here up until recently. Now the company moved into a 6000 square foot warehouse only about a mile from here in Wembley in western London.



# Success with range of products



Not many digital TV product dealers can boast over 30 years success in the business (in 2012 it will be 33 years). One of the few wholesalers that fall into this category is the company Hypex in London. We paid a visit to them just before they moved into their new warehouse.

Hypex was founded in 1979 by Shyv Sood. He is an electrical engineer and recognized back then the need for commercial receivers and other broadcasting equipment.

As a one-man operation he sold

among other things DX Communications amateur radio receivers. Relatives from his family came later on and started working for his company and so Hypex became stronger and stronger over the years. Just a few years ago the company became a limited liability corporation and now operates under the name Hypex, Ltd.

Hypex is a pure wholesaler and does not sell to end users. Managing Director Neal tells us more: "We ship to roughly 600 active dealers of which 15% are

outside of Great Britain." Hypex customers can be found as far away as Malaysia. Neal explains how it came to that: "Over those many years our company has become very well-known and established and aside from that many Asian companies have their own branch office in Great Britain. For those it's much sim-

■ Neal is Managing Director for Hypex and personally takes care of their professional broadcast and cable TV customers.







■ Keith Rhoden is the Warehouse Manager and one of Hypex's 12 employees. Here he is preparing a dish to be shipped out. In the background are two 2.4-meter antenna packages ready for the truck driver. He along with two other employees takes care of the warehouse and shipping. Another four Hypex employees are in sales with the remainder in administration and bookkeeping.

pler to place their orders directly with us as opposed to going through the national distributor from their own country."

What can you order from Hypex? As a provider of professional satellite reception components, Hypex offers a large assortment of satellite dishes. "We even sell antennas up to 20 meters in diameter."

Giant antennas like these are only rarely ordered but the sales figures for smaller sizes look quite different: "We typically sell about one 4.0-meter dish a year, with 3.0-meter antennas it's about 10 a year and we sell about 100 of the 2.4-meter dishes a year." Those are very high sales numbers for dishes of these sizes. "The 2.4-meter dish is pri-

marily used by our dealers and installers for private customers from Arabic countries here in London who want to watch TV from home."

Naturally the sales numbers for smaller dishes are much higher. "We offer 60cm, 80cm and 110cm dishes of which we sell about 5000 pieces a year."

There's another product group that has similar sales numbers: Hypex also offers Turbosat receivers (Icecrypt). "Our bestseller is the S2000Ci; it makes up about 40% of all our receiver sales", Neal tells us after having a look at his sales statistics, "This is followed by the T5000 DVB-T receiver at 20%."

The sales numbers for these receivers

were about the same for 2010 and 2011 at about 5000 receivers per year.

The LNB group is much higher from a numbers point of view but not from a value standpoint. Roughly 25,000 LNBS pass through the Hypex warehouse every year. A bright light for this group (in every sense of the word) would be the fibre-optic LNBS from GlobalInvacom. "In 2010 we sold about 250 of these LNBS but in 2011 this number tripled to 750." If this trend continues, it will be Hypex's strongest growing segment.

Additional digital TV products offered by Hypex are TV wall mounts. "We sell about 8000 wall mounts a year for TVs of all shapes and sizes." Hypex is diversifying into other areas and offers for





example cable conduit. In all, Hypex works closely with 15 manufacturers as a distributor for Great Britain.

How does all of this translate into sales? Neal reveals to us: "The past several years have been constant for us at about 2.5 million British Pounds." The

number of products sold is going up but pricing pressure keeps the overall value down. That's why the continuous search for new products and product groups is the secret to success for a company like Hypex that has kept itself permanently successful for so many decades. Here's to the next 30 years!

**1. What's that on the top shelf?**  
 Yes, they're the fibre-optic LNBS, converters and distributors from GlobalInvacom. It's the fastest growing product group at Hypex.  
**2. A look into a cabinet at Hypex:**  
 Icecrypt receivers are one of their success products. TV wall mounts (in the foreground) are another success story.

