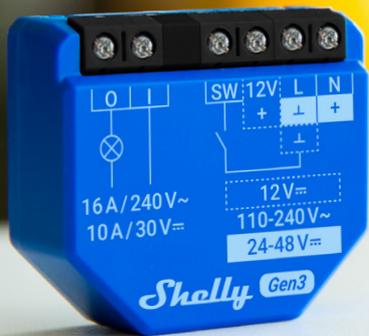




Shelly Automation

A Quick Sales Guide

Shelly is a powerful line of smart home and building automation devices designed to install behind existing switches or inside panels. They deliver cost-effective, Wi-Fi based control for lighting, appliances, blinds, and energy monitoring—without needing to replace fixtures or add a central hub.



Top 5 Reasons To Choose Shelly

1

No Hub Required

Runs on existing WiFi—no proprietary gateway needed. Easy integration into standard networks. Simplifies setup and cuts costs for clients.

2

Retrofit Friendly

Installs behind existing switches, sockets, or in panels. Ideal for upgrades, renovations, and retrofits. Saves labour—no need for major rewiring.

3

Remote Control & Scheduling

Full app control (iOS/Android) via the Shelly App. Set timers, schedules, and scenes remotely. Local LAN control works even without internet access (requires specific configuration).

4

Built-In Energy Monitoring

Track real-time power usage per circuit or device. Ideal for energy audits, cost savings, and compliance. Helps clients optimize consumption and reduce bills.

5

Open Integration & Smart Automation

Works with Alexa, Google Home, Home Assistant, Apple Car Play, Apple Homekit (Selected Products). Supports MQTT, REST API, CoAP for advanced users. Flexible for residential, commercial, or industrial use.

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Top Products

Product	Use Case	Key Features
Shelly 1 Gen 3	Lighting, gates, garage doors	Compact relay, dry contact, Wi-Fi control
Shelly 1PM Gen 3	Lighting/appliances with metering	Power relay with energy monitoring
Shelly 2PM Gen 3	Roller shutters, blinds, dual switches	Dual relay with energy monitoring
Shelly 3EM Pro	Panel-level energy monitoring	Multi-channel, real-time energy tracking
Shelly Pro Series	Commercial, DIN-rail, high-end installs	LAN, Wi-Fi, Bluetooth, scripting support

Why You'll Love Shelly



Fast Installs

More jobs completed per day.



Affordable Hardware

Easy to upsell.



Versatile

Works in both old and new construction.



Minimal IT Needed

No extra systems or gateways required.

The Perfect Projects

Smart home retrofits.

Energy efficiency upgrades.

Short-term rental automation.

Office, retail & hospitality installations.

Getting Started Is Easy

Offer Shelly as a smart upgrade option to clients.

Stock your van with top-selling devices: (Shelly 1 Gen 3, Shelly 1PM Gen 3, Shelly 2PM Gen 3, Shelly 1 Mini Gen 3, Shelly Dimmer Gen 3).

Demonstrate with the app to show instant value.

Use Shelly Cloud or integrate into client systems as needed.

For more information please contact our
Technology Team at technology@jarussell.co.nz



VIEW SHELLY PRODUCTS ON
on2Site
www.jarussell.co.nz

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