

## Media Release

### One South Australian finalist in national manufacturing awards

Adelaide, Australia April 23<sup>rd</sup> 2009

REDARC Electronics is the only South Australian manufacturer to be included in 75 finalists across nine award categories of the annual Manufacturing Monthly Endeavour Awards.

Lonsdale based, electronics manufacturer REDARC has been selected as a finalist in both the **'Technology Application'** & **'Environmental Solution of the Year'** categories for Awards. Now in its sixth year, the Endeavour Awards is the only national awards program specifically for Australia's manufacturing industry.

In nominating for the awards REDARC described the implementation of a major process improvement project. This took place following the construction of a \$5m innovation centre in Lonsdale South Australia. Installing the latest state-of-the-art technology coupled with the implementation of lean manufacturing provided REDARC with the capacity to tap into new export markets.

During the design phase of REDARC's innovation centre a conscious decision was made to integrate environmental sustainability wherever possible. The majority of this involved investing heavily into new lead free technology that not only benefits the environment but results in higher quality products. It also included purchasing a new generation "pick and place" machine that allows exceptional automated placement accuracy of surface mount components.

All these improvements have lead to higher quality products, making them even more reliable and safer for the environment. The investment has ensured that Redarc is one of the most advanced, environmentally friendly electronics manufacturers in Australia.

'We are delighted to be a finalist in two categories of the national manufacturing awards program,' said REDARC Managing Director, Anthony Kittel.

'It recognises the cohesive team effort and the high regard for our world class products and facility. We are very optimistic that despite the gloom of the global financial crisis, REDARC is on track to increase exports and expand our product range,' added Mr Kittel.

Electronics and ICT Association CEO Steve Adcock congratulated REDARC commenting that he wasn't surprised about the awards short listing. 'I often refer overseas visitors, teachers, career advisors and students to REDARC so that they can see a classic example of state of the art modern electronic manufacturing. A guided tour of REDARC imparts the wow factor that is typical within this dynamic industry,' explained Mr Adcock.

'Many people aren't aware that the electronics and ICT industry generates \$7.5 billion in revenue for South Australia or than it includes more than 1,600 companies,' added Mr Adcock.

Winners of the prestigious Endeavour Awards for 2009 will be announced at a gala dinner attended by Australia's leading manufacturers and industry personnel at the RACV Club, Melbourne on Wednesday 13 May 2009.

Announcement

**For further information:**

**Media comment:** REDARC Managing Director Anthony Kittel, (08) 8322 4848  
[power@redarc.com.au](mailto:power@redarc.com.au) [www.redarc.com.au](http://www.redarc.com.au)  
**EICTA CEO** Steve Adcock, 8272 5222 / 0411 017 184 [spadcock@eiaa.asn.au](mailto:spadcock@eiaa.asn.au)

**General information:** EICTA Marketing Manager Jayne Osborne - 8272 5222 / 0417 725 995  
/ [josborne@eiaa.asn.au](mailto:josborne@eiaa.asn.au) [www.eicta.asn.au](http://www.eicta.asn.au)

**2009 MANUFACTURERS' MONTHLY Endeavour Awards**, please contact Rebecca Regattieri at [rebecca.regattieri@reedbusiness.com.au](mailto:rebecca.regattieri@reedbusiness.com.au) or visit <http://www.manmonthly.com.au/getdoc/f394d48f-1bff-491e-91e9-fee9e6fc5d73/Endeavour-Awards-2009-Finalists.aspx>

Brought to you by Australia's leading magazine for the manufacturing industry, *Manufacturers' Monthly*, the Endeavour Awards celebrate and recognise the achievements of industry leaders in their drive to achieve 'best practice' and excellence in manufacturing.



# Announcement