

## **REDARC – Innovation Investment Pays Off**

**Adelaide, Australia, May 21<sup>st</sup> 2009**

Family owned electronics company REDARC is the only South Australian manufacturer to win one of nine national Manufacturing Monthly Endeavour Awards announced in Melbourne earlier this week.

REDARC was successful in winning the Technology Application Award ahead of 13 finalist contenders. Overall winner was Toyota Motor Corporation who was crowned Australian Manufacturer of the Year. Now in its sixth year, the Endeavour Awards is the only national awards program specifically for Australia's manufacturing industry.

In nominating for the Technology Application Award category 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.

“Winning the award has given us a major boost of confidence,” explained REDARC Managing Director, Anthony Kittel.

“Confidence that our strategy to be an innovator, not an imitator is justified. We knew we could not compete with low cost countries’ mass production abilities. Instead we decided to become smarter in the way of designing for manufacture and reduction in the product labour content. We took a major risk investing \$5m in a manufacturing facility in South Australia. Many challenged our decision not to outsource our electronics manufacturing to China. We noted that all of our competitors had all ceased manufacturing in Australia and had moved to sourcing 100% of their products from low cost countries,” explained REDARC Managing Director, Anthony Kittel.

“We recognised the significance of innovation and our success has been in driving this innovation culture within the business. Redarc have an exciting new range of products, due for release over the next twelve months. Many of these products are destined for the export markets of the EU, North America and South Pacific,” added Mr Kittel.

Electronics and ICT Association CEO Steve Adcock congratulated REDARC commenting that they are one of many successful niche electronic companies in South Australia. “Mr Kittel is way too humble about REDARC’s amazing leading edge technology and state of the art manufacturing environment,” explained Mr Adcock.

“I’ve had the privilege to experience a guided tour of REDARC’s sustainable, technically leading edge and people friendly premises and it left me feeling buoyant and surprised. I hadn’t expected a manufacturing environment to be so visually attractive and it easy to understand why REDARC staff are so committed to their work,” added Mr Adcock

“There are more than 1,200 companies like REDARC spread across South Australia. Collectively they generate \$7.6 billion in revenue for the State and provide employment for 30,000 people, “explained Mr Adcock.

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

### **Media Comment**

**REDARC Managing Director** Anthony Kittel, (08) 8322 4848 or email [power@REDARC.com.au](mailto:power@REDARC.com.au)

**EIA CEO** Steve Adcock, 8272 5222 / 0411 017 184 [spadcock@eiaa.asn.au](mailto:spadcock@eiaa.asn.au)

**General information:**

**EIA 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)

For further information regarding the 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>

# Announcement



Anthony Kittel (Redarc) with Stuart Gowty (Intercad),



Anthony Kittel (Redarc) with Stuart Gowty (Intercad), Chris Quoye (ReIn) and Owen Batt (Corning Cable).



Anthony Kittel (Redarc Managing Director)