



NEWS RELEASE – 28 May 2009

Switch Automation to increase new business opportunities with Clipsal Integrated Systems

Switch Automation today announced that it has signed an agreement to have its automation products distributed exclusively by Clipsal Integrated Systems.

It is anticipated that the deal, effective July 1, will lead to a 100% increase in turnover for Switch Automation in the New Zealand and Australian markets. . The projected turnover for Switch Automation is \$8 million per annum by 2011. Clipsal Integrated Systems will be integral in driving that growth.

Since 2002 Switch Automation has designed, developed and manufactured automation control solutions for residential, commercial, industrial and multi-dwelling applications. The Switch Series 8 Touch Panels are highly sought after in commercial and residential projects by systems integrators due to cost effectiveness and ease of installation.

“Our core strengths are in our ability to provide standard IP intercoms and building management services into multi-residential projects and gated communities. The benefit to the installer and the resident is that the same hardware can be utilised for a host of other functionality such as lighting control, multi-room audio and audio visual control. Our products are a perfect fit with the Clipsal C-Bus lighting control and integration system, says Deb Noller, Director, Switch Automation.

“C-Bus is simple to use and very robust. It’s also well liked by the end user and this is very important to us. When an automation system doesn’t do what it is supposed to do first time then customers lose faith in the product. That’s why Clipsal’s stringent certification processes are of critical importance to us. Our success relies heavily on a quality install every time. With Clipsal distributing our products through an accredited installer channel, Switch Automation can get on with what it does best, designing and developing new products.”

“Switch Automation is fulfilling an important niche in the multi storey residential sector, said Gavin De Livera, CIS General Manager, Clipsal Australia. The market is growing and the goals they’re kicking have not gone unnoticed at Clipsal. We believe their offering complements ours and together we can now provide a greater product offering to our customers in one convenient supply chain.”

Contact your local Clipsal C-Bus Sales Representative or visit clipsal.com/cis for further information.

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