

## Media Release

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### *SOUTH AUSTRALIAN MANUFACTURER POWERS TOWARDS FACTORY OF THE FUTURE WITH AMGC*

- *Australian electronic manufacturer REDARC to deploy Industry 4.0 Smart factory technology*
- *Adoption of new technologies and training programs to drive export growth and skilled jobs for the Australian manufacturer*
- *Project to serve as a case study on adoption of Industry 4.0 practices and processes via AMGC's Manufacturing Academy learning portal*

Highly regarded and frequently awarded Australian electronics manufacturer REDARC will continue its modernisation journey through investment in cutting-edge Industry 4.0 technology and training with support from the Federal Government's Advanced Manufacturing Growth Centre (AMGC).

The Lonsdale-based manufacturer plans to build upon its recent expansion success. The co-funding investment of over \$800,000 will extend its smart factory and skill capabilities across its in-house and supplier operations with up to 35 new roles created due to the project.

REDARC, a strong advocate for reinvestment, allocates up to 15 per cent of its yearly revenues to R&D. As a result, the company has developed over 600 product lines during its 40-year history, of which most are exported to markets including Canada, USA, Mexico, Europe, New Zealand, the Middle East, South Korea and South Africa.

"In that context, we need to have a nimble, agile and value-driven manufacturing base to be able to sustain that type of business and respond quickly to customer needs," explains Andrew Rogers, Manufacturing Engineering Manager for REDARC.

"Industry 4.0 is more than a buzzword; it represents the next leap in technological prowess and competitiveness. It should however be viewed as a journey without end, because after digitisation there will be something else to adopt to ensure we maintain our competitive edge.

"It's important that we bring our suppliers along in the process, as we prefer to control our quality and supply chain by making sure all parts of this chain work together," said Rogers.

The project will further develop REDARC's workforce, Industry 4.0 technology adoption, and business processes through collaboration with key supply chain partners and expert local service providers. Five complementary activities are proposed:

1. **Predictive alerts:** Interactive and automated statistical process controls
2. **Quality alerts:** Real-time production cell digital assistance
3. **Design and validation** of future production cells using Augmented Reality
4. **Capability audit:** Industry 4.0 maturity re-assessment
5. **Training:** Development and delivery of Industry 4.0 staff and supply chain training modules hosted on [AMGC's Manufacturing Academy](#).

Lessons derived from the project will be shared with the manufacturing community through an Industry 4.0 module on AMGC's Manufacturing Academy website.

Dr Jens Goennemann, Managing Director, AMGC, said that REDARC demonstrates what Australian manufacturers could achieve by investing in the processes, people and equipment which comes before and after assembly, or simply the seven-steps of the manufacturing value chain.

"There is a misunderstanding when it comes to the term advanced manufacturing, being advanced is not related to what you make, but how you make it. Being advanced is about continual improvement in your processes, workforce skills and products across the critical steps of design, research and development, logistics, production, sales, service and support," said Goennemann.

"REDARC understands the value of investing in people and equipment, and the competitive edge it delivers the company. By doing so, they remain globally relevant, competitive and a beacon for other local manufacturers.", said Goennemann.

The collaborative project is budgeted at a total of \$803,540, with AMGC contributing matched funds of \$397,770, with the remainder matched and in-kind funding from REDARC partners including industry leaders Advanced Focus, Minitab, Swinburne University, Artis Group and CADWalk.

Local manufacturer Arkidelo, which injection moulds cases for REDARC's award winning Tow Pro product, will play a part in the project's digital supply chain integration.

Redarc was founded in 1979 as a single-product line business and was bought as an eight-person company in 1997.

Its current ownership has owned and led the business since 1997, growing its employee base to over 200, while simultaneously growing export markets, products and diversifying away from automotive manufacturing, expanding into the defence market in 2016 in which it has recently earned its first major contract.

REDARC has won countless awards during its rapid growth, including Australian Business of the Year in 2014, and Manufacturer of the Year on multiple occasions.

For further details of the project, partner organisations and funding arrangements visit - <https://www.amgc.org.au/project/industry-4-0-smart-factory/>

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### **About REDARC.**

Based in South Australia, REDARC has 40 years' experience in the research, design, development and manufacture of a range of electronic voltage converters and associated products, inverters, power supplies, battery chargers, brake controllers and trailer braking products. In 2015, REDARC acquired Hummingbird Electronics. Hummingbird is renowned for their bespoke product development, unparalleled specialist knowledge and importantly for quality customer service. REDARC and Hummingbird are highly complementary with comprehensive product portfolios, industry-leading technological and innovative excellence in the area of monitoring and sensing devices. Hummingbird now takes its place as a highly valued brand within REDARC Electronics focussing on the industrial and mining sector.

In 2019, REDARC celebrated its 40-year anniversary, founded REDARC Defence Systems and in 2020 founded the REDARC Corporation in the USA and celebrated its partnership with the Australian Made Campaign by officially launching the iconic Australian Made logo.

[www.redarc.com.au](http://www.redarc.com.au)

[www.amgc.org.au](http://www.amgc.org.au)

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## About Advanced Manufacturing Growth Centre (AMGC)

The Advanced Manufacturing Growth Centre (AMGC) is an industry-led, not-for-profit organisation established through the Australian Government's Industry Growth Centres Initiative. AMGC's vision is to transform Australian manufacturing to become an internationally competitive, dynamic and thriving industry with advanced capabilities and skills at its core.

Through the delivery of its world-leading research, Manufacturing Academy, workshops, and ground-breaking projects, AMGC aims to develop a highly skilled and resilient local manufacturing sector that delivers high-value products – via the integration of innovative technology – to domestic and international markets.

<http://www.amgc.org.au>

## Industry Growth Centres

The Australian Government targets sectors of competitive strength and strategic priority through the Industry Growth Centres Initiative. The Industry Growth Centres Initiative is strategic, sector based approach to growing our industries and creating jobs by focusing on areas of competitive strength and strategic priority. This approach supports economic growth and job creation for all Australians. The six Industry Growth Centres address barriers to productivity, competitiveness and innovative capacity to support the growth of the Australian economy.

For more information: [www.industry.gov.au/industrygrowthcentres](http://www.industry.gov.au/industrygrowthcentres)

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