

## Being Innovative in New Zealand

**Amidst** all the doom and gloom we read about everyday, particularly in an Auckland based newspaper, there are still some NZ investors who have confidence in NZ based design and production.

One such group of people, headed by David Gower, acquired Innovative Energies late last year and have clearly stated their intentions of increasing the size of the business by continued product development and realizing the full export potential of our state of the art uninterruptible DC (*No-Break™ DC*) power supplies.

We are pleased to introduce a recent addition to our team, Andrew Campbell-Smith, whose main role is to develop closer relationships with our customers and develop new markets both locally and off-shore..

Andrew and his family immigrated to New Zealand in May 2005. He left his home shores of Scotland in the 80s and lived in South Africa before realising the attraction of the lifestyle on offer in New Zealand. We see his international experience in sales development as a strong contribution to our existing sales team.

We want to assure our existing local customers that we will continue to provide the same superior service as has been the norm for the past nineteen years. Your continued support has enabled us to get to where we are in our journey of discovery and development.

It is probably opportune at this time to revisit the evolution of Innovative Energies. Way back in 1987 Steve Sangster and Ivan Thompson began building DC power supplies and converters in a suburban garage in West Auckland.

Among the first products manufactured

was the IE .. series of linear DC power supplies, many of which are still in operation around the country today, and an isolated DC/DC converter for powering 12V two-way radios in 24V vehicles. Later this converter was superseded by the LR100 DC-DC converter which is our feature product in this issue—a testament to the level of innovation and reliability of IE manufactured products.

Responding to customer demand the first *No-Break™ DC* power supply was developed for the security/access control market in 1988. Following on to this the first switch mode SR.. series *No-Break™ DC* power supply was released in 1995. This product has been continually improved over the past 10 years to its present level of sophistication and functionality.

Innovative Energies is still at the forefront of development of *No-Break™ DC* power supplies as is shown by the enquiries we get from (and sales to ) Turkey, Romania, Iran and Columbia to name a few of the more unusual places.

Innovative Energies probably epitomizes the well documented pioneering spirit of New Zealanders which novelist John Mulgan pinned down 60 years ago when he wrote:

"That the world should sit up and take notice of what is being done here provides the ultimate authentication of [our] existence, hence the attraction of experimenting. New Zealand is trying new things out not just for itself but for the world at large. It is the world's laboratory, providing radical and progressive solutions to common problems."

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### Customer Survey

Thank you very much to all those who responded to our last survey. Your input is very valuable in helping us to provide a better service to our customers.

### Congrats to our lucky draw winner:

**Wayne Cromb -  
Epulse Electrical**

### Be In To Win

*Please see page 3 for the RoHS survey and page 4 for our brainteaser if you would like a small gift and go into a draw for a mystery prize!*

## *Our People ...*

**Adele Selfe**



Adele is the friendly voice at the other end of the telephone line when you have a sales or delivery enquiry - one of our longer serving and diligent staff members.

**Andrew Campbell-Smith**



Andrew is the most recent addition to our team talking up the position of Business Development Manager for New Zealand and off-shore markets.

## *Feature Product*



### **LR100-24/12 DC/DC Converter**

This converter was originally designed for automotive applications and is arguably the most bullet proof model in our product line-up.

The output is half the input voltage (input range 22-30V) and has a continuous rating of 8A, with an intermittent rating (at 50% duty cycle) of 15 A. Efficiency is an astounding 91%.

An important feature, not available on some competitor's models, is the 1000V isolation rating between the input and output (and also to the chassis).

## *Customised Cabinets*



Cabinet with MCBs, No-Break DC power supplies with batteries behind bottom panel

**All** our power supplies are suitable for 19" rack mounting so if you need a standalone DC power supply system with or without back up batteries please give us a call.

## RoHS (Restriction of the use of certain Hazardous Substances)

This European Union initiated directive comes into effect (in Europe) in July 2006.

Innovative Energies is currently working closely with suppliers and valued customers to assess the needs with regards to the forthcoming RoHS (Restriction of Hazardous Supplies) standard which comes into effect in Europe on the 1<sup>st</sup> July 2006.

By determining your (and other customer's) requirements it will assist us to establish our own RoHS requirements and we would appreciate if you would please answer some questions to help us with the process as set-out below. If you are not the person in your company responsible for RoHS issues we would appreciate that you forward this questionnaire to the person who is.

**Please tick one of the boxes that best suits your requirements. Thank you for your input.**

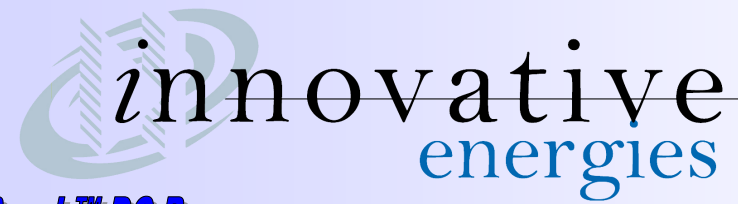
1. **Please select one of the descriptions that best suits your company's activities in terms of the RoHS:**  
 End user    Re-seller    Manufacturer    Contractor installer  
 Specifying body    Other (please describe) .....
2. **What countries does your company actively trade in?**  
 New Zealand    Australia    European countries    USA  
 Other (please indicate)
3. **How important is RoHS to your business?**  
 must have (critical importance)    should have it    desirable but not essential  
 not very important
4. **How important is RoHS to your customers?**  
 must have (critical importance)    should have it    desirable but not essential  
 not very important
5. **If your business will be required to meet the RoHS standards and you in-turn will need our products to comply with RoHS when do you foresee that our products will need to meet this requirement?**  
 Please indicate date .....
6. **Have you had any requirement / enquiries for RoHS to-date?**  
 Please detail here if any .....
7. **Any other comments:**  
 .....

**Name:** .....      **Designation:** .....

**Company:** .....      **Phone:** .....

**Email:** .....      (Please email [adele@innovative.co.nz](mailto:adele@innovative.co.nz) if you would like a copy of this survey in MS Word)

**(All replies received by 30/5/06 will receive a token of our appreciation and go into a draw for a \$50 gift voucher)**



**No-Break™ DC Power**

**BRAIN TEASER:**

What starts with 'e' and ends with 'e' and has only one letter?

(Hint: the answer is not 'eye')

All correct entries will go into the draw for a mystery prize.

Please let us know if anyone else in your company would like to receive a copy of our newsletter.

**Email your answer to :**

enter@innovative.co.nz  
(Or fax to +64 9 837 3446) with your details

**Deadline:** 30 May 2006

**Answer to our last brainteaser:**

Johnny (we had a good laugh at some of the other answers we received!)

**Congratulations to:**

Karen Van Driel - Repair Group

**We Design, Manufacture & Supply:**

- No-Break™ DC (Uninterruptible DC Power)
- DC>DC Converters
- SmartChargers (Boost Chargers)
- DC Power Supplies (any power)
- Security DC Power Supplies
- Inverters
- Sealed Lead Acid Batteries
- Digital DC Volt/Amp Meter
- Custom Design Power Supplies

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