



ADVANCED ACCESS & SECURITY SOLUTIONS

[www.p-tron.com](http://www.p-tron.com)

## **Company Profile**

*June 2012*

**supporting the trade**

## Introduction

Powell Tronics is a prominent supplier of high-end integrated access control and security solutions. As national distributors of world renowned technologies, specialising in Biometric, RFID and full IP based access control and identification systems, and backed by unparalleled support, we've become known as the supplier of choice for contracting businesses and installers operating throughout southern Africa.

Our unique understanding of end-user requirements and ability to partner with our clients, helping them source the perfect solution for the end-user, has made Powell Tronics a specialist distributor of advanced and fully integrated security solutions.

## Background

Formally established in 2008, Powell Tronics boasts a collective five decades of expertise and experience in high-end integrated security solutions. At Powell Tronics, we understand that operating as an installer in the security market today presents its own unique challenges. Meeting end-user expectations, while overcoming the complexities of new systems and evolving technology, is a delicate balance.

Managing Director, John Powell was involved in the installation process of security systems for many years and has an intimate understanding of the demands placed on security installers. To this end, Powell Tronics is dedicated to finding solutions that exceed the expectations of the local market. We effortlessly achieve this through a dedicated team of staff, each committed to serving clients - from



consulting, purchasing, training to after-sale support. Each of our staff members are specialists in their field and every one of our clients receive expert advice throughout the lifecycle of an installation and beyond.

With our headquarters in Cape Town, South Africa, Powell Tronics has extended its footprint nationally to include branches in Johannesburg, Durban and Port Elizabeth. Each of our branches boasts a fully-equipped training centre and consultation facilities, ensuring our clients receive the full benefit of all the services Powell Tronics has to offer. Furthermore, Powell Tronics is proud to

have extended its reach beyond South African borders and now supplies a dedicated group of dealers in Botswana, Zimbabwe, Namibia, Malawi, Nigeria and Swaziland.

### **What sets us apart?**

At Powell Tronics, we've built up a formidable reputation as a distributor of globally acclaimed, leading security technology. We are proud of our association with some of the world's best product manufacturers, including brands such as Impro Technologies, Safran Morpho, Golmar, CISA and ET Systems.

Our services extend far beyond distribution and our greatest strength is the valuable support we offer to each of our clients. The Powell Tronics support team, with our vast expertise and resources, is well suited to successfully assist in completing large projects and enjoy working with committed contractors in making each project a success.

The Powell Tronics high-end integrated solutions have rocketed access control to new heights, allowing for the incorporation of Enterprise Resource Management (ERM) Solutions, Fire Protection, CCTV, Guard Monitoring and Visitor Automation. With an in-house development team, Powell Tronics endeavours to cater for all security requirements.

### **Mission**

To become the preferred supplier of high-end security solutions to the industry takes dedication to strong customer service, the nurturing of loyal long-term relationships with our suppliers and clients and their end user clients.

Furthermore, the loyalty and commitment of our excellent team to focus on providing all aspects of training and support that empower the installer and ensure that all end-users receive the full benefit of the solution provided.



## The Keys to Our Success

- Dedicated and experienced staff, committed to supplying the best possible solutions.
- Long-term relationships with suppliers and installers that benefit the end-user.
- Best-of-breed quality products with international recognition.
- Continuous motivation for innovative products
- Trust, availability, service and support.

## Values

- Guarantee integrity with customers, staff and suppliers.
- Always offer clients personal attention at all times.
- Strive to embrace environmentally-sound practices throughout our operations.

## Goals

- Become the first choice supplier to the security industry for Access Control, Identification and Communication Solutions.
- Be at the forefront of new innovative RF and Biometric Identification Solutions
- Build a successful sustainable business.

## Products and Services

We strive to provide our clients with a total solution for all their Access Control, Door Control and Security products.

Our comprehensive range of proximity and biometric products, intercom solutions (IP and Analogue), locking devices, door furniture, exit devices, as well as various accessories, consumables, and customised integrated development solutions allow us to provide the industry, a complete solution.

Our enviable product range brands include:

- Impro Access Control Solutions
- Safran Morpho Biometric Solutions
- Golmar Intercom Solutions
- P-Tron Door Furniture and accessories
- CISA Lock Range of Products
- ET Security Range of Products



## Consulting Services

In addition to our extensive distribution network, Powell Tronics offers an added value service to consultants and large corporates through our in-house consulting service that deals with the specification of products for specific applications. In addition, we pride ourselves on the relationships we have built up with our clients over the years and take great pleasure in referring consulting engineers and large corporate companies to our loyal and reputable installers.

The marketplace is full of end-users that require unique customisable solutions. For this reason we offer a consulting service to both installers and end-user clients, to try and establish the unique requirements of the project. Where necessary, we consult with other specialists in the field to assist with sourcing the best solution. Installers and their clients are assured of our complete confidentiality and can trust in the knowledge that our many years in the industry will assist you in finding the perfect solution for any application.

## Training Facilities

Powell Tronics offers a range of flexible training services that cater for anyone from a first-time installer, right through to advanced integrators. In-house training services are conducted in a classroom environment, are fully certified and administered by an experienced instructor. Students have the opportunity to work on real products and solutions that they will invariably end up installing in the marketplace.

Due to the extent of the project-based solutions that Powell Tronics provides, we also offer specific training to our resellers on specific applications. These sessions are often conducted prior to a project being implemented and often with specific customised requirements that need to be adhered to.

In many cases the systems are already installed, and the reseller and client require specific commissioning or configuration training on site to achieve optimum performance from the solution installed. To this end, we also offer on-site training services to our dedicated client base.



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