

A Message From Jack O'Donnell

Hello and welcome to our latest Altronics catalogue. This being our 32nd edition.

As it has been for many years now, the entire production of this catalogue apart from the printing has been done by our very hard working in-house team. From start to finish this takes around 5-6 months to compile. It is a massive job. A big thanks to all concerned.

In 2024 we will be marking a major milestone for the Redback audio brand in Australia, achieving 50 years since we commenced manufacturing amplifiers in a house on Murchison St, East Perth in 1974 (before Altronics existed!).



We are very proud to still be manufacturing product right here in Australia. Our production team are a fountain of innovative ideas and are always ready to implement customer feedback into their designs - many of which you will find in our bumper Pro Audio section of this catalogue. We hope that Redback will be around for another 50 years to come.

Our purchasing team have added over 900 new products to this edition. The following is a taste of our favourites:

- We've significantly expanded the range for DC power products, including every type of Anderson cable you could ever need! Plus new solar panels, inverters and switches. See pages 245-262.
- For the kids, the new Makerzoid STEM builder kits provide a fantastic introduction to coding and inventing with endless build possibilities! See page 227.
- Our LED lighting range is bigger and better, with plenty of solar outdoor lights, and new USB battery powered sensor lights for cabinets and wardrobes.

There are many other new products scattered throughout each section. As always we have listened to our customers and responded with new products where possible. So for those who offered suggestions, thank you very much.

As our online business has grown significantly since the pandemic, I would also like to thank the unsung heroes of our business, the sales and logistics teams who process and dispatch your orders. Every day they are hard at work ensuring our customers and our stores get their goods FAST!

I would like to sincerely thank the thousands of customers whom we have had the pleasure of serving in the past. We know many of you have shopped with us from the very beginning way back in 1976.

We hope you enjoy the new edition.

Regards,

A handwritten signature in black ink that reads "Jack O'Donnell".

Jack O'Donnell, Managing Director.

Email: jack.odonnell@altronics.com.au

REDBACK

Professional Audio Products



Australian Made for 50 years.

2024 is the 50th anniversary of the development of our Redback Australian made amplifier range being approximately 3 years prior to the establishment of Altronics in Perth.

Whilst many of our competitors have shifted production off shore we take pride in supplying the Pro Audio industry with innovative Australian made product quite superior with regard to performance, reliability, warranty and long term service support.

Our close cooperation with leading sound system contractors has enabled us to incorporate many distinctive sought after features not always available with imports.

We include a comprehensive parts and labour warranty of 10 years on Australian made Redback amplifier product and 5 years on PA speakers.

Our new Balcatta facility houses our R&D, production and service departments with over 600sq/m of production floor.

All locally designed and made Altronics products are under constant review for improved performance and features together with long term service and reliability.

We have adopted the official Australian Made logo to positively identify our local manufactured content of our ever expanding electronics range.

We remain confident the long term performance and reliability together with what must be the electronic industry's best warranties more than compensate for any additional cost over quite often inferior imported product.

- The Redback Design Team

P.S. E-mails: Whereas I definitely wish to hear your constructive comments and suggestions, please be aware that I am often interstate and overseas for sometimes weeks at a time, and therefore may not be able to answer you promptly. For same day response please direct emails (including your telephone number) to Dean Stephens, General Manager dean.stephens@altronics.com.au Please do not duplicate emails to more than one staff member as this has caused confusion and wasted duplication of effort in the past.