



CAPABILITY STATEMENT

LIGHTING | ELECTRICAL | DATA

100% Australian Owned

1| HEAD OFFICE

78 Pritchard Road, VIRGINIA QLD 4014

(07) 3623 5200

2| LOCATION OF BRANCHES

Cetnaj NSW Branches

ARMIDALE - 173 Rusden Street, ARMIDALE NSW 2350	(02) 6772 9244
BALLINA - 219 River Street, BALLINA NSW 2478	(02) 6686 0100
COFFS HARBOUR – 151 Orlando Street, COFFS HARBOUR NSW 2450	(02) 6652 7400
DURAL – Unit 2, 252 Newline Road, DUAL NSW 2158	(02) 9651 5088
ERINA - Cnr Aston & Barralong Roads, ERINA NSW 2250	(02) 4365 3511
FORSTER - Cnr Boundary Street & Harbord Court, FORSTER NSW 2428	(02) 6554 8560
GRAFTON - Shop A, 41-47 Fitzroy Street, GRAFTON NSW 2460	(02) 6642 4300
HORNSBY - 2 Kelray Street, HORNSBY NSW 2077	(02) 9476 1199
KEMPSEY - 58-62 Elbow Street, WEST KEMPSEY NSW 2440	(02) 6562 6766
LISMORE - 63 Wyrallah Road, LISMORE NSW 2480	(02) 6622 1477
MAITLAND - Cnr Melbourne St & Maitland Rd, EAST MAITLAND NSW 2323	(02) 4934 3011
MOREE - 74 Heber Street, MOREE NSW 2400	(02) 6751 1599
NEWCASTLE - Unit 1/10 Riverside Drive, MAYFIELD WEST NSW 2304	(02) 4960 1911
SINGLETON - 113-115 John Street, SINGLETON NSW 2330	(02) 6571 3207
SILVERWATER – 12 Millennium Court, SILVERWATER NSW 2128	(02) 9748 1661
SMEATON GRANGE –Unit 35, 24 Anzac Avenue SMEATON GRANGE NSW 2567	(02) 4647 7955
TAMWORTH - 234 Bridge Street, TAMWORTH NSW 2340	(02) 6762 0366
TAREE - Cnr Elizabeth & Whitbread Streets, TAREE NSW 2430	(02) 6552 6955
TWEED HEADS - 15 Machinery Drive, SOUTH TWEED HEADS NSW 2486	(07) 5524 8080
WARNERS BAY - Unit 2, 5-7 King Street, WARNERS BAY NSW 2282	(02) 4954 6763
WETHERILL PARK - 4 Rennie Street, WETHERILL PARK NSW 2164	(02) 9756 1866

Cetnaj QLD Branches

ALBION – 87 Sandgate Road, ALBION QLD 4207	(07) 3262 6099
BEENLEIGH - Unit 1, 114 Harburg Drive, BEENLEIGH QLD 4207	(07) 3807 8399
BRENDALE – 117 South Pine Road, BRENDALE QLD 4500	(07) 3490 2250
CALOUNDRA – Cnr Caloundra Road & Sydal Street, CALOUNDRA QLD 4551	(07) 5491 1622
CAPALABA - Unit 1, 1 Finucane Road, CAPALABA QLD 4157	(07) 3823 4688
ENOGGERA - Unit 2, 108 Pickering Street, ENOGGERA QLD 4051	(07) 3355 3339
GOLD COAST - 14 Green Glen Road, ASHMORE QLD 4214	(07) 5526 4092
MAROOCHYDORE – 45 Third Street, MAROOCHYDORE QLD 4558	(07) 5443 1788
NOOSA – Unit 1 Industrial Lane / 170 Eumundi Road, NOOSAVILLE QLD 4566	(07) 5449 8011
REDCLIFFE - 439 Oxley Avenue, REDCLIFFE QLD 4020	(07) 3283 8692
SLACKS CREEK - 19 Moss Street, SLACKS CREEK QLD 4127	(07) 3290 3300
SOUTH BRISBANE - 116 Merivale Street, SOUTH BRISBANE QLD 4101	(07) 3033 1500

Cetnaj Stronglink Branches (Data Specialist Branches)

Queensland - 116 Merivale Street, SOUTH BRISBANE QLD 4101	(07) 3033 1500
New South Wales - 12 Millennium Court, SILVERWATER NSW 2128	(02) 9748 1661
Victoria - Units 2 & 3, 38 - 42 White Street, SOUTH MELBOURNE VIC 3205	(03) 9681 7022

Bulk Warehouses

Queensland - 78 Pritchard Road, VIRGINIA QLD 4014	(07) 3623 5200
New South Wales - Unit B1 & B2, 77 Munibung Road, CARDIFF NSW 2285	(02) 4954 6800
New South Wales - 12 Millennium Court, SILVERWATER NSW 2128	(02) 9748 1661



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3| COMPANY OVERVIEW

Cetnaj (pronounced set-naj) was formed in Kempsey in 1976 by Martyn & Roz Richardson and John & Cathy Connors.

Since then, Cetnaj has grown to include 35 Australian branches; 3 bulk warehouses; 3 Cetnaj Stronglink data communications specialist branches in Brisbane, Sydney and Melbourne; and 3 branches in Auckland, New Zealand.

Cetnaj has over 33 years experience and employs over 250 employees throughout New South Wales, Queensland and Victoria. The company supplies a wide range of lighting, electrical and data equipment (see products listing) to contractors, government departments and the general public. With access to over 12,000 products from over 1000 manufacturers and importers, Cetnaj can source hard to find products

Attached to most Cetnaj branches is a lighting shop that services the specialised needs of the builder, home owner, renovator and owner builder with lighting and electrical products, as well as providing a free design service and expert advice on all lighting requirements.

The company's success has largely been due to having good staff and providing an excellent service to its customers. Behind the scenes the Directors have always maintained close management of the Company. At the same time, each branch has a team in place to manage its operations as if it were their own business. This means it provides the flexibility, training and latitude as well as decision making abilities required in running a successful operation.

4| MISSION STATEMENT

Cetnaj Lighting ~ Electrical ~ Data is a leading electrical wholesaler/retailer, supplying product and service to the electrical industry at a cost effective price whilst satisfying the requirements and expectations of our customers.

Cetnaj's policy is to achieve these goals through managerial and staff training in product knowledge and customer service. Cetnaj will strive to achieve expansion into new products, market places and branch locations.

It will be bound to adhere to this through customer expectations and professional management.

“
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5| STRONG SERVICE COMMITMENT

Cetnaj knows that the key to its success is understanding and anticipating the needs of customers.

Future growth depends on Cetnaj's ability to provide current and potential customers with flexible lighting, electrical and data options in rapidly changing industrial and commercial environments.

This means being truly market-driven, responding to customer's lighting, electrical and data needs with products and service that make their liaison with the company easier and more cost efficient.

To accomplish this, Cetnaj now supply over 120,000 products from over 1000 manufacturers and importers. The company has excellent working relationships with all its suppliers, such as Pierlite, Clipsal, HPM, Cabac...to name a few (see suppliers section for a list of some of our preferred suppliers).



6| PRODUCTS

Cetnaj supplies all lighting, electrical and data products from 1000 manufacturers and importers. However, we can also source any product required including the unusual.

CETNAJ PRODUCT RANGE

A

Air Conditioners
Appliance Leads
Appliance Testers
-Portable
Arrestors
-Lightning
-Computer
Audio Distribution
Automotive Electrical

B

Bakelite
-Clipsal
-HPM
-Federation Style
-PDL
Batteries
-Torch
-Rechargeable
-Watch
Battery Chargers
Bells, Buzzers and Sirens
Bolts, Nuts & Screws
Bug Zappers

C

Cable
-High Voltage
-Computer
-Control
-Fibre Optic
-Power
-Microphone
-Welding
-Flexible
-Duct
-Lugs
-Glands
-Markers
-Telephone
-Terminators
Clips
-Rollers
-Tray/Ladder

Capacitors
Circuit Breakers
-Miniature
-Industrial
-Plug in
Clocks
-Battery
-Electric
Computers
-Cable
-Plugs & Sockets

Conduit
-Corrugated
-Flexible
-Light Duty
-Heavy Duty
-Telephone
Connectors
-Spade
-Cable
-Screw
Contactors
Controllers
-Temperature
-Level
CRC Chemicals

D

Data Accessories
-Active Components
-Cable - Fibre Optic
-Cable Minders
-Cable - UTP
-Cabinets
-Patch Panels
-Power Rails
-Sockets
-UPS
Distribution Boards/Panels
Door Bell Systems
Drills
-Masonry
-High Speed
-Extension Bits
-Speed Bores
-Augers
-Kits

E

Earth Leakage
-Circuit Breakers
-Portable
-Detectors
-Earth Rods, Stakes
Electronic
-Monitoring Systems
-Control Equipment
Elements & Controls
-Stoves
-Hot Water Systems
-Strip Heaters
Enclosures
-PVC
-Fibre Glass
-Steel
-Stainless Steel

F

Facia Brackets
Fans
-Exhaust
-Ceiling Sweep
-Desk
-Pedestal
Fire Protection
-Sensors
-Kits
Flexible Hoses
-Corrugated
-Flexible Standard
-Flameproof
-Industrial PVC
-Metal/PVC
Fuse
-Bases
-HRC
-Glass
-Switches

G

Garden Lighting
-Cable
-Accessories
Generators
Glues/Resins

H

Hand Cleaners/Dryers
Heater Spirals
Heating
-Strip
-Convection
-Storage
-Slab
-Ceiling Foil
Heatshrink Tubes, Tapes & Kits
High Voltage
-Test Equipment
-Safety Equipment
Home Automation Solutions
Holesaws & Blades

I

Insectocuters
Industrial
-Lighting
-Switchgear
-Control Gear
-Process Control
Insulation Testers
Invertors

L

Ladders
-Aluminium
-Fibre Glass
-Wooden
Lamps(All Types)
-Floor
-Reading
-Table
Lighting
-Domestic
-Commercial
-Energy Saving
-Garden
-Industrial
-Security
-Emergency
-Ballasts
-Poles
-Low Voltage
-Task
Links (Cable)
Log Books
Low Voltage
-Cable
-Safety Equipment
Lugs (Cable)

M

Meter Boxes & Panels
Micro Switches
Motion Sensors
-Infra Red
-Ultra Sonic
Motors
-AC & DC
-Starters
-Gearboxes
-Soft Starters
-Variable Speed Drives
Multimeters
-Digital

N

Nuts, Bolts & Screws

O

Overloads
-Thermal
-Magnetic

P

Programmable Logic Controllers (PLCs)
Power Boards
Power Supplies
Power Tools
-Battery
-Electric
-Portable
PVC Tapes

R

Raiser Brackets
Ramset Fasteners
Relays & Bases
Rescue Kits
Roof Racks
-Tradesman Type
Roller Clamps

S

Safety Equipment
Screws, Nuts & Bolts
Security Systems
-Home
-Commercial
Sensors
-Fire
-Movement IR
-Ultrasonic
-Proximity
-Photoelectric
-Smoke
Solar
-Power Products
-Lighting
Solenoids
Solder

-Resin Core

Soldering Irons
Straps
-Rubber Fastening
Switches
Switchgear
-Industrial
-Domestic

T

Tapes
-PVC
-Underground
-Heatshrink
-Amalgamating
Telephone
-Systems
-Plugs and Sockets
Temperature Probes
Test Equipment
-Electrical
-Hioki
-Flula
Test Tags
Timers
-Plug In
-Din Mount
-Programmable
-Digital
-Analogue
Tool Boxes
Tools (All Types)
-Professional
-Handyman

Transformers

TV
-Antennas
-Amplifiers
-Cable
-Masting
-Meters
-Satellite Equipment

U

Uninterruptable Power Supplies

V

Vacuum Systems
Video Distribution

Volt Checkers

W

Wall Anchors & Clips

7| CETNAJ CLUB

Cetnaj launched the Cetnaj Club to fulfil our commitment to create value for our account customer. By joining the Cetnaj Club you are entitled to receive benefits offered including PowerPoints, Caltex StarCard, competitions, giveaways, special club offers and much more....

8| POWERCOM

Every two months, Cetnaj produces Powercom, a magazine packed with trade specials for our account customers and also includes other useful industry and company information.

9| IN HOUSE LIGHTING DESIGNS

Most Cetnaj branches offer a free service to help with lighting designs for properties. Staff can either visit the property or it can be done in the branch off the plan. Cetnaj is equipped to ensure the lighting plan suits the budget and style of the customer, with their in house expertise in lighting trends.

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10| SUPPLIERS

With access to many suppliers, Australia-wide, Cetnaj stock an extensive range of products suitable for the domestic, industrial, electrical and mining markets. See a list of some of our suppliers



amp netconnect



ampere



alloy



australian pacific electric cables



australian plastic profiles



blink lighting



building equipment services



clevertronics



clipsal australia



compact lamps australia



cooper electrical



cable accessories



cosmoluce



cougar lighting



crompton lighting



davis lighting



dux lighting



eaton moeller electric



ecco pacific



electra cables



elpower



energizer australia



ezystrut



fantec plus



flexicon



gorilla ladders



grimwood heating



hager b&r



hermosa lighting



heinemann electric



hills antenna & tv systems



home and safety



hpm legrand



ipd industrial products



jantec



key plastics



madison technologies



makita



matchmaster tv reception systems



matelec



mercator



nelson industries



nesco



nationwide antenna systems



natural power solutions



nhp



olex cables



omega



omega power equipment



omron



osram



panduit



pdl



philips



phoenix metalform



pierlite



prysmian cables & systems



power parameters



psa products



rack technologies



repelec



sampford ixl



stokes appliance parts



sylvania



sunny australia lighting



superlux



thomas & betts



thorn lighting



unistrut



11| MEMBER OF THE ELECTROLINK GROUP

Some years ago, a number of Independent Electrical Wholesalers met in Sydney Australia, and established the basis for The Combined Electrical Wholesalers Group. At the outset, the prime objective of this group was to attract competitive pricing for its members and in turn pass on this benefit to their customers. This beneficial purchasing would consequently allow these members to be competitive in the market place.

The group has grown in membership and turnover since its inception, and there are now 85 stores throughout New South Wales, ACT, Western Australia, South Australia, Tasmania and Queensland. Cetnaj is the largest member of the group.

13| KEY PERSONNEL

12| WHY CETNAJ?

The staff at Cetnaj can provide informed advice on which lighting and electrical or data products would best suit your requirements, offer competitive pricing and handle any queries regarding specialty product(s).

Cetnaj has appointed staff who are experts in their field, whether they have worked as an electrician or worked in the lighting and electrical industry for many years, their knowledge is unsurpassed.

The staff at Cetnaj will also put the customer as number one and will strive to ensure the service offered is number one. If you are looking for an unusual product or fitting, the staff can source the product for you and order it in.

CETNAJ | DIRECTORS | 2011



ROZ & MARTYN RICHARDSON



CATHY & JOHN CONNORS

GETNAJ | REGIONAL MANAGERS | 2011



DAVID JENSEN



DON PRICE

NATIONAL COMMERCIAL
MANAGER
STEVE MURRAY



GENERAL MANAGER OF
SALES & MARKETING
JAMES POMA





PAUL MERLO



STEVE KERR

DATAKOM GENERAL
MANAGER
DENE HILL



OPERATIONS MANAGER
ANTHONY CUFFE



14| ACCOUNTING INFORMATION

Cetnaj has the ability to email invoices and statements monthly. This allows our customers to electronically save all their invoice & statements.

Cetnaj strives to keep up with the most modern technology to keep us in touch with our customers

General payment terms are 30 days and BPAY and direct deposit are available to make payments.

“
Cetnaj now
supply over
120,000
products from
over 1000
manufacturers
and importers
”

15| QUALITY MANAGEMENT

Cetnaj Pty Ltd maintains and continuously enhances a Quality Management System to achieve the objective of maintaining nationally consistent processes and quality of service delivery.

The Cetnaj Pty Ltd quality system is defined in the Quality Manual, together with internal and externally created standards, manuals, forms and lists.

The Quality Management System identified those activities within Cetnaj Pty Ltd business processes which are critical to the achievement of necessary statutory requirements, internal performance, standards, and customer expectations.

Having identified these processes as critical to company success, we maintain, and constantly renew and enhance a system of documented standards, policies, procedures and work instructions to ensure we always perform these activities consistently and effectively.

These documents together specify the planning and control activities required to perform the processes to standard, and also to verify that the process has been followed and is effective.

We maintain management processes and authorities, linked to annual strategic business plans and budgets, which sets goals for performance, allocates resources in line with company priorities and resource constraints, monitors performance and effectiveness of the quality management system, and initiates actions to drive continuous improvement in both company processes and the Quality Management System.

Our Quality Management System is structured and managed to conform to the requirements of ISO 9001:2000.

Cetnaj complies with workplace health and safety acts and regulations in all States and Territories in Australia. The company also has internal and external training to ensure staff are always up to date with procedures and regulations.

16| THE FUTURE

Cetnaj is continuously expanding and looking for future opportunities to better serve our customers.

16| CONTACTS

Head Office: **07 3623 5200**

Group Corporate Administration: Diane McPhillips

Administration: Kym Chapman

Accounts Payable: Adrienne Mills

Accounts Receivable: June Gordon

100% Australian Owned