



***Company  
Profile  
Document***



# **BUSINESS**

## **PROFILE DOCUMENT**

Australasia's leading supplier of cable & wiring accessories, nylon fasteners and electronic hardware.





# The NPA Story

How We Began

## FOUNDATION

Frank Nardone founded NPA in 1986 with his then General Manager, Les Halfpenny.

Established in basement premises on Waymouth Street, Adelaide, NPA rapidly became the Australasian market leader in Cable and Wiring Accessory supply and distribution.



## NPA TODAY

NPA is now located in modern purpose-built facilities in Kilkenny, South Australia. This investment in sophisticated office, warehouse and distribution centre technology enables NPA to strengthen their position as a leading supplier to the Electrical and Electronic Manufacturing Industry.

NPA is owned and operated under the company NPA Pty Ltd.

NPA is now a leading supplier of Cabling & Wiring Accessories, Nylon Fasteners and Electronic Interconnect Hardware in the Asia Pacific region.

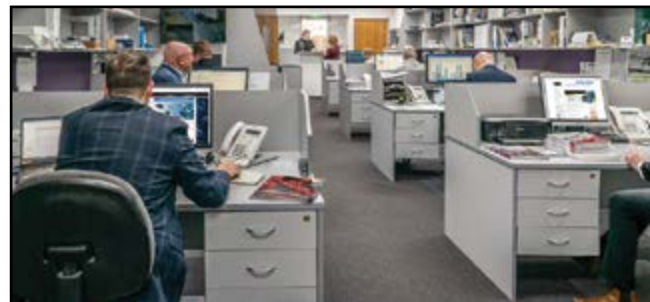
## NPA EXCELLENCE

With a focus on building partnerships with customers and suppliers, NPA continues to deliver excellence across the supply chain. Being focused on refining their process and systems has meant NPA continues to be a faultless partner for a long list of loyal clients.

This focus on robust operating systems runs through the company and is part of the culture. For staff members, it makes NPA a rewarding place to work and grow their career.

NPA invests in training, culture, and wellbeing programmes for all their employees. This leads to remarkably high staff retention rates, which means their customers can expect responsive, consistent service and attention year after year.

The team at NPA take tremendous pride in what they do and believe NPA's longevity and success is intrinsically linked to the continued success of suppliers and customers across the globe.



# The NPA Story

How We Began

## MANUFACTURING & DISTRIBUTION

NPA focuses on quality and process culture. This has allowed the business to keep ahead of changes in domestic Australian manufacturing and embrace globalisation with new manufacturing partners in the USA, Europe and across Asia.

NPA's own manufactured products are second to none when it comes to value and quality.

This focus on International partnerships has meant that NPA now services manufacturing industry clients at home in Australia, New Zealand, South Africa and beyond!

## ADVANCED FACILITIES

Today NPA operates out of a purpose-built premise in the Adelaide suburb of Kilkenny, South Australia, incorporating a modern office with an expansive warehouse and product distribution centre.

## PRODUCT RANGE

The strategic decision by NPA to manufacture and sell its own products alongside those of select quality manufacturers has proven to be successful.

Additional investment in logistics and fulfilment has meant NPA is now a high-volume stockist for all those products as well. The stock volumes, IT systems and staff knowledge mean that NPA has a second-to-none fulfilment system with products ready for quick and efficient shipping to anywhere in the world.

## MADE TO ORDER - M2O

NPA partner with their clients in the design and development of custom Made to Order (M2O) products for unusual or specialised applications.

From a customer concept, NPA leverages their advanced hi-tech prototyping and manufacturing technology facilities to rapidly take customer ideas from prototype stage to final product manufacture and distribution.



**Michael Burton**  
General Manager

"Our primary KPI is that there are never any dissatisfied customers with products on back order or long lead times

"



# Executive Team

Meet our Team



**Frank Nardone**

Managing Director

Frank has a technical background with over 35 years in the electronics industry.

Founding several innovative and outstandingly successful businesses, Frank's entrepreneurial DNA and management expertise coupled with his sixth-sense marketing intuition has kept NPA growing and thriving.

Frank regularly travels overseas in Asia, Europe and the US evaluating new product ideas to complement and enhance the NPA range.



**Michael Burton**

General Manager

As General Manager, Michael Burton is responsible for the internal operating procedures, overall management of NPA staff and is part of the senior leadership team.

Michael has a laser focus on effective business processes, efficiency, and team building.

Having been involved at all levels of the electronics industry for more than 30 years, Michael has unparalleled knowledge of the industry and NPA and is known for being the man with his finger on the pulse!



**Rachel Pontifex**

Business Development Manager

Rachel brings a wealth of experience from the electrical industry with over 20 years experience in business development within SA/Vic and NT. With roles in CABAC and ABB, she gained broad experience from industrial to commercial electronics.

Rachel is an effusive and friendly person who spends a great deal of time on the road meeting customers and we encourage you to reach out and say g'day.



# Executive Team

Meet our Team



**Craig Wood**

Sales Coordinator

Craig has over 30 years' experience in the mining, construction and domestic sectors, including considerable experience working with load monitoring, home automation and safety products for prominent SA companies such as Clipsal and Nobles. He began his electronics apprenticeship at aged 17 for DSTO & has an Associate Diploma in Electronics Engineering from UniSA.

Craig is a member of the NPA customer sales and support team and can help you with your product and sales enquiries.



**Nancy Van Dijn**

Accounts

Nancy is found at reception and she manages customer accounts, payments and book-keeping.

She can speak three languages - Spanish, Afrikaans and English and has considerable experience in business and accounting having worked for financial, property and law firms in the past.



**Jason Clark**

Logistics Manager

Jason has over 15 years experience in logistics and warehousing and oversees NPA warehouse operations and inventory while also assisting with enquires from customers and suppliers.

Jason has a love for music of any genre and is a solo bassist. Recently he has been enjoying living his childhood dreams by getting out and about on his new BMX.





# Market Focus

Why and Where

## MARKET FOCUS

Growing from its base in supporting the white goods and automotive industries, NPA has leveraged its culture of innovation to expand into new industries and markets, particularly Solar Energy.

The solar and clean energy industry is forecasted to grow exponentially over the next 10 years and NPA is now a key market leader in support of energy sector expansion and development.

## PRIMARY FOCUS AREAS

- Defence
- Rail
- Mining
- Heating, Ventilation & Air Conditioning (HVAC) Systems
- Medical Electronics
- Robotics and Automation
- Building and Construction
- Internet Sales
- Energy Technology

It is in the above key areas that NPA targets its marketing and business development resources both domestically and internationally.

## MARKET SHARE

NPA already has considerable market share and will continue to grow its market position.

The strength of the NPA brand backed by the quality of the products they sell, world-class technical capabilities, strong relationships with suppliers, and the industry knowledge of their employees means NPA is very confident in their ability to execute on their growth strategies.

## PRODUCT RANGE

The product ranges from NPA and their partners are rightly positioned as the highest quality in the market.

Each NPA product adds something unique to its class. For example, it might be a specific flammability safety certification or perhaps the product has special ergonomic features that make it easier to work with.

The product range does not aim to compete with generic offerings from high-volume, low-cost competitors. It aims to compliment this market with higher quality, carefully targeted products.

NPA products stand out from the pack with their unique qualities and reputation for excellence, backed by experienced, knowledgeable and dedicated sales staff who understand the needs of their clients and the market in which they operate.



# NPA Partners

Partners

For over 30 Years NPA has been Australasia's leading supplier of cable and wiring accessories, nylon fasteners and electronic hardware.

NPA manufactures its own exclusive range of affordable, cable management products such as Hole Plugs & Bushings, Cable Glands, Cable Ties, Heat Shrink, Tube Plugs & Caps Compression Lugs, Terminal Blocks.

NPA has the in-house expertise to assist in the design and development of custom products for unique or specialised applications.

Their long-established relationships with the engineers and manufacturing facilities gives them the ability to take an idea or concept from prototype stage to final product manufacture.

They also partner with select manufacturers, chosen for the superb quality and uniqueness of their product lines. NPA have supported and grown their relationship with these suppliers over their 30-year history to the point where the brands have become synonymous with NPA.

Products



## Delaunay D. s.a.s.

Intrinsically Safe, Military Spec & Marine Grade, Nylon, Brass & Stainless Steel, Cable Glands, Reducers, Expanders, Adaptors & Accessories.



## Heyco Products Inc

Offering an extensive selection of Strain Relief Bushings, Insulating Bushings, Nylon Hole Plugs, Liquid Tight Fittings, Cable Clips & Clamps, IEC Connectors, Wire Positioning & Terminating Products.



## Micro Plastics Inc.

(Essentra Components) The world's largest manufacturer of Nylon Fasteners, Screws, Bolts & Threaded Rod, Nuts, Washers & Screw Insulators, Nylon Spacers & PCB Mounts, Panel Clips & Fasteners.



## Keystone Electronics Corp.

Battery Holders, Fuse Clips & Holders, Micro Pins & Jacks, Quick-Fit Terminals, Plugs & Jacks, Screw Terminals, LED Spacers, Instrument Handles, Circuit Board Hardware.

# Quality Standards

Systems

NPA operates a quality management system which complies with ISO 9001 2015 and is accredited by SAI Global.

The quality system applies to all processes, activities and employees within the company and governs all aspects of the company's operations.

NPA has completed internal and external stakeholders review and analysis to determine the strategic direction of the company. This has achieved an understanding of internal and external issues that are of concern to NPA and its customers. Such issues are monitored and updated as appropriate and discussed as part of regular management reviews.

Identifying the top-level processes within the company, and then managing each of these discretely, reduces the potential for nonconforming products discovered during final processes or after delivery.

Instead, nonconformities and risks are identified in real time, by actions taken within each of the top-level processes.

Each process may be supported by other activities, such as tasks or sub-processes. Monitoring and control of top-level processes ensures effective implementation and control of all subordinate tasks or sub-processes.

Any process performed by a third party is considered an "outsourced process" and must also be controlled.

The NPA Management Team adopts a continuous improvement and customer-first approach. This ensures that customer needs and expectations are determined, converted into requirements, and are met with the aim of enhancing customer satisfaction.



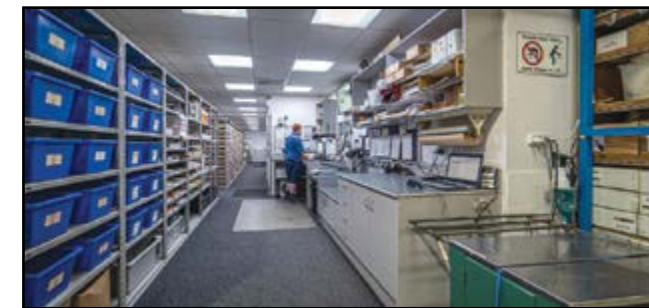
Quality  
ISO 9001



# Logistics

NPA to You

For logistics and distribution reasons, the NPA premises are strategically located in Kilkenny, 7kms from the Adelaide CBD and close to the industrial area of Port Adelaide. This location allows NPA to ship products up to 5kg in weight, cost effectively, to any major centre in Australia overnight.



For larger orders, NPA can ship via road to Sydney and Melbourne overnight, and to all other major centres in Australia in no more than 3 to 4 days. Combined with same-day-shipping, this ensures that customers receive their products quickly and at competitive costs.

International shipments are typically by air. Using a well-established network of experienced freight specialists with relationships developed over several decades, customers can expect to receive their orders within seven business days.

NPA have strategic partnerships with all major national and international transport service providers including Startrack, TNT, DHL, FedEx, EMS and UPS. This ensures that all effort invested in supplying customers, on time, with the best product for their application is not let down by the end delivery service.

Three years ago, the need to improve warehouse efficiency and customer satisfaction was identified. NPA, in partnership with a local Adelaide weighing and instrumentation company and a specialist European software developer, implemented a state of the art, one of a kind, inventory weighing and measurement system. Sensitive down to .001 of a gram with a user friendly touch screen interface to the loadcells. This ensures that the picking and packing of orders is exceptionally accurate in terms of quantity and weight and that customers get exactly what they order.

NPA warehouse and distribution centres are temperature and moisture controlled to ensure that products do not dry out or deteriorate in excessively hot, dry or cold conditions. This means products are delivered to customers with the exact specifications and in the same optimum condition that they left the factory.



# Ecommerce Innovation

———— NPA Ecommerce Vision ————

Always innovating, NPA is currently undertaking a technology upgrade programme across its online platforms. Focused on ecommerce and the website platform, these upgrades will deliver a modern and streamlined experience for customers.



**Frank Nardone**  
Managing Director

“We wanted the online experience for our customers to deliver the same level of excellence that we provide through our customer service and logistics chain. Innovation is in our DNA and we are excited to release the new platform early 2021

”

———— Customers First ————

Built with UI/UX features that consider the NPA unique customer needs first, the new ecommerce platform will bring significant competitive advantage to our customers and partners.

# Company Objectives

———— NPA Objectives ————

NPA is committed to pursuing continuous improvement in all aspects of its operations, and to facilitate the achievement of the following objectives:

- To provide long term stable, secure, employment for staff, in an inclusive, safe, caring, enjoyable and fulfilling work environment.
- To consistently provide products and a level of service that meets or exceeds customers' expectations and any applicable legal requirements.
- To develop and maintain strong, stable and mutually beneficial relationships with all customers, suppliers and other relevant parties.
- To maintain a Company Quality Management system that is logical and process oriented and adheres to the PDCA (Plan, Do, Check, Act) cycle.
- To provide management and leadership that is committed to the implementation, improvement, and development of the Company Quality Management System.
- To develop an open management ethos and structure with an obvious and achievable career path for all employees.
- To involve all company employees in the implementation, improvement, and development of the Company Quality Management System.
- To continually evaluate and improve where necessary, the performance of the Company and its Quality Management System
- To continually seek to develop and grow the Company with evidence-based decision making and in line with the Company Business Plan established by Management.
- To express the professionalism of the Company in all aspects of its operation.
- To further develop and expand the Company's commitment to training of all employees.
- It is recognised by NPA that customers require assurance of a specific and consistent standard of design, documentation and production quality in the products and a consistency in the style of delivery of products.

Irrespective of the manufacturer, our customers can expect that products will be produced in accordance with the design documents and in accordance with the relevant standards.



# Marketing

NPA Marketing Summary

NPA's Products are generally considered to be best in-class because of their proven reliability and consistent high quality.

- Regular internal production meetings to discuss all company objectives, KPIs and marketing strategies.
- Print advertising in regular periodicals and magazines that are specifically targeted to customers in the industries in which NPA operates. For example, Manufacturers Monthly, Industry Update, What's New In Electronics.
- Online advertising using hubs and platforms that are specifically targeted to customers in the industries in which NPA operates. For example, Industry Search, Ferret, Net Components.
- Monthly NPA newsletter targeting customers and industry groups with product and industry updates and other information relevant to the industries in which NPA operates.
- Getting the company message out into the community by fully utilising social media platforms like Facebook, Twitter and LinkedIn
- Personally visiting existing and potential customers on a regular basis reinforcing NPA's presence in the market and ensuring that customers needs and expectations are met.
- Press releases for new products and innovations using appropriate trade journals, print and online advertising media.
- Using the company Customer Relationship Management (CRM) cloud-based software to manage all customer and prospect interactions.
- Contacting customers that have not re-ordered within the last 12 months to evaluate and identify activities to stimulate new business or win back lost business.
- Providing free samples of product, advice and technical support and diligently following up all enquiries within five business days.

The NPA product range carries approval and certification from the world's leading electrical authorities such as Underwriters Laboratories, Canadian Standards Association, and VDE.

NPA recognises the need to keep up with both market and legislative requirements. The majority of the NPA product range is also ROHS and REACH compliant.

CONTACT NPA

## GET IN TOUCH

Contact the team at NPA

NPA Pty Ltd  
10 Gray Street  
Kilkenny 5009  
South Australia  
Australia

- Ph: (+61) 08 8268 2733
- Fax: (+61) 08 8268 1455
- Email: [info@npa.com.au](mailto:info@npa.com.au)
- Web: [www.npa.com.au](http://www.npa.com.au)
- A.B.N. 88 007 603 161





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# *Thank You*

NPA Pty Ltd

Australasia's leading supplier of cable & wiring accessories,  
nylon fasteners and electronic hardware.

+61 8 8268 2733 | [info@npa.com.au](mailto:info@npa.com.au) | [www.npa.com.au](http://www.npa.com.au) |  

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