



Australian Institute  
for Commercialisation



## Case Study: Redarc Electronics



### The Company

Southern Adelaide based company Redarc Electronics, a pioneer in the voltage converter industry, engaged TechFast to provide assistance with a number of key issues involved in the commercialisation of its battery charger technology.

While many of its products are supplied direct to companies such as Volvo, DAF, Mercedes-Benz and Mack Trucks, Redarc also services the auto-electrical trade and products are sold to into the car, truck, forklift, boat, 4-wheel drive and motor-home after markets.

### The Opportunity

Part of Redarc's success lies in their passionate focus on innovative product design and customer value. As a result of a close relationship with customers, Redarc identified an opportunity to develop a smart battery charger, a 'plug 'n' play' device, which aims to eliminate the guess work from battery charging.

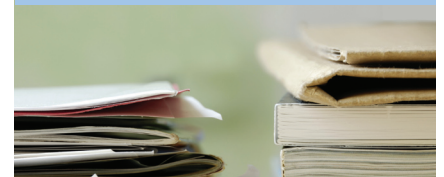
Likened to a battery management computer complete with diagnostics, the charger ensures the battery is 100 percent charged and will therefore prolong battery life. The system needed to have the ability to charge a large range of automotive battery types in the US \$2.7 Billion global battery charger market, which is growing at a healthy 10 percent annual compound growth rate.

Redarc realised that the relevant battery research and expertise was likely to reside in an Australian university that could fast forward its technology development but knew they did not have the resources to identify it.

### Fast Facts

The AIC was able to:

- Assist Redarc to identify the right R&D capability
- Provide market research to help Redarc understand their new market opportunity
- Create a new product line, now being commercialised within Redarc's existing product line.



The Australian Institute for Commercialisation (AIC) is a leading service organisation helping innovators achieve commercial success. Around Australia, the AIC helps business, research organisations and governments convert their ideas into successful outcomes.

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"Techfast helped us develop a collaborative innovation strategy, identify a collaboration partner in the University sector and helped to reduce a number of commercial and technical risks in taking our technology to market."

Anthony Kittel, Managing Director, Redarc Electronics

## The Outcomes

Establishing the relationship provided Redarc with access to cutting edge research and know-how, while the University received a valuable research partner to provide commercial insight and channels to market for its capabilities.

Managing Director of Redarc, Anthony Kittel, said TechFast proved vital in the battery charger project.

TechFast also conducted a technology review to examine a range of competing technologies, intellectual property positions and complete an analysis of the US battery charger market to ensure Redarc was able to craft a sophisticated commercialisation strategy.

These activities also assisted the company in its preparation for its successful AusIndustry Commercial Ready Grant application that provided the company with AUS \$1.6M in government assistance to commercialise the battery charger.

The Redarc 'Smart Start' in vehicle battery chargers are now on the market and exporting to New Zealand and on trial with motorhome manufacturers and caravan distributors in France.

The new 'Smart Start' family three stage battery charging system is designed to charge auxiliary and house batteries, whilst in the vehicle, to their optimum levels from either mains power, solar power or direct from the vehicle alternator providing users with the freedom and security to travel on their journey with peace of mind.

The 'Smart Start' family of products won the coveted Technology Industry Association (TIA) Gold Cup award for excellence in innovation in 2009.

If you are interested in finding out more about the AIC's TechFast program please contact Simon Williams on (08) 8113 0709 or [simon.williams@ausicom.com](mailto:simon.williams@ausicom.com)



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