



*working  
together*

*global sourcing and  
custom-manufactured solutions*

**active** 

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## **GLOBAL SUPPLIERS**

DEDICATED SERVICE TEAM WORKING IN PARTNERSHIP WITH OUR CUSTOMERS.

# *about us*

Active is a key partner for electronic manufacturers in the Asia Pacific region since 1983. Our knowledgeable team and strategically located divisions allow us to consistently exceed customer expectations. From the most basic SMT products to complex assemblies, we deliver!





## *our history*

Since our establishment in 1983, Active has grown with our early partners and has continued to develop new relationships with up and coming businesses. Our CEO's philosophy has always been to do things better than our competitors and offer the kind of genuine

customer service that many competitors struggle to achieve.

We are continuing to work with a growing list of partners while still maintaining the core values we established in our start-up years.

## *our staff*

Our success is due to a team of people who are passionate and excited about what they do. We are very responsive, dealing with any issues with speed and attention. We offer every customer a dedicated account manager

you can rely on. Many key members of our team of talented, loyal and stable staff have been with the business for over fifteen years. Our company culture is based on caring, responsibility, integrity and honesty.

*"I have worked with Active over the past 13 years. They have always strived to meet our needs, often performing above and beyond to ensure customer satisfaction. They are a key trusted electronics supplier for us, making sourcing components look easy."*



## *our awards*

In October 1994, the company was awarded ISO9001. It's in our DNA to constantly improve our service delivery. In 1997 this was recognised when Active was awarded the prestigious Quality Company Award at the annual New Zealand Electronics Industry Awards.

Since then, Active has won multiple awards at the Gallagher Group Supplier of the Year Awards, which is one of the biggest honours for the New Zealand electronics market. We have won awards for Outstanding Account Management, Customer Service and Supplier of the Year.

In 2019 Active was a finalist at the NZCTA Business Awards in recognition for our achievements in developing supply partnerships.





## our values

Our **agility** enables us to make responsiveness to our clients' needs our highest priority. Our strong **customer focus** means our dedicated account managers maintain regular contact to ensure you have a quality wraparound service. Our **teamwork** is demonstrated by the ways in which our people work together, combining their skills and expertise for the benefit of our customers' businesses. Our longstanding clients know that they can rely on our **integrity** to deliver *what*

we promised *when* we promised. Our **vision** is reflected in the ways in which we are constantly expanding our global reach and in our ongoing investigation of new products and leading-edge electronic componentry. We show **empathy** with our clients' needs by listening carefully to develop an in-depth understanding of their businesses.

Every day we strive to live by our values and principles in our interactions with each other at Active and with our customers, manufacturers and suppliers.

## our vision

"We constantly strive to provide a customer experience that exceeds expectations – every time. If we fall short, we take responsibility and solve the problem, no matter what the cost."

Robert Mackley, Managing Director.





## *our services*

Our clients' needs are our highest priority. A strong customer focus means our dedicated account managers maintain regular contact to ensure they have a quality wraparound service.

### 01 Components

We stock an ever-growing range of commodities and have a plethora of options available for application specific demand.

### 02 Custom solutions

We have a unique strength sourcing parts from multiple sources and then converting them into a new specialised custom part. The end result is a solution which can add reliability, enhanced usability and value to your product.

### 03 Wire & cable

We offer an extensive range of terminations and cable specifications, from simple appliance wire to complex multicore assemblies and overmolding. We have considerable expertise in sourcing pin-for-pin equivalents to major brands, lowering cost with no sacrifice in quality. Often the lead-time is much better too.

*"Pertronic Industries is a manufacturer with a staff of 115 based in its Wingate factory. To succeed in a competitive manufacturing environment we always need to be able to source quality components with competitive prices and delivery. Active Components are a key partner in the operation of our business. We are extremely pleased to have had a long term business relationship with such a reliable and trusted supplier."*



## What we do best

- High value offering with high quality yet cost-effective products.
- Solve complex chain problems.
- Deliver customised solutions to help customers develop distinctive products.
- Offer in-depth consultation and regular customer contact.
- Localised and international stocking ability.

## Global Reach



*"Our relationship has been forged through the dedication of staff at Active sourcing, communicating and delivering to specific quality requirements and manufacturing timeframes. They engage with our engineering team and our clients to recommend new products and alternatives which add value through improved availability, functionality, reliability and cost reduction. Quality is assured through a rigorous supplier evaluation, Certificate of Compliance, and specific component testing when required."*

GREG COSTER | NAUTECH ELECTRONICS LTD



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