



**ACDC**  
—▶ **EXPRESS**

---

**COMPANY PROFILE**

---

# INDEX

1. About ACDC Express
2. Customer Satisfaction
3. Our Target Markets
4. Our Product Ranges
5. ACDC Express Catalogue
6. ACDC Express Online

# ABOUT ACDC EXPRESS

ACDC Express is an electrical retail franchise, specialising in everything electrical. Established in 2007, our core focus is to provide customers with quality electrical solutions.

We offer a full turn-key solution and a unique concept store that provides customers with a convenient and versatile shopping experience, allowing customers to browse at leisure in what is effectively an electrical 'supermarket'. In addition, ACDC Express actively participates in adding value to the customers by not only meeting customer expectations through superior customer service, but continuously offering excellent after sale service.

Our independently owned stores are primarily supplied by ACDC Dynamics, which boasts a product range of over 55 000 individual items. These products are crucial in daily operations within the home, office and factory. This automatically creates a great and continuous demand for these products.

The growth and success of the ACDC Express Franchise Group is attributed to 2 basic principles, which form the cornerstone of the business: Customer Relationship Management and maximising business efficiency.



# OUR DNA

## VISION

To be the preferred electrical retailer.

## MISSION

To be the best solutions driven electrical retailer. Focused on customer service and convenience to ensure electrical needs are satisfied.



# OUR CODES OF VALUES

**We live our Code of values by...**

## **RESPECT**

- ... treating others as we would like to be treated
- ... listening with the intent to understand what is being said and acknowledging that what is said is important to the speaker
- ... responding in a timely fashion
- ... speaking calmly and respectfully, without profanity or sarcasm
- ... acknowledging everyone as right from their own perspective

## **INTEGRITY**

- ... making only agreements we are willing, able and intend to keep
- ... communicating any potentially broken agreements at the first appropriate opportunity to all parties concerned
- ... looking to the system for correction and proposing all possible solutions if something is not working
- ... operating in a responsible manner; “above the line”
- ... communicating honestly and with purpose
- ... asking clarifying questions if we disagree or do not understand
- ... never saying anything about anyone that we would not say to him or her

## **CUSTOMER FOCUS**

- ... continuously striving to maximise internal and external customer loyalty
- ... making our best effort to understand and appreciate the customer’s needs in every situation

**HAVING FUN IN THE PROCESS! R.I.C.H**





# CUSTOMER SATISFACTION

*“A sale is not something that you pursue; it is something that happens to you while you are immersed in serving your customer”*

At ACDC Express we strive for service excellence. We look to ensure our services are of the highest quality and that they are always centered around our customers. With regular training sessions to equip our staff with superior product knowledge, unrivalled customer support, and service etiquette, we seek to effectively meet the needs of our customers in the most convenient and supportive way possible.

At Head Office, the brand managers and training facilitators work intensely on all aspects of the brand to ensure that our sales staff are equipped with up to date information and an ability to provide excellent after sales service. To extend our accessibility, we offer direct communication lines to all our customers who visit one of our national stores via Facebook and our website [www.acdcexpress.com](http://www.acdcexpress.com). Our latest offerings and promotions are also included in our newsletters. It is possible to subscribe to our exclusive subscription list through registration on our website.

# OUR CUSTOMERS



END USERS



CONTRACTORS



# OUR PRODUCT RANGE

Lighting

Security

Pumps

Solar

Tools





# OUR PRODUCT RANGE

Automation Products ■ Level Controls & Pumps ■ Power Supplies,  
Transformers & UPS ■ Solar ■ Motor Control ■ Circuit Breakers, Fuses & Switchgear  
Pushbuttons & Pilot Lights ■ Terminals, Insulators & Copper ■ Surge & Noise  
Protection  
Instruments & Telemetry ■ Capacitors & PFCs ■ Temperature Controls  
Crane & Vehicle Control ■ Limit & Pressure Switches & Sensors  
Audio & Visual Alarms ■ Automotive ■ Flameproof & Mining  
Test Instruments, Tools & Gensets ■ Wiring Accessories ■ Electronics  
Enclosures & Fittings ■ Gewiss ■ Lighting ■ Fans, Bug Killers & Hygiene ■ Security

# OUR BRANDS

Auer (USA)  
 Emko (Turkey)  
 Moel (Italy)  
 Rele Italiana (Italy)  
 BM (South Africa)  
 Saltek (Czech Republic)  
 Televes (Spain)  
 Fluke (USA)  
 Mastech (China)  
 Silux (South Africa)

Gewiss (Italy)  
 TC, C&S (India)  
 Terasaki (Japan)  
 Rhomberg (South Africa)  
 Aucom (New Zealand)  
 Chorus (Italy)  
 Datalogic (Italy)  
 Vacon (Finland)  
 3M (USA)  
 A7000 (South Africa)  
 Ardic (Turkey)  
 Quadritalia (Italy)  
 Palazzoli (Northern Italy)  
 Entes (Turkey)  
 Comepi (Milan)  
 Arnocanali (Italy)  
 Akerstroms (Sweden)  
 Efapel (Serpins/ Portugal)  
 Autonics (Korea)  
 Erico (Australia/ UK)  
 Orbis (Spain)  
 Ravioli (Italy)  
 Oerre (Lebanon)  
 Zamel (Poland)  
 Gawe (Spain)  
 Katko (Finland)



# THE CATALOGUE

One of the company's many strengths is its extensive catalogue which is widely recognized as a benchmark in the electrical industry. Truly world class, you will find all the specifications, product ranges and technical details you will require to make the most appropriate product selections.

This is supported by:

- A team of field sales personnel.
- Product specialists for each brand and product range.
- A team of technical support staff, always ready and able to provide any support you may need.



# WWW.ACDCEXPRESS.COM

The company is committed to providing fast, efficient and friendly service. For this reason ACDC Express launched the e-commerce website in 2017.

We aim to simplify our operations, our orders and stock enquiries, in so doing, improve our services to you, our valued customers. Our website provides you with the ability to place orders, check stock, check backorders and account details. Through the online buying system, the company will continue to offer national sales and technical call center support.

[CLICK HERE TO VIEW THE WEBSITE](http://WWW.ACDCEXPRESS.COM)





**Alberton**  
011 907 0796  
**Ballito**  
032 946 2131  
**Bellville**  
021 946 1390  
**Boksburg**  
087 405 0556  
**Brakpan**  
010 110 1565  
**Burgersfort**  
074 423 7159

**Centurion**  
012 003 2030  
**Fourways**  
011 465 9802  
**Kimberley**  
053 110 0020  
**Klerksdorp**  
018 011 0537  
**Lichtenburg**  
018 632 2027  
**Middelburg**  
087 700 2232

**Midrand**  
010 597 2232  
**Nelspruit**  
013 752 3797  
**Newcastle**  
034 312 1503  
**Paarl**  
022 110 0010  
**Pietermaritzburg**  
087 405 0664  
**Polokwane**  
015 297 6136

**Port Elizabeth**  
041 110 0010  
**Pretoria East**  
012 348 1734  
**Richards Bay**  
087 405 0640  
**Rustenburg**  
087 150 1354  
**Secunda**  
017 631 3531  
**Somerset West**  
087 405 0566

**Strijdom Park**  
011 251 5600  
**Strubensvalley**  
011 675 2137  
**Tzaneen**  
015 004 0286  
**Witbank**  
013 110 0580  
**Worcester**  
023 342 0231  
**Zambia**  
XXXXXXXXXXXX

Total Number of Stores:

**30** ...and growing!





# ACDC

—▶— EXPRESS  
EVERYTHING ELECTRICAL

