

RFD Australia Announces Rebrand to Survitec Group

RFD (Australia) Pty. Ltd., specialist product and service provider for marine, aviation, fire & safety technologies has today announced plans to adopt the identity of its parent company, Survitec Group, and will be implementing the new brand over the coming weeks.



Acquired by Survitec Group in 1991, RFD Australia has spent the last 21 years operating under the RFD name, which was established by Reginald Foster Dagnall in 1920 when he began making liferafts for the British Royal Navy. Since then, the RFD name has become synonymous with marine safety and has established itself as one of the world leading brands in liferafts and lifejackets for both commercial and leisure users.

Commenting on the re-brand, Mark Barker, Managing Director for the Australian business said “We’ve worked hard to grow our business here in Australia, through a combination of acquisitions and through working hard and expanding into new sectors.”

“We’ve been part of Survitec Group for many years now, and having a strong global parent company has helped us to establish us a stable and sustainable business - one that customers can count on for the best range of products, best value and great customer service.”

“Now is the right time to take the next step and adopt the Survitec Group brand so that our customers can benefit fully from our global range of products and services.”

Survitec is a global business employing over 2000 people at over 40 locations and has a further network of around 550 service and distribution centres. The company is a world leader in many of the markets it serves. It has achieved its leadership

position by leveraging on its vast heritage of excellence and by continuing to invest in new technologies that set the pace for the market.

Simon Withey, CEO, Survitec Group added “The Survitec Group of companies incorporates a large number of extremely successful businesses worldwide, all previously going to market under their own trading names”

“By bringing all our businesses under the single Survitec Group name and brand identity, it will make us more recognisable the world-over. This will ultimately provide customers with what they are asking for –added confidence that they are buying from the world’s market leader.”

Customers of RFD Australia will soon see changes to building signage, vehicle liveries and employee uniforms. But they can be assured that they will receive the same great customer service and broad range of products and services as before.

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EDITOR'S NOTE

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SUPPORT NOTES

About Survitec Group

Survitec Group holds market-leading positions worldwide in marine, defence and aerospace survival technology. Headquartered in London, the company employs 2000 people across 8 manufacturing sites and 35 service stations, operating through a network of a further 550 distributors and agents to bring its best-in-class products and services to a global customer base. With an extensive history spanning over 160 years and a portfolio of some of the most reputable brands in the safety and survival industry, Survitec is committed to product innovation, technological advancement and quality assurance.

About Survitec in Australia

Survitec in Australia operates across four principal sites in Sydney, North Fremantle, Melbourne and Brisbane, employing over 100 people and serving over 5000 customers in Australia and beyond. The business is primarily involved in the supply, service and project management of marine, fire, life support and gas control equipment to Government Departments and major corporations in the region.

Three divisions with particular expertise and premises serve their markets under relevant Quality Systems and Approvals:

Marine & Aerospace - We are world leaders serving the defence, shipping and aviation industries as well as recreational boating. Major brands distributed include: RFD, Toyo, DSB, Lifeguard, Beaufort, Plastimo, Kannad Marine, Comet, Hammar and Compact.

Our Fire & Safety division looks after the various aspects of fire extinguisher supply, re-charging and servicing, marine carbon dioxide systems, sprinkler systems, fire hydrants,

hose reels and fire doors, fire detection & alarm systems, emergency lighting systems and more.

The Technologies division deals with the concept, design, build, supply and service of various air compressor and booster systems, gas distribution and hose assemblies, SCUBA supply, service & certification, air & gas cylinder testing & filling and more.

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