

GSM Electrical Corporate Profile

Passion. Flexibility. Partnership.



Electrical is in our DNA

Welcome to Gerard Sourcing & Manufacturing (GSM), the name behind Trader, Australia's fastest growing brand of electrical switches, sockets, wiring accessories and connected solutions.

Established in 2015, GSM is based in Adelaide and led by Managing Director, Simon Gerard.

Although the Trader name is a recent addition to the electrical industry, the Gerard Family have been leaders in the Australian Electrical industry for over 100 years. Four generations of Gerards; Alfred, Geoff, Robert and Simon Gerard have directly contributed to the success of the Clipsal, Pierlite, RingGrip, Mistral brands and other significant ventures..

The Trader DNA has emerged from this history and stands for Passion, Flexibility & Partnership, local representation, listening to contractors and working with electrical wholesalers.



A National Team with experience

The Trader Team is here to support our customers, as part of a successful and simple partnership.

The Trader GSM currently employees a team of 60 people. The Fullarton Road Head office comprises an extensive R&D team, Marketing and Sales, Customer Relations and Finance while our Incubator Assembly Team is based in our warehousing facility in Woodville. We have national sales representation in every Australian Capital City.

Our mission is to be the Australian owned provider of choice for a true, quality alternative of Electrical Accessories to the Trade in Australia.

Passion. Flexibility. Partnership.



Builder



Electrical Contractor



Team



Partnership

TRADER®

Innovative Affordable Product Ranges

We've got it all. Everything from First Fix Mounting Brackets to Integrated USB Chargers, Downlights, Floodlights, Exhaust Fans, Smoke Alarms, EV Chargers, and much more.

We have a wide variety of styles and colours for builders and their clients to choose from.

Every product development considers how we can add value and more choice for clients.



Connected Products

Powermesh & Senoa can provide your home with dimmers, timers, schedules, energy monitoring, phone control and Google Home voice control. No longer is a connected home an expensive luxury.

Powermesh & Senoa can very easily be retrofitted into an existing home, or used in a new build. Homeowners can add automation at planning stage, whilst building, or after the build. And it's scalable, so your client can include one area of their build now, and add other rooms later. Touch, Tap, Talk. It's affordable and ready to use now.

Powermesh & Zimi products are able to be controlled by simply touching the switch, tapping with the Zimi app on your smart phone or tablet, or using your voice for hands free control and convenience. There are so many possibilities. Convenience, Safety, Energy Monitoring and more.

Enjoy the Full Experience.



zimi

powermesh

SENŌA

TRADER®

Accolades

2020 Powermesh Good Design Award Winner, Product Design Hardware and Building.

www.good-design.org/projects/powermesh

2021 Lawrence & Hanson SA/NT Supplier of the Year Award

2022 Lawrence & Hanson QLD Supplier of the Year Award

2022 Middy's Info Nights - Product of Night

8 x 1st Places, 3x 2nd Places, 2x 3rd Places.

TIACS (This is a Conversation Starter) Tradies mental health

www.tiacs.org www.tiacs.org



Trader's 10 Year Warranty

When you choose Trader's range of switches and sockets, you get peace of mind knowing that you have a warranty to cover you for ten years.

Powermesh & Senoa are covered by a one year warranty, while Trader's range of Air Movement and Lighting products are backed by a two and five year warranty respectively.

Trader products are designed in Adelaide, South Australia and are fully compliant with Australian Certification Approvals and Standards.

Quality you can rely on.



Trader's Wholesale Partners





Follow us on socials.



#passion #flexibility #partnership #tradergsm