



PART OF THE ELECTROLINK BUYING GROUP

Whatever you need,
Whenever you need it,
WE'LL HAVE IT FOR YOU!
GUARANTEED

CAPABILITY STATEMENT

DEDICATED TEAM, FAST SERVICE. OUR COMPANY.

Advanced Electrical Equipment (AEE) is a Western Australian owned and operated company established in August 1985 in response to a market need from industry and mining for quality products, flexibility, personalised service and fast response times.

AEE initially began supplying and servicing sole traders through electrical contractors working on large projects in the domestic, commercial, civil and mining sectors.

Since then, we've built an enviable reputation as specialists in supplying electrical, instrumentation, lighting, hardware and data products.

With five branches throughout Western Australia, including three in the Perth metro region and two in regional centres, plus around 50 staff members, a large fleet of delivery vehicles and a comprehensive stock profile, we can meet all our customer's needs.

With AEE, you can expect to deal directly with one of our friendly and knowledgeable staff members.

AEE has raised the bar as one of the preferred suppliers to the mining and industrial sectors in Western Australia, delivering products at the lowest cost and on-time.

By investing heavily in improving our fleet of vehicles and developing our customer personnel, AEE has maximised supply chain control and performance, thereby enabling us to respond immediately to all our customers, no matter the situation.

Because of this, we maintain a 95% delivery on time and in-full, guaranteed.

SOME NOTEWORTHY PROJECTS:

MITCHELL FREEWAY - NORTHBOUND UPGRADE	\$16.5M
NORTHLINK WA STAGE 3	\$175M
BHP TOWER - BROOKFIELD PLACE	\$600M
ELIZABETH QUAY	\$2.6B
KARRINYUP AND CAROUSEL CENTRE UPGRADES	\$600M



“ We believe knowledge is the key to delivering excellent service. ”

Ian Walker, Group Mining Manager

Our team of highly knowledgeable staff will provide you with expert advice on a great range of products.

Try us, and you'll understand why more and more companies choose AEE to source the tools, equipment and peripherals they need to make their project a success. Expect a personalised service from experts familiar with our customer's logistic requirements.

PARTNER WITH A LOCAL COMPANY THAT'S SUPPORTED THE WEST AUSTRALIAN COMMUNITY SINCE 1985.

When you partner with AEE, you'll contribute to supporting Western Australia and all the benefits that full-time, local employment brings to a community. Plus, all profits from our operations remain in the State.

You'll also be partnering with a responsible corporate citizen that believes in fostering community spirit and partaking in community events and activities.

EXPERT STAFF WHO KNOW ELECTRICAL. OUR PEOPLE.

AEE employs a team of 50 people who all have generalist knowledge, including some trained as specialists in industrial, residential, mining, data and lighting products.

The staff at AEE receive ongoing training from our key suppliers to ensure they remain up-to-date with all our products. They also have extensive electrical wholesaling experience and understand what industry and mining companies need.

AEE sponsor a variety of activities that contribute to West Australians' well-being. For example:

- AEE has a supply agreement with an indigenous-owned company to supply all of their stationery.
- AEE employs a disability NGO's services to maintain our premises.

YOUR BUSINESS IS OUR BUSINESS. OUR APPROACH.

AEE has a long-standing history of supplying equipment for large and complex projects within the construction, mining and industrial sectors

Advanced Electrical Equipment is committed to looking after your electrical projects and jobs from start to finish. Some of our notable achievements include supplying for the Mitchell Freeway Northbound upgrade, Stage 3 of the WA Northlink project, BHP Tower's construction at Brookfield Place, and the Karrinyup and Carousel Shopping Centres' extensions.

AEE has also supplied multi-billion dollar projects such as the Elizabeth Quay development and worked with SIMPEC Pty Ltd to provide equipment to mobilise their Eliwana and Cataby sites.

OUR REMOTE AREA GUARANTEE.

AEE guarantees correct supply every time, or your next delivery is FIS.

OUR COMMITMENT TO CONTINUOUS IMPROVEMENT.

We believe in continuously improving to stay competitive, responsive and provide our customers with the best range of products at the lowest prices.

AEE invests heavily in effective optical recognition and information systems, provides on-going training for our staff, and builds partnerships with key suppliers. Because of this, we can be relied upon always to meet industry and mining demands.

“ AEE has excelled in supporting our project. AEE has been working closely with our procurement team and myself daily and ensure quotes are received promptly, and goods are delivered in full and on time. AEE has been providing our project with electrical and industrial equipment at competitive prices. I highly recommend AEE as a supply partner. I am confident that they will be beneficial to any project or supply needs. ”

Magnus Sunde, E&I Construction Manager

**ELECTRICAL
CONSUMABLES**

**HAND AND
POWER TOOLS**

**DATA
EQUIPMENT**

**LIGHTING
AND LAMPS**

**HVAC
EQUIPMENT**

**CONTROL
AND
AUTOMATION**

**SAFETY
EQUIPMENT**

**PERSONAL
PROTECTIVE
EQUIPMENT
(PPE)**

**TEST AND
MEASUREMENT
EQUIPMENT**

**CABLES
AND
MOTORS**

GREAT PRODUCTS, THE BEST BRANDS.

Since 2000, AEE has been a member of the Combined Electrical Wholesalers, Electrolink, buying group. Electrolink consists of 28 independently owned electrical wholesalers who operate 89 branches around Australia.

This group negotiates with key manufacturers to provide its members with highly competitive prices and quality products. AEE passes these competitive prices onto its customers, which has contributed to the expansion of the company.

◀ OUR RANGE
OUR SUPPLIERS ▶

Thomas & Betts
A Member of the ABB Group

ABB

**Schneider
Electric**



FLUKE

CCG
CABLE TERMINATIONS

Clevertronics

PIERLITE
professional lighting solutions

CABAC
One Call > One Day > One Delivery

Dialight

**Nexans
Olex**

NHP

GROVE GROUP

COMMERCIAL

**TRUSTED BY INDUSTRY
SINCE 1985.
OUR CLIENTS.**

MINING

Since 1985, AEE has supplied high-quality products and equipment to major companies such as BHP, Multiplex, Simpec and Tronox for multi-billion dollar projects.

Our clients trust in AEE to deliver whatever they need and whenever they need it.

INDUSTRIAL

MULTIPLY



TRONOX 



**Western Australia,
WE HAVE YOU COVERED!**

With three metro branches, two regional sites, a comprehensive stock profile and up to 50 dedicated staff members, we'll be right there when you need us, wherever you need us!

Osborne Park Branch

29 Collingwood Street,
Osborne Park WA 6017
T (08) 9445 1711
E sales-osbornepk@advanced.net.au

Broome Branch

28 Hunter Street, Broome WA 6725
T (08) 9192 1500
E sales-broome@advanced.net.au

Bunbury Branch

67 McCombe Road, Bunbury WA 6230
T (08) 9726 0222
E sales-bunbury@advanced.net.au

Malaga Branch

1/1 Holder Way, Malaga WA 6090
T (08) 6240 5200
E sales-malaga@advanced.net.au

Kewdale Branch

6 Marchesi Street, Kewdale WA 6105
T (08) 9356 7944
E sales-mining@advanced.net.au

www.advanced.net.au