

Media Release

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Electrical businesses strengthen under national umbrella

The consolidation of seven electrical contract businesses into one national company has given added strength to Pacific Services Group (PSG) in delivering electrical and communications solutions to Australian infrastructure and services projects, as well as large retail clients.

The consolidation means PSG now boasts a strong workforce of over 1000 employees and with an annual turnover exceeding \$300 million has placed itself among the country's leading electrical solutions companies.

According to Managing Director Peter Williams, PSG has been quietly acquiring businesses over the past three years for the purpose of becoming a national electrical services provider specialising in design, manufacture, installation and servicing of commercial and industrial infrastructure projects. The recent acquisition of KRS brings with it the company's extensive presence, expertise and experience in major retail markets.

"We have strategically targeted established businesses that sit within the top three electrical businesses in each state," he said.

"The youngest business in our group has a 21 year history and others, like KRS bring 40 years experience in a specific market (retail)."

The benefits of being a national group go both ways for PSG and the individual businesses.

"Our businesses now have added financial clout to deliver large scale projects as well as the support of a national management team and opportunity to collaborate with other businesses under the PSG umbrella," Mr Williams said.

"As a group we can explore new markets and opportunities and speak with greater confidence to national clients seeking country-wide support and service."

While PSG has never seen state borders as prohibitive in service delivery, the new national model formally breaks down any perception of state boundaries. For example, Victoria and South Australia recently entered into a joint venture through PSG Elecraft and PSG Boffa Russo for a large complex infrastructure contract potentially unattainable to a single business.

"We have industry relevance, infrastructure, experience, man-power, support and assistance to react fast when opportunities become available in any part of the country and secure these under the structure of an organisation working cooperatively as a national company," Mr Williams said.

The core management team of PSG is represented by each of the businesses. Meeting regularly to discuss national issues pertaining to the immediate business and the wider industry has allowed PSG to be at the cutting edge of changes.

One area where this is prevalent is in safety where it is no longer enough to just comply with national standards. This is allowing PSG to undertake some high level work around behavioural changes with individuals and to take safety to the next level by putting in place industry best practices.

Of the seven businesses, five have been rebranded recently to reflect their alignment with PSG. These include PSG Elecraft (VIC), PSG Boffa Russo (SA), PSG Richard Flanagan (QLD), PSG Russell Smith (TAS) and the newest addition to the stable PSG KRS.

The acquisition of PSG KRS completes the company's presence along the nation's eastern seaboard presence. With headquarters in NSW, PSG KRS works across Queensland and South Australia mostly with major retailers including Woolworths, Coles, Harvey Norman and Kmart. With a reputation built over 40 years of service, PSG KRS is renowned for its reliable delivery in emergency situations.