



Special Electronics & Designs Inc.



## Vital Statistics

a. **Business Focus** – SED Inc. was formed 44 years ago to provide specialized Headset Communication solutions to industrial customers. Over the years the communication product focus has been expanded to encompass complete systems, be they wired (audio, LAN based), wireless (FM, Wi-Fi, Bluetooth), analog, digital or just components and stand-alone headset products. SED Inc. is the design, development and manufacturing arm of a family of three interrelated companies with its own focus on Nuclear and Military customers. To this end, a broad range of air supply products has been developed and a number of services such as injection molding, electronic circuitry design and assembly services are offered to customers outside of the Nuclear Power disciplines.

b. **New Initiatives/Projects** – As technology is continually in a fluid state, our Design & Development Team is always looking to stay ahead of it. Specialized Communication equipment (Wired & Wireless), for many industrial applications, that has been previously on our customers Wish List is now in development ....stay tuned.

c. **Corporate Leadership** – SED was founded by Adolf Eberl in Kincardine, ON. With his sons, Rolf & Peter Eberl, working alongside him through the years, they officially took the helm in 2003. To this day, they maintain the principles of the business their father implemented – quality products, superior customer service and solutions driven teamwork.

d. **Market** – Nuclear, Fire & Rescue, Transportation, Waste Management, Utilities and Industrial applications.

e. **2013 Gross Revenues** – N/A

f. **Number of Employees** – 10 to 15

g. **Year Founded** -- 1971

h. **Ownership** – Ltd Company - Rolf & Peter Eberl

i. **Corporate Headquarters** – 214 Bruce Ave. Kincardine, ON N2Z 2P3

j. **Contact Information** – 519-396-8555 | 800-665-2740 | [admin@sed.bz](mailto:admin@sed.bz)

k. **Links (e.g. website)** -- <http://www.sed.bz> <http://www.rescom.ca> <http://www.ropatechnologies.com>

WORD SUMMARY OF THE BUSINESS IN 550 WORDS OR LESS (SUGGESTED TOPICS TO BE COVERED IN A SUMMARY WORD DOCUMENT):

a. **Why is your business in Kincardine?** – Who wouldn't want to stay in the Kincardine area? SED's roots are in Kincardine and as a family business spanning 3 generations, along with the world's largest Nuclear Facility, accessibility internationally via our Airport and wonderful amenities, the company is firmly planted in Bruce County.

b. **Market share** – In certain areas, SED has developed specialized products that we hold a large market share. The Nuclear, Fire & Rescue and Industrial markets have been the core of our business, while expanding into other areas such as Transportation, Utilities, Bio-pharm to name a few are continually being developed.

c. **Growth–rate of growth, product line growth, geographical sales/distribution growth – SED and Rescom has been conducting business at the international level for decades. Here is our reach:**

- Australia
- Brazil
- British Virgin Islands
- China
- Columbia
- France
- Israel
- Japan
- Malaysia
- Netherlands
- Nigeria
- North America
- Pakistan
- Qatar
- Romania
- Saudi Arabia
- South Africa
- South Korea
- Switzerland
- Thailand
- United Arab Emirates
- United Kingdom

d. **Customer** – N/A customer confidentiality

e. **Achievements** – SED has developed products through the years that require stringent Certifications for worldwide use. We have attained certification from many recognized bodies, i.e. – UL, CSA, FCC, IC, and TSSA. Rolf and Peter Eberl are the developers of a number of unique products that have been covered by Patents spanning air filters, air hose and headset design.

f. ~~Challenges Overcome~~

g. ~~Partnerships~~

h. ~~Awards~~

i. ~~Special Interests or projects of the company~~

j. **Interesting stories about innovation** – SED is continually innovating on a variety of fronts, including underwater microphone and transducer designs, air filters, headsets and even unique methods of manufacturing to keep production efficient.

k. **Employee profiles/skills/volunteer work** – Please click on the Linked In profile below.

[Rolf Eberl - President](#)

[Peter Eberl – Vice President](#)

[Terri Danahy – Communications Manager](#)

[Guy Boulliane – Design Engineering Technologist](#)

## **GENERAL OUTLINE:**

Established in 1971, Special Electronics & Designs Inc. started as a side business to a local Electronics retail establishment, owned by Adolf Eberl. With this already established business, and established family in Kincardine, the owners' decision to remain in the area came easily.

Building on the success of small projects generated by OGG Bruce Nuclear (Bruce Power), SED Inc. continued to pursue those projects and products that were specific to the Nuclear Industry. The collaborative approach to finding solutions that work, along with SED's expertise and creativity, led to an expansion in terms of customers, product development and physical space. SED Inc. made the move to establish its' permanent Corporate Headquarters, R & D and manufacturing facility in Kincardine.

The need for specialized communication and safety solutions in the Nuclear industry led to the design and development of unique product solutions, specialized components and full systems integration. Over the years, Custom Communication designs and meeting specifications for hazardous environments have been our hallmark, leading to projects worldwide. Not only do we sell our products worldwide but we also seek out unique services, materials and products internationally. We are dedicated to the highest Quality standards; Third Party Registered to ISO 9001:2008 by BSI.

As part of our B2B strategy, SED® created its' own Sales network - Rescom Sales Inc. Through this distribution channel, we are able to reach dealers and end-users through various marketing efforts i.e. Trade Shows, Conferences, Editorials, On-line channels etc.

SED Inc. is the design, development and manufacturing arm of a family of three interrelated companies with its own focus on Nuclear and Military customers. To this end, a broad range of other air supply products has been developed and a number of services such as injection molding and electronic circuitry design and assembly services are offered to customer outside of the Nuclear Power disciplines.

With the design and development of a specialized Training Simulator for Human Performance improvement, SED Inc. started a focused business to work with this growing area of Safety. ROPA Technologies is involved in the distribution of their HU Training Tool – HuPerT, along with HU Improvement programs and education.

Today SED Inc., led by brothers Rolf and Peter Eberl, is recognized internationally for quality products, superior customer service, innovative vision and customized solutions.