



Transforming our insights into working realities,  
we brighten up people's daily lives in  
1,001 new and electrifying ways.

**What you can imagine,  
we can make happen!**



**Product** ranges with  
**exceptional breadth**  
and **depth** but never compromises  
their meaningfulness or finesse.



The optimal blending of  
**design** and **technology**  
is Clipsal's brand DNA and the ideal, is that we focus  
on creating products that excel in both form and function.



**"Electric Imagination"**



# evolution

When Alfred Gerard took the bold step of establishing Clipsal in 1920, few could have imagined just how potent and enduring his imagination would be.

The intervening eight and a half decades have seen us carve out an enviable track record in the area of technological innovation and product development across Asia and around the world.

With an unrivalled tradition of pioneering of genuinely ground breaking solutions, no one makes it easier to actualise your imagination than Clipsal.



1920

Clipsal announces its arrival in the electrical industry with an innovative CLIPS ALL system that revolutionises the wiring and cabling process.



1935

Clipsal launches the world's first Combination Switch Socket and sets another benchmark for the electrical industry.



1956

Clipsal launches another industry first – a fire-retardant socket which enhances safety.



1974

Now established as Australia's undisputed leader of electrical accessories, Clipsal once again demonstrates its commitment to quality and innovation by pioneering the deployment of computerised production management.



1976

C-Classic, the Asia's first unbreakable switch is born. Clipsal leads the market by launching the first range of electrical accessories made of polycarbonate.



1982

With the introduction of its Lifesaver® Residential Current Devices, Clipsal offers homeowners previously undreamt-of industrial-level heavy duty circuit protection.



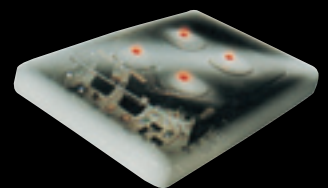
1984

Years before remote controllers for TVs and appliances become commonplace, Clipsal already deploys an intelligent infrared (IR) sensor that opens up exciting new possibilities for lighting control automation.



1994

The launch of Clipsal's first-generation C-Bus technology sets new benchmarks in building automation.



Our ultimate aim is the actualisation of the **'New Electric World'**

that will energise your life in ways you never imagined possible.





Impressive as they are, these achievements are just the beginning. We are already hard at work perfecting our next generation of ever more

**innovative** products. 

## 1996

Clipsal redefines the high-end switch market in Asia with the introduction of its Mega Dolly Series and transforms switches into an element for interior design.



## 2001

The C-Spectra Series is launched with a unique double surround and multi-colour dolly design that sets a new standard for mix and match.



## 2003

With the launch of its distinctive NEO C-Metro switch, Clipsal becomes the first to successfully deploy LEDs into mechanical switches and further add to its reputation for supreme design and innovation.

With its eye-catching avant-garde style and patent unique EZinstall true retrofit technology, Clipsal's ULTI range puts sophisticated lighting control automation at people's fingertips. ULTI becomes the new flagship series for aesthetes' appetite.

The introduction of the Clipsal Titanium series is a major breakthrough in the previously staid data and structured cabling market. Clipsal Titanium redefines standards in the data networking industry by incorporating usability and style as key design elements.

Building on its Lifesaver® heritage, Clipsal PowerGuard enables integration that provides extra intelligent protection for modern homes.

## 2004

The C-Concept series is launched, setting new standards in design and quality for its kind.

ULTI wins the inaugural "iF Product Design Award, China" and is the sole winner in the Building Materials category.



## 1997

Taking its design concept one step further, Clipsal launches its imaginatively graphic surround which promptly fits with dolly of different sizes, it provides interior designers with extra flexibility on home décor.



## 2002

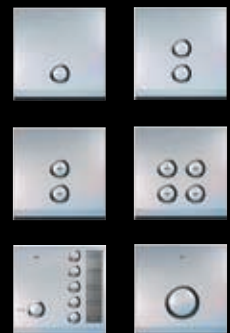
Clipsal launches its NEO intelligent switches and is awarded Australia's prestigious AEEA Award.



## 2005

ULTI awards the coveted "iF Design Award Germany".

Clipsal C-Bus technology goes wireless and further consolidates Clipsal's leadership in large-scale building automation solutions.



## 2000

Clipsal is appointed an Official Provider for the Sydney Olympics.

