

Christchurch Electrical celebrates 70 years of excellence, community connection, and resilience

In a remarkable testament to resilience, community connection, and a commitment to excellence, Christchurch Electrical proudly marks its 70th year of illuminating homes, businesses, and the hearts of Cantabrians.

Since its inception by Stan Seear, founder of Dunedin Electrical in 1954, the company has grown from humble beginnings to become a trusted and integral part of the community's fabric. Christchurch Electrical stands today as one of the longest established electrical companies in Christchurch, comprising of specialised departments and over 70 electricians with a wealth of experience across all sectors of the electrical industry. At the core of this achievement is a set of values that define the essence of the company – Partnership, Flexibility, Integrity, and Passion.

Building strong partnerships: A pillar of strength
Partnership is the bedrock of Christchurch Electrical's success. The company thrives on the relationships it nurtures, the teamwork it fosters with clients, staff, and the community. Together, these partnerships create a powerful synergy that fuels achievement and growth. "Our strength lies in the connections we forge. The partnerships we build are not just transactions; they are enduring relationships that stand the test of time."

Flexibility in the face of change: Anticipating the unexpected
In a world that constantly evolves, Christchurch Electrical prides itself on its adaptability. The value of flexibility is embedded in the company's DNA, allowing it to navigate changing circumstances seamlessly. "We are prepared for the unexpected. Our ability to find solutions and meet high expectations in ever-shifting landscapes is what sets us apart."

Integrity: The real deal in every interaction
Integrity is a guiding principle that defines how Christchurch Electrical conducts business. "We treat others as we expect to be treated." "Open, honest, and genuine – that's who we are. We do what we say, integrity is not just a word for us; it's a commitment to authenticity in every interaction."

Passion: Lighting the way with dedication
Passion infuses every aspect of Christchurch Electrical's operations. "We love what we do, and it shows in our dedication and commitment to deliver." This passion is the driving force behind the company's success. It resonates in the "of course,



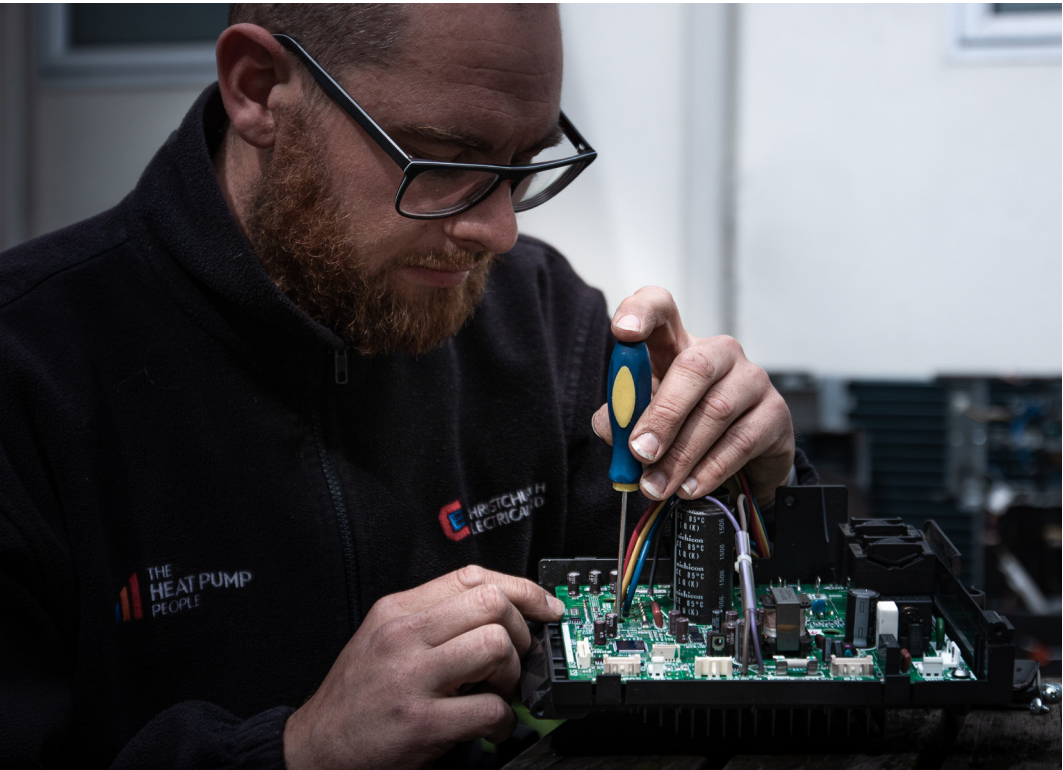
we can do it" spirit that echoes through homes, businesses, and projects throughout the region.

History
In April 1999, Rex Prebble purchased the company with the determination to continue building on the business' strong foundations and exceeding client expectations. The business has come a long way from a few vehicles to a modernisation of the fleet, equipment and technology. Under Rex's leadership, the business has undergone its most significant transformation in its 70-year history. The core evolution involves a strategic shift from primarily undertaking contracting projects to establishing a highly proficient, multi-service-oriented enterprise. This transformation is achieved through the strategic recruitment of specialists in various trade-specific domains and the creation of dedicated teams. Rex's visionary approach has propelled the company into a new era of diversified

expertise and comprehensive solutions allowing for continued cross pollination of skills and knowledge.

A journey of resilience
Christchurch Electrical's journey mirrors the resilience of the Canterbury region. Through decades marked by milestones and challenges, including earthquakes that tested the community's strength, the brand has stood firm, providing unwavering support to its customers. The company weathered these challenges, reinforcing its commitment to safety and community well-being.

Empowering every connection: A people-focused ethos
At the heart of Christchurch Electrical's success is its people-focused ethos, embodied in their taglines "we can help with that" and the resonant message of "of course, we can do it." This commitment is not just a slogan; it's a daily



practice embedded in the company's culture. The company's commitment to fostering a culture of empowerment, growth, and continuous upskilling is integral to its success story. Recognising the importance of investing in its team, the company believes in empowering its staff to develop their skills, ensuring a pathway for career enhancement within the organisation. This dedication to individual and collective growth has been a cornerstone of its approach, even amid significant expansion. Maintaining a robust company culture has been a focal point throughout Christchurch Electrical's journey. It understands that a strong, positive culture is the backbone of any successful enterprise, especially during periods of growth. By prioritising employees' professional development and instilling a sense of empowerment, it not only fortifies its workforce but also fosters an environment that thrives on innovation, collaboration, and shared success. This commitment is not just about business; it's about building a community within the organisation that values each member's contribution and celebrates their achievements.

Reflecting on public milestones
As Christchurch Electrical celebrates its 70th year, it can reflect on the significant milestones that have shaped its journey and the wider Canterbury community. From contributing to the rebuilding efforts after the earthquakes to many school projects, big and small, the company has played a pivotal role in the region's development.

Serving diverse markets with excellence
Christchurch Electrical has evolved to serve a diverse range of markets, including residential, architectural, commercial, industrial, and rural sectors. The company takes pride in delivering a comprehensive suite of services, including electrical installation, servicing, monitoring, maintenance, heating/cooling/ventilation, solar solutions, communications, security and more. "Our range of specialist divisions enables us to manage multiple project components, eliminating the need for numerous contractors. We are proud of our robust offering and service provision which is structured to add value to our clients".

A brand built on trust and reputation
For 70 years, Cantabrians have entrusted their safety to Christchurch Electrical, and the company has treated that trust with the utmost respect. This milestone is not just a celebration of longevity but a reaffirmation of the trust and reputation that Christchurch Electrical has built over the decades.

Looking to the future
As Christchurch Electrical celebrates its 70th anniversary, the journey doesn't end; it evolves. With a firm foundation of trust, a people-focused ethos, and a commitment to community empowerment, the company looks ahead to the future with anticipation. Through every connection, Christchurch Electrical aims to continue making a positive impact on the lives of Cantabrians for years to come.



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