





MASTERCRAFT®
ELECTRICAL



J. A. Russell Ltd
ELECTRICAL & DATA SUPPLIERS

Dave Hart
James Buchanan

FUJITSU

Kelly Sunderland
Jeremy Foster
Mayuko Ellenbroek



Quote

STOCK	QTY	DESCRIPTION		UNIT	NET PRICE
42815020	1	Screw surefast 8x1 SQ CS	wood bucket SD81CS2500B/Elmark	EA	95.74
42810305	1	Screw surefast 8x3/4 SQ CS	wood jarx1000 SD834CS1000J/Elmark	JAR	21.24
42810325	1	Screw surefast 8x1 SQ CS	wood jarx1000 SD81CS1000J/Elmark	JAR	24.82
42810360	1	Screw surefast 8x1-1/2 SQ CS	wood jarx1000 SD8112CS1000J/Elmark	JAR	39.30
42810385	1	Screw surefast 8x2 SQ CS	jarx1000 SD82CS1000J/Elmark	JAR	54.30
42810380	1	Screw surefast 8x2 SQ CS	jarx160 SD82CS/Elmark	JAR	11.43
42810400	1	Screw surefast 10x3 SQ CS	jarx80 SD103CS/Elmark	JAR	11.43
42811090	1	Screw self tap 8x1 SQ CS SS	jarx200 SST81CSSD200/Elmark	JAR	30.06
41410220	100	Screw plasterboard metal ea	SDPBM/Iccons	EA	0.53
41410280	100	Screw plasterboard nylon ea	SDPBP/Iccons	EA	0.48
42811520	10	Screw tek 10x16mm metal SQ SS	jarx100 T1016MSDSDSS/Elmark	JAR	15.40
42811570	1	Screw tek 10x16mm metal SQ SS	jarx1000 T1016MSDSDSS1KJ/Elmark	JAR	123.20
42811560	10	Screw tek 10x20mm metal SQ SS	jarx100 T1020MSDSDSS100/Elmark	JAR	25.52
42811580	1	Screw tek 10x20mm metal SQ SS	jarx1000 T1020MSDSDSS1KJ/Elmark	JAR	205.10
42811600	7	Screw tek 8x12mm wafer jarx150	WT812/Elmark	JAR	10.91
42811620	8	Screw tek 8x25mm wafer jarx150	WT825/Elmark	JAR	10.91
42811640	10	Screw tek 8x32mm wafer jarx100	WT832/Elmark	JAR	10.91
40140020	1	Anchor round 5x25mm jarx100	NAR525J/Electrical Supply Corp	JAR	10.53
40140180	1	Anchor round 5x25mm SS nail	jarx100 SNAR525J/Electrical Supply Corp	JAR	33.53
41410030	100	Anchor hollow wall 4x20mm ea	HWA420/Iccons	EA	0.54
41410050	100	Anchor hollow wall 4x40mm ea	HWA440/Iccons	EA	0.59
41320140	40	Wall plug 6x25mm framed RD	pk25 FWPR625/Iccons	PK	1.88

STOCK	QTY	DESCRIPTION		UNIT	NET PRICE
41320150	40	Wall plug 6x38mm framed RD	pk25 FWPR638/Iccons	PK	2.78
41320160	40	Wall plug 5x25mm framed WH	pk25 FWPW3525/Iccons	PK	1.88
40820460	100	Anchor sleeve 8x40mm Dynabolt	SA840/Electrical Supply Corp	EA	0.40
40820740	100	Anchor sleeve eye 8x45mm	Dynabolt SAEB8045/Electrical Supply Corp	EA	1.13
40822770	100	Anchor sleeve 6.5x35mm each	SHVCTW35/Electrical Supply Corp	EA	0.65
42400030	200	Toggle spring 1/8x2 ea	ST182/Iccons	EA	0.44
42400050	200	Toggle spring 3/16x2 ea	ST3162/Iccons	EA	0.59
42811172	100	Screw tek 10x16mm metal CL4	each T1016MSD100/Elmark	EA	0.15
42811174	100	Screw tek 10x25mm metal CL4	each T1025MSD100/Elmark	EA	0.26
42811300	100	Screw tek 12x25mm wood T17 CL4	each T1225100/Elmark	EA	0.16
48980020	10	Tape PVC 19mmx20m BK	T804BK/Tesa	EA	1.76
48980030	10	Tape PVC 19mmx20m BU	T804BL/Tesa	EA	1.76
48980040	10	Tape PVC 19mmx20m GN	60804 T804G/Tesa	EA	1.76
48980050	10	Tape PVC 19mmx20m GN/YL	T804GY/Tesa	EA	1.76
48980060	10	Tape PVC 19mmx20m RD	T804R/Tesa	EA	1.76
48980070	10	Tape PVC 19mmx20m WH	T804W/Tesa	EA	1.76
48980090	1	Tape PVC 19mmx20m rainbow	T804RP/Tesa	PK	18.93
48980100	20	Tape duct 48mmx30m SI	TDT4050S/Tesa	EA	5.93
41411690	25	Mounting C clip plasterboard	ELCLIP/Elmark	EA	0.63
35431120	100	Flush box single plastic 45mm	FBN/Elmark	EA	0.92
48302220	12	Sealant silicone CL 300ml	333C ZB333C/Sabre Seal SG	EA	9.71
36810060	10	Socket single 10A surface	SS1/NPE	EA	2.89

Data & Technology

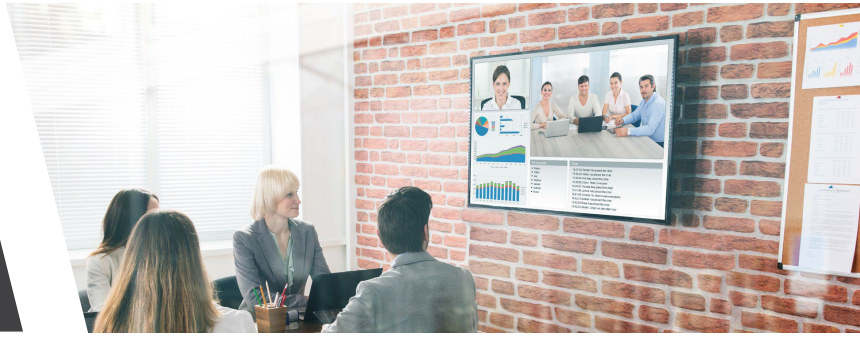


J. A. Russell Ltd
ELECTRICAL & DATA SUPPLIERS

Radcliffe ELECTRICAL

Data & Technology Capabilities

How can we assist your business through Data & Technology?



Enterprise Structured Cabling
As New Zealand's Largest Data suppliers, J. A. Russell Ltd distributes market leading solutions for projects of any scale. 10 Gigabit copper solutions to high speed fibre optics, we have you covered. Partner with the best in class, J. A. Russell Ltd.

CCTV with Artificial Intelligence
Using the latest technology in Artificial Intelligence (AI), we bring you the world's best CCTV brands. Whether your needs are for the protection of property or for Health and Safety, J. A. Russell Ltd can design a solution for your next project. Using CCTV for more than security.

Security & Access Control
J. A. Russell Ltd have partnered with recognised manufacturers from NZ and abroad to bring you competitive products and solutions for projects of any size. From full access control, to simple IP intercom systems.

Commercial AV Solutions
Bars, clubs, hotels, motels, restaurants and schools all lie within the team's expertise for commercial audio. Through thoughtful design and consultation, J. A. Russell Ltd can bring creative solutions to your projects.

Automation & Lighting Control
J. A. Russell Ltd have developed full automation solutions right through to single room lighting and AV control. We are partnered with market leading global manufacturers to bring you wireless solutions for the retro fit market and centrally wired systems for new builds. From touch screens, to wireless remotes and app control, we will be able to help take control of your next project.

Fibre Optic Solutions
We offer a full complement of fibre solutions for Commercial, Industrial, Agricultural and Data Centre installations. Whether your project requires bare multicore cable, or high-density premade trunk cables and cassettes, J. A. Russell Ltd will be able to support you.

Wireless Networking [Wi-Fi]
We bring the "best-in-breed" Wireless networking products to the market, from residential and commercial solutions, to industrial point-to-point designs. We offer heat mapped Wi-Fi designs upon request to enhance your customers' experience.

MATV & IPTV for Hotels & Motels
We offer full MATV and IPTV project designs for traditional coaxial systems, IP Network systems, as well as Fibre Optic solutions for any commercial project. J. A. Russell Ltd are partnered with NZ's leading MATV and TV distribution manufacturers.

Boardroom & Video Conferencing
In an ever-changing world, being connected in business is critical to success. Coupled with wise product selection and experience, J. A. Russell Ltd can aid you and your customers in harnessing the power of Video Conferencing.

Hi-Fi Audio & Home Theatre
Bring the action on the big screen home.
Our team of experts are skilled in designing your customers' next home audio system and home theatre. Solutions for any size and any budget, from multiroom audio with app control, through to fully engineered cinema, we can help.

The Data & Technology Team



Stuart McColl
National Data & Technology Manager
stuart.mccoll@jarussell.co.nz
09 953 8391 027 270 1720



Greg Clark
Data & Technology Key Account Manager
greg.clark@radcliffe.co.nz
03 372 1712 027 229 5772



Johann Poulet
Auckland Data & Technology Business Development Rep
johann.poulet@jarussell.co.nz
09 357 4450 021 587 699



Ribhu Khanna
Auckland Data & Technology Sales Rep
ribhu.khanna@jarussell.co.nz
09 357 4450 021 949 674



Craig Pollock
Waikato Data & Technology Business Development Rep
craig.pollock@jarussell.co.nz
07 850 5436 021 560 731



Brett Worthington
Bay of Plenty Data & Technology Business Development Rep
Brett.Worthington@jarussell.co.nz
07 987 2283 027 255 4457



Peter Greenwood
Palmerston North Data & Technology Business Development Rep
peter.greenwood@jarussell.co.nz
06 350 1599 027 537 5555



Robbie MacInarlin
Wellington Data & Technology Business Development Rep
robbie.macinarlin@jarussell.co.nz
04 821 5143 021 222 0649



Hayden Watkins
Southern Data & Technology Business Development Rep
hayden.watkins@radcliffe.co.nz
03 742 2048 021380 603



Michael Steven
Technology Sales Manager
michael.steven@jarussell.co.nz
09 953 8254 027 606 6026



Ben Bakker
Technology Business Development Rep
ben.bakker@jarussell.co.nz
09 953 8330 021 576 837



Rob Lloyd
Technical Sales Support
rob.lloyd@jarussell.co.nz
09 357 4549



Iain Colquhoun
Data Sales/ Customer Support
iain.colquhoun@jarussell.co.nz
09 357 4492



Harrison Kropach
Data Support & Customer Service
harrison.kropach@jarussell.co.nz
09 357 4492



Phil Natoli
Data & Technology Sales Support Wellington
phill.natoli@jarussell.co.nz
04 348 2142



Nora Brophy
Data & Technology Administrator
nora.brophy@jarussell.co.nz
09 956 6331

Lighting



J. A. Russell Ltd
ELECTRICAL & DATA SUPPLIERS

Radcliffe ELECTRICAL

Lighting Capabilities

J. A. Russell Ltd is proud to have a national in-house team of tertiary qualified staff dedicated to the art of lighting. This service offers our customers independent, expert advice on their lighting requirements, latest trends and innovations.

With every project we aim to provide a solution that is within the client's budget, time constraints and lighting requirements. To achieve the best results we believe information is king so we extensively consult with the customer, we engage our large Representative team and peer review each design. All these steps give our customers a great design that meets the legal lighting standards.

We have the best global and NZ lighting manufacturers in the market allowing us to tailor a better solution for the project, rather than just putting forward a good fitting.
Our team has a close working relationship with all the main lighting suppliers ensuring we are kept up to date with the latest developments and product releases through regular meetings and training sessions.







Services that Lighting Solutions offer are:

- Calculation on Fitting numbers required (Domestic, Commercial & Industrial)
- Lighting design to full drawing level
- Lighting advice on choice of light fittings (i.e. Hazardous Area)
- Legal lighting levels requirements
- Emergency designs to PS1 level
- Identification of light fittings
- Site visits
- Training

We look forward to working with you on your next Lighting Solution requirement.

The Lighting Team



BJ Hughes
Auckland,
National Lighting Manager
brian.hughes@jarussell.co.nz
09 953 5260 027 600 0395



David Barrett
Auckland,
Lighting Solutions Design Manager
david.barrett@jarussell.co.nz
09 357 4495 027 2450995



Sylvia Wei
Auckland,
Lighting Engineer
sylvia.wei@jarussell.co.nz
09 953 8390 027 889 3068



Amanda Gray
Te Rapa,
Lighting Engineer
amanda.gray@jarussell.co.nz
07 850 7442 021 835 667



Kerry Marshall
Napier,
Lighting Engineer
kerry.marshall@jarussell.co.nz
06 842 2965 027 436 6651



Regan Young
Palmerston North,
Lighting Engineer
regan.young@jarussell.co.nz
06 350 1593 021 538 755



Craig Standring
Wanaka,
Lighting Engineer
craig.standring@radcliffe.co.nz
03 742 1748 021 592 125



Daniel Huynen
Christchurch,
Lighting Specialist
daniel.huynen@radcliffe.co.nz
03 740 1462 021 827 917



Sallie Atkinson
Christchurch,
Lighting Specialist
sallie.atkinson@radcliffe.co.nz0
3 323 9428 027 836 1052



Troy Martin
Wellington,
Lighting Specialist
troy.martin@jarussell.co.nz
04 576 2040 021 856 982



Ian Durrant
Bay of Plenty,
Lighting Specialist
ian.durrant@jarussell.co.nz
07 987 2161 029 578 8892



Kennedi Wright
Wellington,
Lighting Specialist
kennedi.wright@jarussell.co.nz
04 576 2040 021 280 3226



Richard Moore
Palmerston North,
Lighting Specialist
richard.moore@jarussell.co.nz
06 350 1581 021 241 4065

Solar & Renewable



J. A. Russell Ltd
ELECTRICAL & DATA SUPPLIERS

Radcliffe ELECTRICAL

Solar Capabilities

Advice | Design | Supply

As a proud New Zealand owned business, J. A. Russell Ltd and Radcliffe has been a trusted name to the electrical wholesale and distribution industry since 1951.

The J. A. Russell Ltd and Radcliffe Electrical Solar team specializes in world class solar power solutions to trade customers.



We offer innovative solar power products to suit a wide range of applications from:

- Residential Hybrid & Grid Tied Systems
- Off-grid/ Stand-alone system
- Commercial roof top and ground mounts systems

Products can be made available through any of our branches nationwide.

Our experienced Solar Technicians have the expertise and up to date industry knowledge to help you make the right selection for your project.

If you would like to find out more about how we can serve your solar power needs, get in touch today.

solar@jarussell.co.nz

J. A. Russell Ltd
ELECTRICAL & DATA SUPPLIERS

Radcliffe ELECTRICAL

The Solar Team



Jeff Albert
National Renewable Energy Manager
jeff.albert@jarussell.co.nz 021 518 093



Jerry Mar
Solar Expert
Auckland & Northland
jerry.mar@jarussell.co.nz
021 483 626



Suresh Ponnam
Internal Technical Sales & Support
suresh.ponnam@jarussell.co.nz
021738705



Phil Roper
Solar Expert
Bay of Plenty
phil.roper@jarussell.co.nz
027 473 8679



Tim O'Donnell
Solar Expert
Waikato
tim.odonnell@jarussell.co.nz
027 491 2090



Brad Morrison
Solar Expert
Lower North Island
brad.morrison@jarussell.co.nz
021 826 262



Rob Johnstone
Solar Expert
South Island
rob.johnstone@radcliffe.co.nz
021 220 3149

AIRCON
J.A. Russell Ltd

MASTERCRAFT ELECTRICAL

MAKING AIRCON EASY…
& Customers More Successful



Sales &
Profit



Speed &
Efficiency



Compliance &
Regulations



New Market
Opportunities

James Buchanan
National Air Conditioning Manager

J.A. Russell Ltd
ELECTRICAL & DATA SUPPLIERS

Radcliffe ELECTRICAL

AIRCON
J.A. Russell Ltd

MASTERCRAFT ELECTRICAL

Value-Added Services



System Selection



Project Design



Project Pricing



Technical Support



HVAC Training



Site Visits

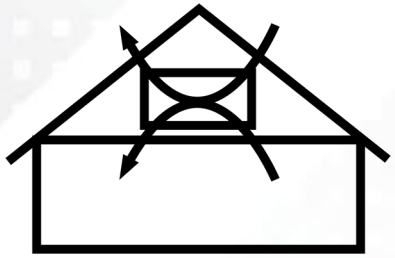
AIR CON ENQUIRIES

GENERAL
aircon@jarussell.co.nz

DESIGN
aircondesign@jarussell.co.nz

PROJECT PRICING
airconprice@jarussell.co.nz

Opportunities: Products & **Markets**



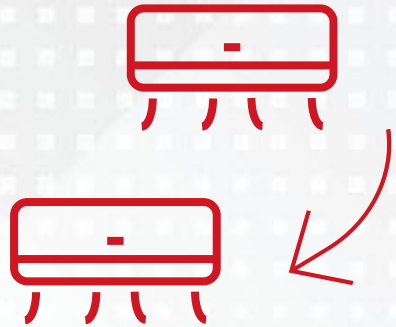
Upsell: Multi-split;
Ducted; Ventilation & ERV



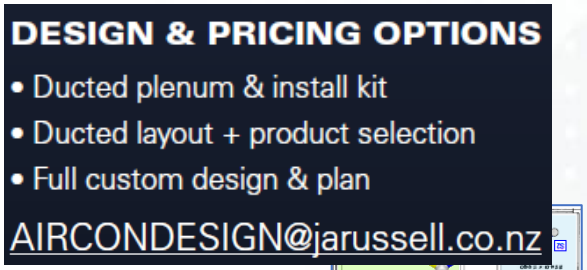
Air-to-Water &
Hot Water Heat Pumps

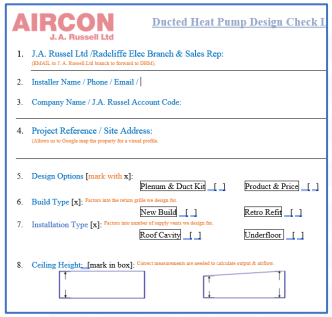


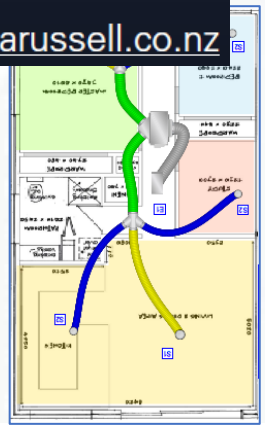
Service &
Maintenance



Replacement











FUJITSU | AIRSTAGE



SKILLSURE™ ACADEMY

Industry Endorsed Heat Pump Installer Training



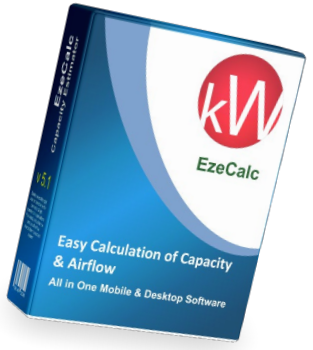
HEAT PUMP INSTALLERS
Three Day - $1,495



DUCTED SYSTEMS
One Day - $495



GAS FILLERS LICENSE
One Day - $495





NEW TRAINING OPPORTUNITIES

MASTERCRAFT ELECTRICAL

HEAT PUMP SERVICE & MAINTENANCE COURSE

DUCTED HEAT PUMP INSTALLER WORKSHOP

SALES WORKSHOP

AIRCON
J.A. Russell Ltd


James Buchanan


Jeremy Biggs

System Selection

Project Design

Project Pricing

Technical Support

HVAC Training

Site Visits

AIR CON ENQUIRIES

GENERAL
aircon@jarussell.co.nz

DESIGN
aircondesign@jarussell.co.nz

PROJECT PRICING
airconprice@jarussell.co.nz

FUJITSU

FUJITSU | AIRSTAGE & MASTERCRAFT ELECTRICAL

Introduction

June 2026

Why Fujitsu?

- J.A. Russell/Radcliffe customers to have access to Tier 1 Brand
- Opportunity of unique products/features
- Alliance between two quality brands
- Build long term relationship
- Operate with speed and agility to J.A. Russell/Radcliffe customers/consumers
- After-sales support
- Easy process: ordering, returns, warranty claims
- One team locally
- People

Brand awareness

- TV commercials
- Radio ads
- Social media ads
- Digital ads
- Consumer promotio
- Brochures
- Websites















Current Marketing Promotion

- Customers can purchase any Fujitsu heat pump and pay no deposit and no interest for 36 months through a finance-accredited Fujitsu installer.
- Finance applications completed and approved by 4:59pm NZST Friday 29th August 2025.
- Purchase added to the customers finance account by 4:59pm NZST Friday 29th August 2025.
- Installations completed by 4:59pm NZDT Tuesday 30th September 2025.
- Rebates received by 4:59pm NZDT Friday 31st October 2025.
- Rebate claim form on https://www.fujitsugeneral.co.nz/portal-login

