

An Indispensable Resource for Security Integrators – the new Seadan Security Products Catalogue 7th Edition

The security industry has changed a great deal in the last half century. As recently as only 10 years ago, the average CCTV installation consisted of large banks of video cassette recorders (VCRs) routed through matrix switches fed by long coaxial cable runs attached to analogue cameras which, compared to even the cheapest of today's digital cameras, would be described as poor quality at best. Of course, the shift from analogue to digital CCTV has dramatically transformed the performance of the average CCTV system. However, despite these revolutionary changes, some things remain the same; for example, the need for security integrators and installers to be able to source and compare a wide variety of products in order to build the best solution for a particular job.

In the mid to late 1980s, this now seemingly simple task represented a significant challenge for installers and integrators. Of course, with the rise of the Internet, such challenges have become relatively simple. The ability to be able to find a multitude of products and services over the Internet, where almost everything is just a few clicks of the mouse away, whether at home, at the office, out on a job or in the car, is now taken for granted. However, some in the industry might remember a time when this was not the case.

In 1987, a couple of young and ambitious entrepreneurs in the security industry founded a company which would go on to become one of the most successful distributors of security products in Australia. From a home office in Melbourne, Seadan Security has grown into a national business with offices around Australia. Over the last 30 years, the company has grown from a humble business specialising in electric locking to a truly diversified provider of security solutions offering a wide range of products across an array of security segments. The company led by its directors, Ian Harris, Trevor Harris and Larry Kallenbach, had a clearly defined vision for their business – to become the genuine one-stop-shop for security installers and integrators. Ian, Trevor and Larry saw a genuine need to be able to supply the trade with a range of assorted products and solutions appropriate for almost any security application, an idea which was almost unheard of at the time.

Ian Harris states, "I remember putting together the first ever Seadan catalogue on my Commodore computer. It was an enormous task. However, I knew just how important it was for the security professional. What we were creating was something special for our own customers because being able to source product quickly and at the most competitive rate meant that it would give Seadan customers the competitive advantage over their own competitors."

From their own experiences of working in the field, Ian, Trevor and Larry also understood first-hand the need for having a detailed resource at their disposal for the purpose of sourcing product. Not only did it need to be a comprehensive, detailed yet easy-to-use resource, but also one with viable options for all levels of security. Almost 30 years to the

day later, it is clear that, despite so much change across the rest of the industry, this one important resource is still as relevant and in demand today as it was back in 1987. Hence, the launch of the new Seadan Security Products Catalogue – 7th edition.

The launch of the new catalogue represents the culmination of a huge amount of work. Undeniably one of the most comprehensive catalogues of its kind in the security industry today (possibly the largest), this edition covers multiple options and solutions for security professionals with everything from electric locking, intercoms and CCTV equipment through to networking components, access control equipment, power supplies, exit buttons, key switches, bollards, alarm equipment, cables and connectors, tools and testing equipment as well as a wide array of accessories such as relays, timers, security mirrors, racks and enclosures and even guard tour systems.

Today's business environment is subject to constant change. The security industry has never been a more challenging and competitive environment than it is today with the constant evolution of technology, pricing fluctuations, increased competition and so on. It is for this reason that Seadan Security has also launched the catalogue in its digital format, which will be updated periodically throughout the course of the year. A complimentary copy of the catalogue can be downloaded (www.seadan.com.au) to a computer or mobile device, ensuring security professionals always have access to the ultimate security products resource. For the more traditional users, a printed version of the catalogue is also available and will be sent out upon request – contact a local Seadan branch or visit the website.

As one of Australia's largest and most widely recognised security wholesalers, Seadan Security prides itself on offering the best priced products to industry professionals. However, with the international dollar constantly fluctuating, prices may be subject to slight variation, so security professionals are encouraged to contact their local Seadan branch should they need clarification on any particular product.

As Australia's Premier Dahua distributor, the CCTV section showcases a large variety of Dahua analogue, Internet Protocol (IP) and thermal cameras and an impressive array of 4K, and high definition composite video interface (HDCVI) cameras as well as digital video recorders (DVRs) and IP, super and mobile network video recorders (NVRs). In addition to Dahua, Seadan are proud distributors of Pelco and showcase their extensive range, spearheaded by their video management system – VideoXpert. Known the world over for its intuitive design and easy-to-navigate system, it allows security professionals to make fast and effective decisions when needed. The catalogue also features an impressive range of IP, Sarix, Evolution, Optera and Spectra cameras, as well as accessories, tools and NVRs.

Seadan's impressive range of intercoms consists of the world's most widely used and recognised brands. As a major distributor of Aiphone, the catalogue features the country's most comprehensive range of video/audio and hands free solutions from Aiphone including the JF, JK, JO, JP, GT, IX and IS range. So extensive is the Aiphone range, that it is the most comprehensive of any brand with over 50 pages devoted exclusively to Aiphone intercom solutions. Regardless of application, there is sure to be an Aiphone product to suits the needs of the customer. Exclusive to Seadan is the European designed and manufactured

range of premium quality intercom solutions by Elvox. Recently released, the stylish Pixel and Pixel Heavy represent the latest innovations in video door entry panels. Pixel is also available in modular panels or a digital panel, which are both ideal for large apartment blocks with a capacity of up to 6,400 units. Known for their innovation and efficiency, Seadan is proud to stock a variety of Dahua IP intercoms which span their range of monitors, door stations, accessories and software. Other impressive brands under the Seadan umbrella include Commax, DVICE, Dallas Delta, ITS, emfone and ECA, with multiple options of each brand.

In terms of access control, the catalogue boasts an extremely impressive range of Rosslare, which spans their range of keypads, accessories, networked multi-door controllers and expanders, scalable IP networked access controller, networked access control software and the recent release of the Rosslare 825. This revolutionary new product is a state-of-the-art, four-door networked access controller and the backbone of a medium to high-scaled security system. Also unveiled is the total range of Uprox products consisting of readers, software and wireless IP control units. Other world-class products and solutions are also included from brands such as Smart, HID, Indala, Presco, BQT, Protrac ID and DSX.

Another extensive section of the catalogue is the range of electric locking brands and products, with an impressive array of products from brands such as Lockwood, FSH, Padde, BQT and EDH. A new addition to the FSH range is the release of the new FSS1 Series – high-security door monitoring sensors that are designed to provide a true high-security solution for door position monitoring. It is a state-of-the-art monitoring solution with a flush mount version for new construction and a surface mount version as a superior replacement for traditional magnetic balanced reed sensors.

Seadan Security prides itself on raising the professionalism of the security industry by informing and educating security professionals of the diverse products and options available to them.