





## BLACK DIAMOND TECHNOLOGIES LIMITED.

Founded in 1981, Black Diamond Technologies Limited (formerly Melco New Zealand) has become a leader in the New Zealand Air Conditioning and Home Appliance markets. BDT partners with global giant Mitsubishi Electric to provide New Zealand homes with leading edge technologies.

The company specialises in the marketing and distribution of Mitsubishi Electric products including Air Conditioning / Heat Pumps, Photovoltaic Panels, Ventilation Home Appliances, Security Products, Digital Printers and large display equipment - supplying New Zealand consumers with energy efficient, high quality products.

BDT is 100% owned by Local New Zealand shareholders.

## ENVIRONMENTAL STRATEGY.

As a global supplier Mitsubishi Electric is highly conscious of the environmental crisis facing our planet and the need for ongoing commitment to sustainable development and the protection of the global environment.

This environmental consciousness is entirely evident in the range of products and solutions offered by Mitsubishi Electric. The technology spans to a wide domain, from harnessing the limitless potential of solar energy to developing more energy efficient Heat Pump systems and refrigerators. - Mitsubishi Electric manufactures products that make a world of difference.

## ENVIRONMENTAL VISION 2021.

In 2021, Mitsubishi Electric celebrates the centennial of its founding and the culmination of Environmental Vision 2021. Environmental Vision 2021 is Mitsubishi Electric Corporation's long-term environmental management programme. The programme aims to reduce carbon emissions from product usage and production by 30% while implementing a policy to reducing, recycling and reusing materials to lead to zero landfill emissions.

**Making positive contributions to the Earth and it's people through technology and action**

### Preventing Global Warming

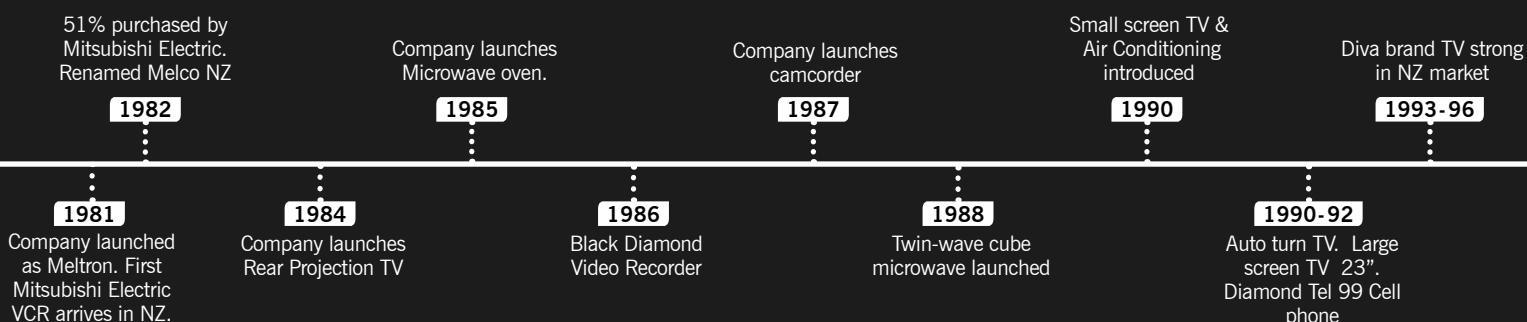
- Reduce CO<sub>2</sub> emissions from product usage and production by 30%.
- Aim to reduce CO<sub>2</sub> emissions from power generation.

### Creating a Recycling based Strategy

- Reduce reuse and recycle products (3Rs).
- Zero Emissions.

**Ensuring Harmony with Nature  
Fostering Environmental Awareness**

# BLACK DIAMOND TECHNOLOGIES



**1988: #1 VCR Ranking**

**1990: #1 VCR Ranking & #1 Mid Range Microwave Ranking**

## RON WOODROW | CHAIRMAN & FOUNDER.

The foresight that led to the introduction of Mitsubishi Electric products into New Zealand by Melco/BDT came from its founder, Ron Woodrow. After a short stint at university Ron began his career at EMI music, in New Zealand's capital city, Wellington. Ron always had a keen interest in computer technology and how electronics could touch the lives of consumers. Around 1980, his attention was drawn to the advanced video recorder technologies Mitsubishi Electric was developing at the time. The potential he could see convinced him to take a bold step. Leaving the security of EMI in 1981, Ron along with set up a new venture called Meltron to import Mitsubishi Electric products. The rest is history with the company now a multi million dollar success story in the New Zealand Electronic and Appliance industry. Woodrow remains active in the company and is both the major shareholder and Chairman.



## KEN LILLEY | MANAGING DIRECTOR.

Ken Lilley joined Black Diamond Technologies Ltd. in 1986 and quickly rose to the role of National Sales Manager before being offered a share holding and a directorship. Lilley has been Managing Director since 1999 and is responsible for the day to day running of the company. A strong marketer and competitive team player Lilley takes great pride in employing staff with "X" factor, defining the brand whilst promoting features and benefits; and maintaining a winning culture at BDT.



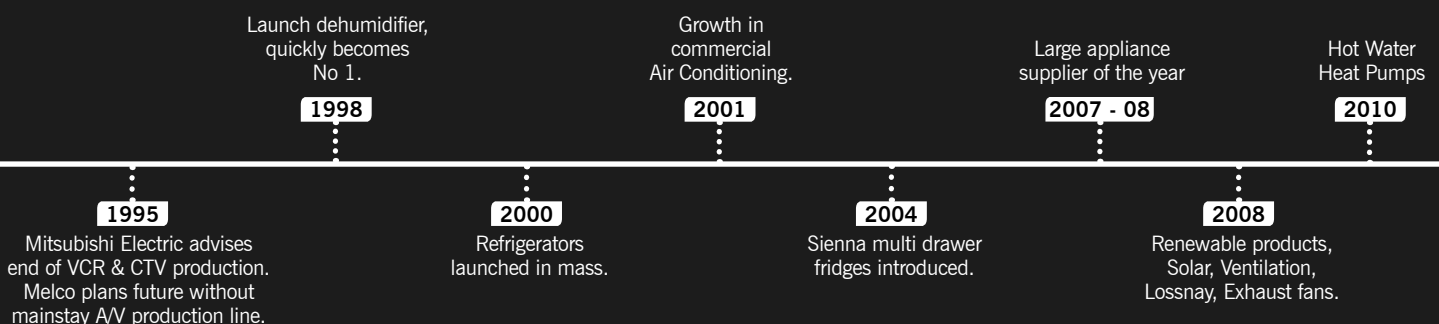
## STRATEGIC INTENT.

To be the Best Provider of Energy Effective and Environmentally Friendly Solutions in New Zealand.

## MISSION STATEMENT.

BDT is a leader in providing energy efficient, environmentally friendly, solutions in the New Zealand Market. We are committed to seek out and aggressively market products that reduce energy consumption and emissions. BDT people make a difference for tomorrow, today.

# GIES & MITSUBISHI ELECTRIC



**1993 - 1996: #1 VCR Ranking & #1 Colour TV Ranking**

**1998 - 2007: #1 Dehumidifier Ranking**

# MITSUBISHI ELECTRIC



## HEAT PUMPS/AIR CONDITIONING

Mitsubishi Electric has a diverse product range manufactured to the highest of standards for quality and reliability. All Mitsubishi Electric Heat Pump / Air Conditioners contain The Mitsubishi Electric Advantage:

1. New Zealand's Quietest Heat Pumps...Ever!
2. New Zealand's Best Low Temperature Performance...Guaranteed!
3. Unique Energy Saving Features

Mitsubishi Electric Air Conditioning systems employ environmentally sustainable technologies such as energy efficient inverter driven compressors and environmentally friendly refrigerant R410a (with zero ozone depletion).

Mitsubishi Electric manufactures an extensive range of residential Air Conditioning / Heat Pump systems which combine industry leading quietness, high energy efficiency, unique energy saving features, and superior low temperature performance to create superior heating and cooling solutions to suit every New Zealand home.

Everyone deserves a home where they can rely on year round superior comfort and Mitsubishi Electric is able to make that possible.

## COMMERCIAL AIR CONDITIONING

CITY MULTI: VARIABLE REFRIGERANT FLOW AIR CONDITIONING SYSTEMS (VRF).

Mitsubishi Electric's City Multi series has the flexibility to adapt efficiently to any building whilst providing a highly efficient system in both operation and installation using a unique 2-pipe system.

## COMPUTER ROOM CLOSE CONTROL SYSTEMS

Mitsubishi Electric has developed a system to operate to a close level of temperature and humidity control used in environments such as computer rooms and laboratories and any other environment where strict control of humidity and temperature is required.



# MITSUBISHI ELECTRIC PRODUCT RANGE



## VENTILATION PRODUCTS

### LOSSNAY: FRESH AIR ENERGY RECOVERY VENTILATION

World Leader in ventilation systems, Mitsubishi Electric's patented Fresh Air Energy Recovery System is now available in New Zealand. Because Lossnay uses fresh air (not attic air) to ventilate your home, you get the best of both worlds - fresh air into the home whilst reducing dampness - and without the excessive added heating costs that most alternative systems cannot prevent. Lossnay ensures the air in your home stays fresher, cleaner and drier. By recovering indoor heat you will also increase energy efficiency.

### EXHAUST FANS

The Mitsubishi Electric ducted exhaust fan range is very quiet and designed to operate in both commercial and domestic applications.

### JET TOWEL HAND DRYER

The Mitsubishi Electric Jet Towel provides powerful twin jets of air to effectively dry your hands while being extremely energy efficient, saving on energy and being paper-free.

## HOT WATER HEAT PUMPS

Mitsubishi Electric Hot Water Heat Pumps are energy efficient, inverter driven systems that use the environmentally friendly refrigerant R410a. Mitsubishi Electric Hot Water Heat Pumps are capable of heating water to temperatures as high as 70°C. Mitsubishi Electric Hot Water Heat Pumps can continue to heat in sub zero temperatures and provide efficient operation all year round.

Applications include:

- Underfloor heating
- Swimming & Spa pools
- Sanitary Water Pre-heating
- Hydroponics
- Aquaculture
- Water Chilling



# MITSUBISHI ELECTRIC



## HOME APPLIANCES

### REFRIGERATORS

Keeping different foods at the right temperature means it will be tastier, healthier and will last longer. This philosophy has been used to develop the Mitsubishi Electric Multi Drawer (Connoisseur and Sienna) and Classic refrigerator collections.

### DEHUMIDIFIERS

Mitsubishi Electric Dehumidifiers reduce the moisture content in your home to prevent condensation. The range features simple but advanced features for ease of use.

## RENEWABLE ENERGY

### PHOTOVOLTAIC SOLAR PANELS

Mitsubishi Electric photovoltaic modules are designed for both commercial and domestic applications suitable for On-grid or Off-grid connected systems, and offer both high performance and reliability.

### INVERTER SYSTEMS

BDT has teamed up with SMA who is the world's largest supplier of inverters for the renewable energy sector. BDT stock all types of inverters to support the renewable energy industry in New Zealand.

### MOBILE SOLAR CHARGING SYSTEMS

Included in the range of solar products is a range of flexible solar panels that are designed to be used in mobile applications such as remote battery sites or tramping and camping.



# MITSUBISHI ELECTRIC PRODUCT RANGE



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## AUDIO & VISUAL EQUIPMENT

### PROJECTORS

The Mitsubishi Electric range of projectors offers both LCD or DLP® technology. Projectors are available to cater for any use from education, government and corporate to high quality home theatre.

### PUBLIC INFORMATION LCD DISPLAY PANELS

Mitsubishi Electric has an LCD widescreen display panel in a range of sizes to meet your needs with resolutions up to full 1080P high definition.

### DLP VIDEO WALL DISPLAY CUBES

The Mitsubishi Electric video wall cube is a rear projection device that is designed to interlock with other cubes to create a continuous video wall. These are utilised for large scale public viewing such as sports stadiums.

### PHOTO PRINTERS

Mitsubishi Electric has a range of high quality photo printers. Mitsubishi Electric leads the industry with the latest dye sublimation technology, providing professional photographers, retailers, security and medical practitioners with exceptional quality prints.

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## SECURITY SYSTEMS

### ADVANCED SECURITY RECORDERS

Mitsubishi Electric offers powerful video monitoring devices, including Digital Video Recorders for security and surveillance in a range of applications

### DIGITALLY RECORDED INTERVIEW SYSTEMS

BDT has developed an Interview system that is most commonly used in police interviews. This system digitally writes on the recorded media so both the interviewer and the interviewed parties cannot alter the recording for legal purposes.

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Heat Pumps / Air Conditioning

Commercial Air Conditioning

Ventilation Products

Hot Water Heat Pumps

Home Appliances

Renewable Energy Systems

Audio and Visual Equipment

Security Systems



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