

Falcon Group



Corporate Profile



**Falcon<sup>®</sup>**  
ELECTRONICS (PTY)LTD



**AdleRac<sup>®</sup>**



**FibreNet<sup>®</sup>**



**AdlerKabel<sup>®</sup>**



**APS**

Adler Power Solutions<sup>®</sup>

## Introduction

The Falcon group of companies was established more than 27 years ago by two previously disadvantaged individuals; Mr. Anthony and Mrs. Catherine Sauls.

The Falcon group of companies is an importer, distributor and manufacturer of a wide range of networking and communications connectivity products. The group specialises in communications products, fibre cabling, networking components, local and wide area Networking, high performance infrastructure cabling systems, accessories, system components, data cabling, security cabling, telephony products as well as sophisticated modern 19" Racking and Data Center equipment.

With five branches nationally it's difficult to believe that Falcon Electronics was once merely a husband and wife team. But due to overwhelming determination and competitive instinct the Falcon Group has grown. Today Falcon is responsible for more than 200 employees and has in excess of 30 vehicles in its motor-fleet servicing its clientele. Falcon also owns in excess of 30,000m<sup>2</sup> of property from which its operations are run.

The company will remain committed to its market segment and will consistently evolve and improve in order to offer it's clientele value added services, product selection and outstanding quality service.

## Directors



Anthony Sauls  
Managing Director



Catherine Sauls  
Financial Director



Grant Sauls  
Operations Director



Ronelle Sauls  
AdleRac Director

## About Us

Mr. Anthony Sauls and his wife Mrs. Catherine Sauls established Falcon Electronics (Pty) Ltd. in 1984 during a time of economic and political turmoil. Today, with branches nationally and three manufacturing plants, the company is a far sight from its early humble beginnings. Falcon has however developed over its more than 27 year history into one of the premier suppliers of network and data center infrastructure solutions, computer peripheral devices, server and data center racking solutions, copper and fibre cabling solutions, tools and test equipment in Southern Africa.

The company today owns three manufacturing facilities, a Racking, Cabling and Fibre assembly production facility, as well as a network of distribution branches throughout Southern Africa.



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## Management



Shabbir Khan  
Group Accountant



Bertus Olivier  
AdleRac and  
AdlerKabel  
Factory Manager



Barend Michaels  
Export Manager



Clint Thorne  
Cape Town  
Branch Manager



Gavin Nolte  
Durban  
Branch Manager



Clive Sauls  
Port Elizabeth  
Branch Manager



Neil du Plooy  
Bloemfontein  
Branch Manager



Ingemar Watson  
Fibre Manager



Darrian Bhana  
AdleRac Sales  
Manager



Mervin Scorgie  
Johannesburg  
Sales Manager



Herman Baker  
Procurement and  
Store Manager

## Positioning

The Falcon Group is a dynamic and competitive manufacturer and distributor of networking, data center, racking, security, and telephony related products. Through years of organic growth the company has established a presence nationally with branches in Johannesburg, Port Elizabeth, Bloemfontein, Cape Town and Durban. These branches are responsible for the distribution and marketing of Falcon's extensive product range. The company has also established three manufacturing facilities with great success; AdleRac, AdlerKabel and FibreNet.

## Manufacturing

AdleRac is a manufacturer of premium quality 19" server and data center racking solutions as well racking accessories. AdleRac is currently the only company in South Africa within its market segment to have been accredited SABS ISO9001:2008 certification for its entire factory. Through quality design, superior components and expedient service, AdleRac has established itself as the definitive racking choice for the broadcasting, data center, security and audiovisual market.

AdlerKabel is the cabling manufacturing division of Falcon Electronics. A major strength of Falcon Electronics has always been the supply of various cable types, such as control, indoor, instrumentation and fire alarm cables, to various industries. The establishment of this factory was evolutionary and enabled the company to strengthen its commitment to the cable industry. Customers are ensured of only the best quality when purchasing any cable that has rolled off the AdlerKabel production line.



### **Head Office, Johannesburg**

8 Simmonds Street Cnr. Webber Street,  
Selby, Johannesburg

## **Location**

Strategically placed branches in the most economically active cities in Southern Africa, with a large selection of stock, ensure that expedient and efficient distribution is possible to our clientele.

The Export Division operates directly out of Head Office, servicing the African continent as well as various international export destinations.

Manufacturing is located in the City of Gold and operates out of a 3,000m<sup>2</sup> factory premises.



### **AdleRac**

51-57 Gibbs Road, Devland, Johannesburg



**Bloemfontein**

3 Walter Raath Street,  
Ooseinde,  
Bloemfontein



**Cape Town**

19 Woodlands Road,  
Woodstock,  
Cape Town



**Durban**

705-707 Chris Hani Road  
(North Coast Road),  
Redhill, Durban North



**Port Elizabeth**

25 Mangold Street,  
Newton Park,  
Port Elizabeth

## Product Offering

The Falcon group's product offering is extensive. The company carries more than 7,000 line items in its inventory. Operations run off almost 30,000m<sup>2</sup> of floor space. Our product selection covers networking equipment, server and data center Racking solutions, power management and KVM solutions, as well as fibre optics, security and environmental monitoring solutions.

Falcon has garnered distribution of some of the most renowned and varied product lines available. Among these are Cisco (USA), ATEN International Co. Ltd, Server Technology, Inc, Black Box (USA), Commscope (USA), HP (USA), Geist Manufacturing (USA), Systimax (USA).

Falcon has more than 35 trained sales personnel of which 20 are specialists in the following areas:

- City and Guilds Communication Engineers
- FIA Fibre Optics Design Specialist
- Cisco Data Center Design Specialist
- Cisco Data Center Storage Specialist
- Cisco Advanced Wireless Design Specialist
- PMI and PRINCE2 Project and Programme Management
- ITIL Specialist
- Six Sigma specialist
- Juniper Specialist
- Microsoft Certified Information Technology Professional
- MCSE and MCSA Specialist
- HP Master Accredited Systems Engineers (MASE)

## Data Center Solutions

- Power Management (CDUs)
- Environmental Monitoring Solutions
- Cooling Solutions
- KVM Matrix Solutions
- Data Center Racking Solutions

## Racking Solutions

- Server Racks
- Custom Racks
- Wall Boxes
- IP rated Racks
- Racking Accessories

## Fibre Optic Solutions

- Fibre Optic Cables
- Fibre Optic Patch Cords
- Fibre Optic Patch Panels
- Fibre Optic Connectors
- Fusion Splicer Equipment

## Structured Cabling Solutions

- SYSTIMAX Solutions
- Commscope

## Testers & Tools

- CAT5e, CAT6 and 10gbe Copper Test Equipment
- Fibre Optics Test Equipment
- OTDR Test Equipment

## Networking Solutions

- Cisco Systems
- Juniper Switching
- HP Enterprise Switching



**Head Office, Johannesburg**

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Fax: +27 (0) 51 432 4661

**Cape Town**

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**Durban**

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Fax: +27 (0) 31 563 2321

**Port Elizabeth**

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