



Lisa and Rod Cameron.

## Current capabilities

Electrical applications are incredibly diverse and so are the services Powerserve Electrical can offer.

The company was established in 2009 by Lisa and Rod Cameron to complement the couple's existing business, Northwest Engineering.

**Do you require a registered electrician to help solve your electrical problems?**

**Powerserve Electrical** specialise in commercial kitchen appliance repairs, coffee machine repair and recalibration, new electrical installation, testing and tagging, preventative maintenance and more. For advice on your electrical project take advantage of our offer below.

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Since then, Powerserve has established an enviable reputation at the forefront of the industry. "The engineering and electrical services complement each other really well," Rod says.

"It's not often you find a piece of equipment that doesn't have an electrical component."

The relationship between Northwest Engineering and Powerserve Electrical is mirrored by the one shared between the husband and wife team. Rod brings more than 26 years of experience in the industry, 12 of those as owner and operator of the couple's previous electrical business.

Lisa compliments this with her ability to develop and implement strong business systems as a result of working in the banking industry for more than a decade.

"Lisa plays the role of keeping me in line," Rod laughs. "But in all seriousness, it would be a poignant fact to say the business would not run in any way shape or form if it was not for the capacity of Lisa to look after the stuff I find mundane — and that's the important stuff, the paperwork and developing good systems."

Of equal importance are those at the front line of the business. Made up of experienced electricians who specialise in electrical maintenance, repairs and fit-outs.

"We cover all aspects of the electrical industry," Rod says. "We specialise in the

hospitality industry, but our team and business systems are capable of fulfilling any electrical project.

"During the past two years we have gone from strength to strength. We've attracted many of our old clients back from our previous business. Our reputation has preceded us because we have maintained the same standards and overriding philosophy of providing quality workmanship and service on demand."

Rod and Lisa identified the hospitality industry as an area which could be served better than what was being offered at the time. "Hospitality is an area that few companies understood or were prepared to operate within. There is not much in a restaurant that's not essential. Generally, if something breaks down, the restaurant's ability to operate can become compromised.

"Our ability to respond to that need quickly has put us in good stead. Fast food is just that, fast. We operate on the same principle and that's what we have built our reputation on."

But there are more strings to the Powerserve bow than hospitality work. "We don't just look after fast food or hospitality; we tend to focus on it but when we're talking about what we do, we describe ourselves as a full electrical business. From repairing a stove, to tendering for full electrical fit-outs, we do it all. We're involved in almost every facet of the electrical business in some capacity."

The company's connection with Northwest Engineering also proves a drawcard. "The hospitality industry has a lot of fabricated work, which wears heavily based on the volumes they are doing. We are able to provide electrical and engineering services. From the customers' perspective, it's easy; two birds, one stone."

The jewel in the Powerserve Electrical crown is integrity. "We always provide the solution that's most appropriate for the client. If we can provide a customer with a solution that can fix their problem for \$50 rather than for \$200, we will always do what is in their best interests."

The team of registered Master Electricians prides itself on being a team of honest, hard-working and respectful tradesmen. "We're not about fleecing our customers for a one off job; we would rather build longstanding, strong working relationships for the benefit of both businesses. From tricky situations come outstanding results, and we're happy to really get stuck in and resolve problems for you."

So if you have an interesting situation and need an ingenious result, contact Powerserve Electrical today.

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