

NEWS RELEASE

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REDARC has become an official Supplier (Associate Member) of the National Association of Trailer Manufacturers (NATM). Based in the USA, NATM is the trade association for light-and-medium-duty-trailer manufacturers and suppliers to the industry.

NATM services the USA, Canada and Mexico and incorporates over 400 trailer manufacturers and 350 supplier companies who together employ more than 280,000 workers. The trailers fabricated by these companies transport a diverse range of items such as boats, livestock, ATVs, snowmobiles to more complex items such as traffic control systems and law enforcement command centres. The primary mission of NATM is to promote trailer safety. This is accomplished through the mandatory NATM Compliance Verification Program, member education and advocacy on behalf of the industry.

REDARC Export Manager Craig Herriot said “Becoming a member of the NATM allows us to showcase our products to the North American trailer market, in particular our award winning Tow-Pro Elite electric brake controller and BCDC in-vehicle dual battery charger range which are a natural fit for this market segment”.

Craig added “It represents an exciting opportunity for REDARC to strengthen our position and involvement in the North American market. There is tremendous potential for these products to replicate the success we have achieved in Australia in a similar but significantly bigger market”

REDARC will be exhibiting at the annual NATM Convention & Tradeshow in Orlando, Florida on the 16th and 17th of February, it is expected to have over 800 attendees. The Convention is a great opportunity for REDARC to network, build connections and provide hands-on demonstrations of our products to trailer manufacturers.

Becoming an official Supplier (Associate Member) of the NATM is the latest step in growing and establishing the REDARC brand in North America. It follows the success we achieved at the 2017 SEMA Show in which our Tow-Pro Elite electric brake controller was named a Global Media Award Winner, as well as the establishment of a distribution centre in North Carolina.