

## Idea Ranch Named North American Agency Partner by REDARC Electronics

Contact:

Reagan Renfroe

Social & Public Relations, Director

rrenfroe@broco.com, 903-815-0560

FOR IMMEDIATE RELEASE

TULSA, OK., August 3, 2020 – Idea Ranch announces North American agency partnership with Australia-based REDARC Electronics. REDARC has over 40 years’ experience developing a range of electronics for on and off-road adventures such as voltage converters and inverters, 12V-to-12V battery chargers, power management systems and brake controllers.

“We’ve long been the leader in Australia, helping people adventure off-grid in the Outback. Success in those brutal conditions translates well to outdoor adventures in the US market and we’re experiencing growth among avid consumers. We’re excited for this relationship with the team at Idea Ranch and believe their understanding of our consumer will help us translate our Australian values into broader segments of the North American market.” Marion Jones, International Marketing Manager, REDARC.

REDARC Electronics adds to Idea Ranch’s growing portfolio in the outdoor vehicle and adventure sector market, joining Toyota, Yakima, B&W, among others.

“We’re thrilled to be trusted by REDARC. They’ve built their brand in Australia by creating products that power adventure in some of the roughest terrain on earth. This is an exciting time for us as we come alongside such a fantastic team to help them grow their footprint in the North American market.” Eric Barnes, Managing Partner and Chief Operating Officer, Idea Ranch.

“The hard part has already been done, REDARC has excellent product and is already known as the absolute best within Overlanding circles. They’ve been powering adventure in the Outback decades. Our job is to fan the flames and extend that reputation to each of the categories they serve. We’re fired up about the content opportunities and looking forward to sharing their story with North America.” Says Jeff Tolle, Managing Partner and Chief Creative Officer, Idea Ranch.

### **About REDARC**

Based in South Australia, REDARC has over four decades experience in the research, design, development and manufacture of a range of electronic voltage converters and associated

products, inverters, power supplies, battery chargers, brake controllers and trailer braking products.

### **About Idea Ranch**

Idea Ranch is a full-service advertising, PR, and consumer insights firm headquartered in Tulsa, Oklahoma, with a second office in Wichita, Kansas. The firm has a diversified list of clients across the country and is an industry leading marketing communications company building brands in the outdoor recreation and passion sports sectors. For more information, please visit [www.idearanch.com](http://www.idearanch.com).