

Radio Rentals

SA's Biggest Electrical Retailer

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MILESTONES FOR RADIO RENTALS

Radio Rentals clocks up 50 years of service to South Australians next month, but for a small number of staff, there's a much bigger milestone.

Fifteen long-serving staff have been with the iconic electrical and furniture retailer for a combined total of 535 years - an average of 35 years for each employee.

Managing Director Gavin Hancock says the commitment of Radio Rentals' people is a key part of the company's remarkable success story.

First established with a single shopfront in Adelaide's Rundle Street in 1958, the company is now entrenched across SA with 19 stores.

It is a major employer, with more than 500 on the payroll.

Radio Rentals has had several owners since its inception, but since 1998 has been in the hands of South Australian brothers Peter and Barry Walker, who worked for the company in the 1970s.

For the past 37 years, salesman Mike Schulze has watched Radio Rentals flourish through the eras of black and white television, colour television, video machines and computers to plasma TV and state-of-the-art entertainment systems.

He joined the Rundle St store in 1971 as a 16-year-old junior sales cadet and has served three generations of some families as customers over the years.

Asked about the company's recipe for success, Mr Schulze said: "We provide the best service we can. We don't just sell a product; we deliver it, we install it and we service it - we offer the customer a complete package."

Mr Hancock says customer philosophy is simply to bring better products within the affordable reach of more households - and with 60,000 South Australian and 40,000 interstate customers on the books, the future has never looked brighter.

He says the compelling reason many people still prefer to rent instead of buy is the ability to constantly upgrade as new technology becomes available, and the assurance of back-up service and repairs.

"Our focus has been, and always will be, superior service to customers," he said.

Celebrities including former Redbacks captain Darren “Boof” Lehmann, sports radio commentators KG and Cornesy and television chef Dorinda Hafner have been enlisted to help promote 50th birthday sales beginning next week.

And there will be a \$5000 cash give-away prize to a lucky customer shopping at Radio Rentals during April.