

The background is a dark blue circuit board with glowing white and light blue lines representing traces and components. A bright light source on the left creates a lens flare effect across the board.

COMPANY PROFILE

**INDUSTRIAL ELECTRONIC
& AUTOMATION SPECIALISTS**



Innovate Create Automate

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Feedback Electronics has been established since 1986, as a leading force in the field of Industrial Electronics both in support and service. We specialize in design, manufacturing, installation, and commissioning of low to medium voltage control panels and machine automation.



Diverse Industries



1500 +
Companies



35+ Years in
services

CONTROL
TECHNIQUES

KOYO

FLEXEM

NIDEC

LEROY SOMER

TAKEX

EPLAN

ADROIT
TECHNOLOGIES

MESSAGES FROM OUR MEMBERS



“

Keep being motivated, upskilling yourself and never stop persevering. There's no magic formula for success, except hard work, passion, dedication and perseverance.

Norman Fowler - Founder



“

Always stay positive, dream big, work smart and enjoy the journey. Never ever give up!

Denzil Chinnapen - Managing Member - 23+ Years experience at Feedback Electronics

“

Success is no accident. It is hard work, dedication, perseverance, learning, sacrifice, and most of all, love for what you are doing. We should strive to be the best and then pass it on to the rest. For us, passion is what drives excellence. and this is one of the key pillars on which Feedback Electronics was built on.

Mohamed Vadia - General Manager - 21+ Years experience at Feedback Electronics



ABOUT US

We offer cost effective solutions to all your ongoing Electrical and Electronics control system problems.

24 Hour service support when required to back up our range of products. We have a full service and repair facility at our workshop.

Saving customers downtime, is of great importance to us. We attempt to repair all industrial electronic equipment, or provide a cost effective solution if the related equipment is uneconomical to repair. We do not make empty or false promises.

VISION

Our vision is being the most sought-after automation company in Africa.

MISSION

To develop & maintain a harmonious team who are able to deliver unparalleled sales, service & support to exceed our customers expectations.



SERVICES

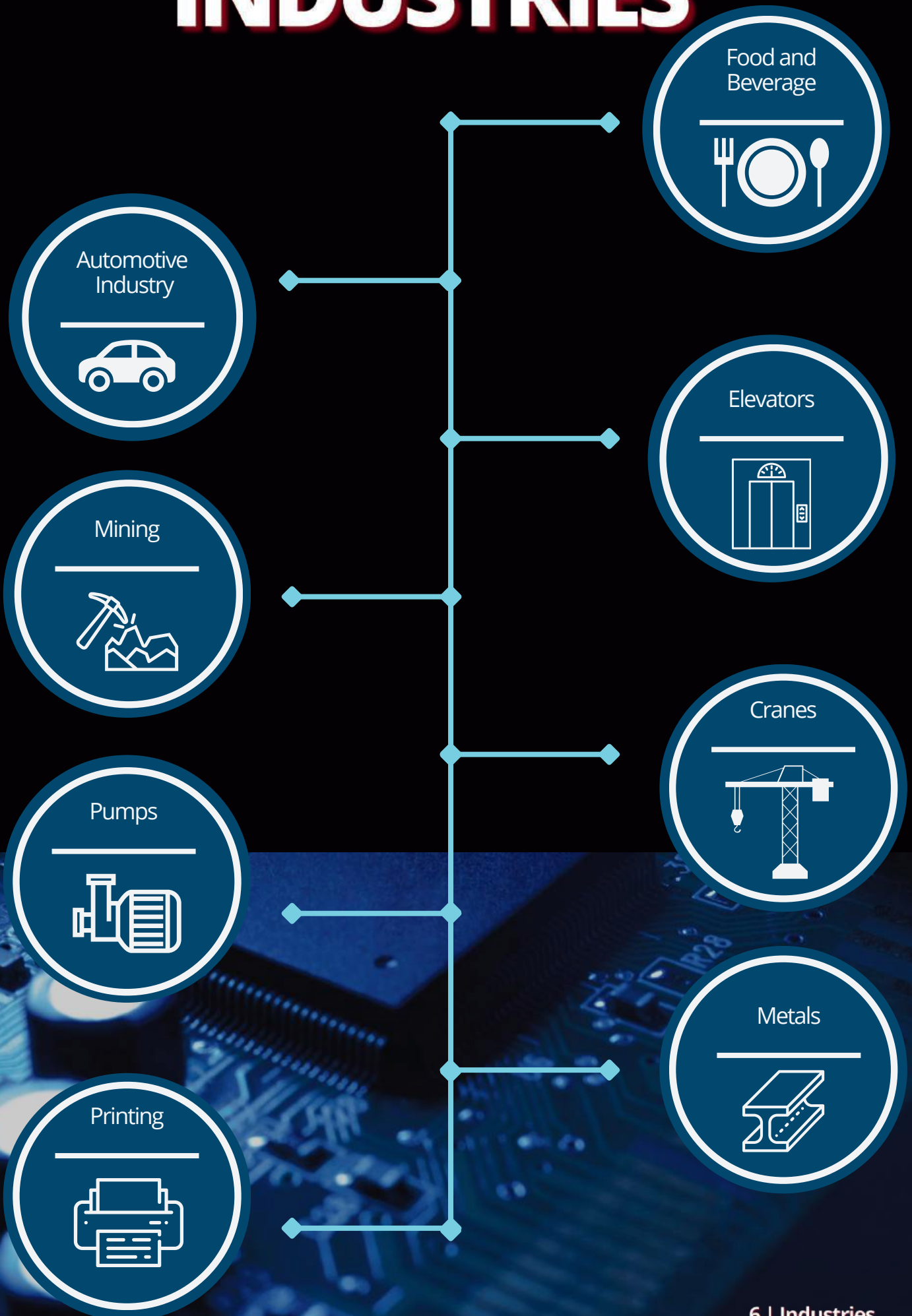
- ◆ *Machine Automation*
- ◆ *Process Automation*
- ◆ *System Integration*
- ◆ *In-house panel design and build*
- ◆ *Electrical Design*
- ◆ *Programmable Logic Controllers (PLC) Supplier - Siemens , Directlogic , Mitsubishi*
- ◆ *Adroit SCADA Systems*
- ◆ *Eplan in-house panel and electrical diagrams*
- ◆ *Variable Speed Drives (VSD) In-house repairs and sales*
- ◆ *24- Hour Technical Support*



ACHIEVEMENTS

Feedback Electronics has won Control Techniques' Partner of the Year Award over fifteen times for the most Variable Speed Drives sold in South Africa.

INDUSTRIES



SERVO MOTORS AND DRIVES

PRODUCTS



Digitax HD

AC/ Servo Drives and Motors

High Dynamic AC/Servo Drives

- 0.25 kW - 7.5 kW
- 200 - 690 V

Unimotor FM & HD

AC Servo Motor

Brushless AC Servo Motor

- 0.72 to 126 Nm
- 0.22 kW to 13.2 kW
- 200 , 400 V



Mentor MP

DC Drive

High Performance Digital

- 24 A to 7400 A
- 2 Quadrant & 4 Quadrant
- 480 , 575 , 690 V

DC DRIVES



FXMP25

Field controller

AC DRIVES AND MOTORS



Commander S100

General Purpose AC Drives

- Near Field Communication (NFC) capabilities
- 0.18 kW - 4 kW (0.25 HP - 5 HP)
- Modbus RTU



Commander C200

General Purpose AC Drives

- 0.25 kW - 132 kW (0.33 HP - 150 HP)
- 200 , 400 , 575 , 690 V

Unidrive M Series



AC / Servo Drives and Motors

High Performance AC/ Servo Drives

- 0.75 kW to 2.8 MW (1 HP to 4200 HP)
- 200 , 400 , 575 , 690 V



High Performance Vector AC Drives

- Torque/speed control mode switching
- Multi-function input/output terminals
- 0.4 kW to 900 kW

Leroy Somer Motors

AC & DC Motors

Asynchronous and Synchronous

- 0.09 kW to 2 MW



SOFT STARTERS OR HEATER CONTROLLERS



GPS II

Digital Soft Starter

- 2.2 kW - 800 kW
- 400 , 525 V



Digistart D4 / D5

Digital Soft Starter

- 23 - 1250 A
- 200 - 690 V
- 50 - 60 Hz

DRIVE ACCESSORIES



SI CANOPEN



SI INTERBUS



SI PROFINET



SI POWERLINK



AI-485



SI DEVICENET



SI ETHERCAT



SI ETHERNET



SI PROFIBUS



SI I/O

BRAKING RESISTORS



We have a wide range of Braking Resistors in various Wattage and Resistance, that can be custom made to suit any application.

HUMAN MACHINE INTERFACES (HMI)

Flexem Human Machine Interface (HMI)



Capacitive Touch Screens

- 7 inch (F007)
- 10 inch (F010)
- 22 inch (FE5220)
- Onboard Ethernet, RS232, RS485 Communications

Resistive Touch Screens

- 4.3 inch (FE4043E)
- 7 inch (FE6070H)
- 10 inch (FE4097IE)
- 15 inch (FE6156H)
- Onboard Ethernet, RS232, RS485 Communications



ENCODERS AND TACHO COUNTERS

Koyo Encoders

Incremental / Absolute

- 5 - 24 V DC
- Solid shaft / Hollow shaft



**Koyo
Tachometer &
Preset Counters**

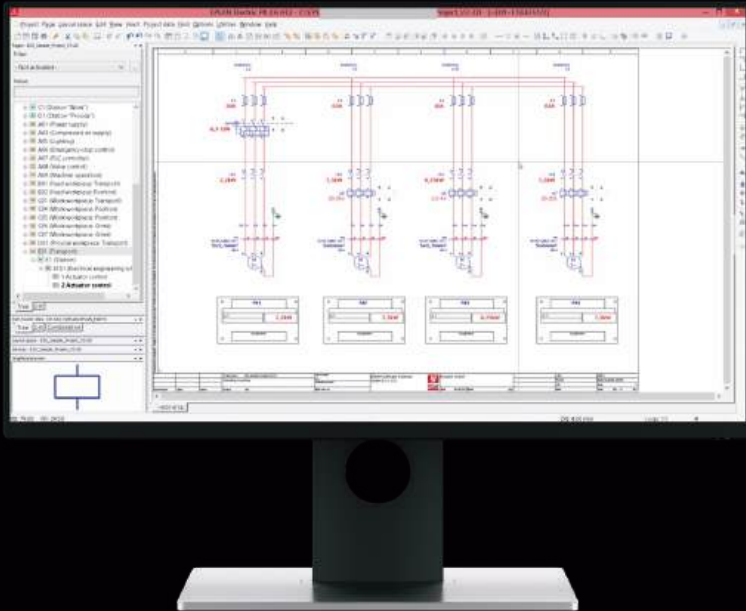


Posital Encoders

Incremental / Absolute

- 5 - 24 V DC
- Solid shaft / Hollow shaft
- 1 - 16000 Pulses/Rev
(Programmable)



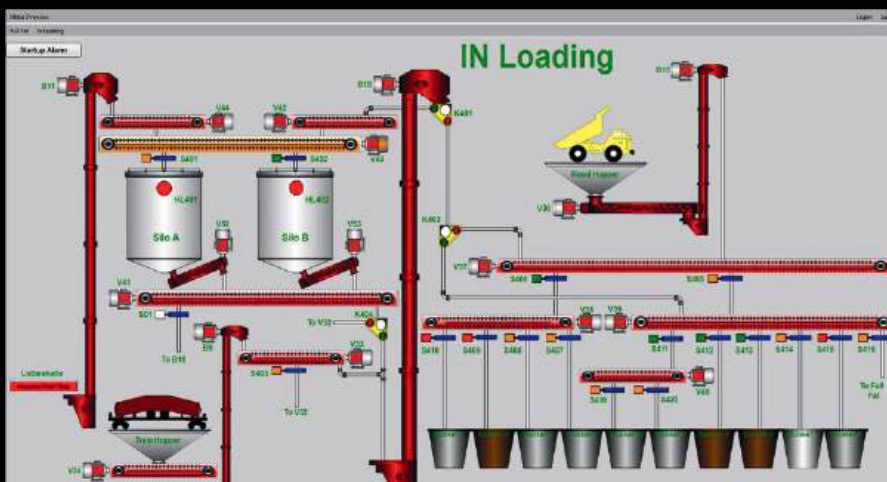


EPLAN

Panel and electrical drawings are done in-house on EPLAN.

- Engineering data from external project areas can be integrated via various interfaces ensuring continuity of designs
- Optimised designs
- Consistent and High quality drawings

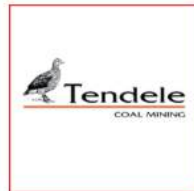
ADROIT SCADA



Adroit 10 SCADA/ HMI has the following features:

- Simplified Bulk Configuration
- Enhanced Graphic Libraries
- Network Management
- Object- Orientated Architecture
- Enhanced Security
- Optimized PLC Network Communication

SOME OF OUR CLIENTS



PRODUCTS AND SERVICES

Koyo[®]

 **FLEXEM**

TAKEX

**LEROY[™]
SOMER**


Nidec
All for dreams

**CONTROL⁺
TECHNIQUES**


ePLAN



Adroit
Technologies

 **MITSUBISHI
ELECTRIC**
Changes for the Better

 **POSITAL**

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