

# 40 YEARS Anniversary CELEBRATION



1986

Making every home and business smart, safe & secure

2026

1986 - Beginning

2000 - Elite 8D

2006 - Elite 16

2014 - Elite SX

2023 - Elite EC-i

2025 - Installer Dashboard

1995 - Elite V1

2005 - Elite 64

2008 - Elite S / Runner

2021 - EliteCloud App

2024 - EC-i 4G

2025 - CCTV Integration



**Innovation • Integrity • Collaboration**

Proudly 100% New Zealand Owned & Operated

# 40 Years of Arrowhead Innovation. Integrity. Collaboration.



In 1986, in Auckland, New Zealand, Noel and Rosemary Jennings founded Arrowhead Alarm Products Ltd with a simple belief - security should be dependable, forward-thinking, and built on trust.

From humble beginnings with a small team, we have grown into a company of more than 40 dedicated professionals operating from a purpose-built facility in Silverdale, Auckland. But while the scale has changed, the foundation has not. For 40 years, we have stood by a clear vision, making every home & business smart, safe & secure.

That vision has guided every product developed, every partnership formed, and every customer relationship built over four decades.

## A Company Built on Values

Behind Arrowhead's longevity is something deeper than technology - it is values that have remained constant through industry change and rapid technological evolution.



### Our Values

**Innovation** - *Imagining what is possible.*

From the earliest Elite panel to today's cloud-connected ecosystem, innovation has driven the company forward. Not innovation for the sake of novelty but purposeful innovation that improves reliability, usability, and integration.

**Integrity** - *Standing behind everything we do.*

Arrowhead's reputation has been built on trust. Products are supported long-term. Installers receive direct technical backing. Customers know that when they choose Arrowhead, they are choosing a company that stands by its word.

**Collaboration** - *Listen, innovate and deliver.*

Many of Arrowhead's customers and partners have worked alongside the company for decades. Feedback from installers has shaped product evolution. Engineering decisions are guided by real-world application. Growth has always been shared.



**Where It All Began**  
Noel & Rosemary Jennings

## Proudly New Zealand Owned & Operated

We are proudly 100% New Zealand owned and operated, and hands-on in everything we do.

From our Silverdale facility, every Elite system is manufactured, assembled and tested right here in New Zealand by our dedicated SMT & Production team. Working alongside them, our engineers continue to innovate and evolve the Elite platform, ensuring reliability, performance and future-ready design.

Our Sales team supports customers across New Zealand and internationally, delivering solutions that meet the needs of a changing market. Behind the scenes, our administration and operations team keep everything running smoothly each and every day. Together, through innovation, integrity and collaboration, our people are the foundation of Arrowhead's success.



**Our Team**  
Our Strength

## Beyond Products

Today, we offer more than 600 products across alarm systems, CCTV, gate automation, intercoms and access control. But success has never been measured by product range alone. It is measured by relationships.

For four decades, we have grown alongside our customers - installers who have built their businesses on Elite, partners who continue to innovate with us, and team members who have dedicated years to strengthening the organisation.

To our customers, thank you. Your trust, loyalty and continued support are the foundation of our success and the reason we continue to grow and evolve. Because technology evolves. Products expand.

At the heart of that success is our people. Arrowhead has always been more than a workplace - it is a family. From engineering and manufacturing to sales, operations and administration, our teams collaborate across every area of the business, sharing knowledge, ideas and experience. With some staff members having been part of the journey for more than 20 years, their loyalty, expertise and commitment have shaped who we are today. To say our staff are the backbone of Arrowhead would be an understatement - they are the foundation on which our future is built.

Because technology evolves. Products expand. But partnerships, and people, endure.

## The Elite Story



### 1986 - The Beginning

Arrowhead Alarm Products Ltd is founded.



### 2000 - Elite 8D

Monitoring introduced.



### 2014 - Elite SX

64 inputs, 32 outputs - serious scalability.



### 2023 - Elite EC-i

248 inputs, Ethernet connectivity, integrated monitoring and access control.

### 2025 - The Next Generation

Encrypted installer dashboard and CCTV integration within EliteCloud.

## 40 Years of Evolution



### 1995 - Elite V1

The foundation of the Elite legacy. 8 inputs, 9 outputs.

### 2005 - Elite 64

Expanded capacity for larger applications.

### 2008 - Elite S / Runner

Monitoring and integrated access control.



### 2021 - EliteCloud App

Smartphone control for modern users.

### 2024 - EC-i 4G Module

Plug-in cellular cloud and monitoring.

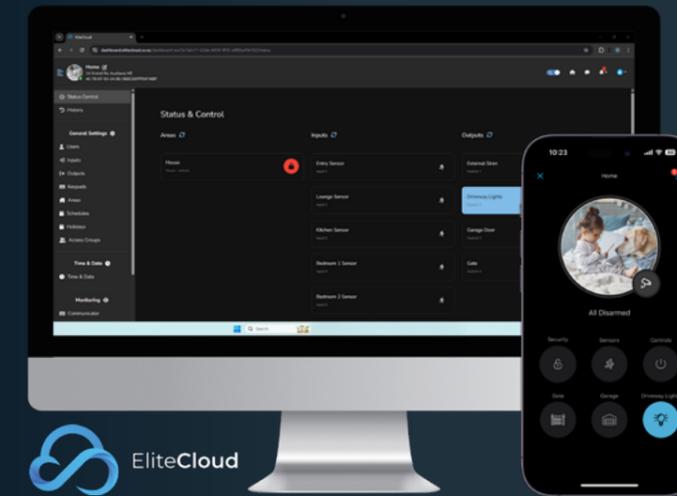


From 8 inputs in the mid-90s to cloud-based encrypted management and CCTV integration in 2025 - Elite's evolution reflects Arrowhead's commitment to imagining what is possible.

## The Next Chapter of Elite

For 40 years, Elite has evolved alongside the security industry - growing from standalone panels into a fully integrated platform. Today, that evolution continues.

EliteCloud is far more than an alarm interface - it's complete control at your fingertips. Connect doors, gates, lights and more, and manage everything effortlessly from your smartphone. Grant access remotely with total visibility and confidence. EliteCloud now integrates with TVT CCTV, intrusion and video come together in one seamless system.



For installers, the new Elite Installer Dashboard enables secure cloud-based programming from virtually anywhere - simplifying management and elevating performance.

As Arrowhead looks ahead, the future of Elite is not just about smarter technology - it's about shaping the next generation of connected security.

Smarter. Simpler. Future-ready.

## The Future

Forty years is an achievement worth celebrating, but it is not the destination. It is a milestone in a journey defined by progress, resilience and constant evolution.

As technology advances and the security landscape continues to transform, we remain committed to leading from the front - investing in cloud innovation, secure programming, intelligent integration and ongoing engineering development. The future of Elite will continue to be shaped by imagination, technical excellence and the real-world needs of our customers.

Because while much has changed over four decades, our purpose has not. Our vision remains clear: Making every home & business smart, safe & secure.

And with the strength of our people, the loyalty of our customers and the momentum of innovation behind us, the next chapter of Arrowhead is already underway.

