

# LOSCAM LEADER

## Disabilities **no disadvantage** to furniture employees of Bedford Industries

LOSCAM

**B**edford is one of Australia's largest not-for-profit organisations, dedicated to enhancing the lives of people with a disability or disadvantage, by providing jobs and training in one of its businesses.

One of the major areas the South Australian-based organisation is involved in, is the creation of ready-to-assemble furniture, sold through major outlets like Bunnings.

National Business Development Manager, Gordon Griff, said the organisation had been producing furniture for Bunnings for just over six years.

"We are one of Australia's largest manufacturers of melamine ready-to-assemble furniture and Bedford's extensive range of storage solutions is available in every Bunnings store throughout Australia."

Gordon said the relationship started with Bedford supplying the South Australian, Northern Territory and Western Australian stores. "An opportunity arose to secure additional work when Bunnings undertook a national range review. We tendered for the work and was successful."

He said this increased Bedford's workload overnight by four-fold. "We needed to add new people to that section and to assess our distribution logistics."

We now have around 25 SKUs and each of the people working here, work under the supervision of a qualified tradesperson.

Quality and gaining formal qualifications is very important at Bedford and last year, ten Bedford Furniture employees completed their Certificate 2 in Furnishings at TAFE SA.

"There is no doubt that Bedford's employees gain an enormous sense of pride in delivering a real worthwhile product, that

**"We changed to Loscam some years ago, and that relationship has worked out well. We need good pallets to meet our expanding needs..."**



Bedford supply nationally and are the largest manufacturer of melamine ready-to-assemble furniture.

satisfies a real need in the marketplace. It is good to be part of a business that has grown from strength to strength."

Gordon said Bunnings was a growing account, which had seen a 20% growth in sales in the past 12 months, and at November 2007, production had increased by about 19% on the same period last year.

Gordon said he believes the Bunnings relationship is a real success story. "It culminated in an opportunity recently, where we presented our business development strategy to the Bunnings Management Team."

The recent announcement that Bunnings would be using Loscam as their principal pallet supplier was good news for Bedford, as they had established a long and successful relationship with Loscam over a number of years.

"We changed to Loscam some years ago, and that relationship has worked out well. We need good pallet supply to meet our expanding needs. We use their HMS pallet tracking service, which means we are not adding costs to our bottom line in lost pallets. The new agreement between Bunnings and Loscam makes our despatch to Bunnings that much easier."

Bedford Chief Executive Max Dyason said he was extremely pleased with the partnership with Loscam and the benefits it provides for both Bunnings and Bedford's employees who have a disability.

# One man's idea changed Australia's dining-out pattern

LOSCAM

**W**hen Decor Corporation founder, Brian Davis, designed and manufactured his BYO Wine Cooler more than 40 years ago, he may not have realised the dramatic effect that one item would have on Australia's "dining out" experience. Truly, the Decor Wine Cooler was the product for its time, and quickly became a necessary item when taking wine to the flourishing number of BYO restaurants that were popping up across the country.

Recognition of its uniqueness, style and quality, was shown when it was included in the Permanent Design Collection of The Museum of Modern Art in New York. Davis has that uncanny ability to accurately assess market response to his ideas, and to design products that not only are aesthetic in design, but functional as well. The company closely monitors directions in international fashion and furnishings, as a guide to public attitudes and responses, and to ensure Decor remains a trendsetter with high quality products that are stylish and offer exceptional value.

Decor's national distribution & warehouse operation is located at Scoresby in Melbourne, and its National Distribution & Warehouse Manager, Harish Ameresekere, comments as follows:

"Our warehouse here in Melbourne distributes to major customers like Woolworths, Coles, Big W and Bunnings, across the country," said Harish. "We have about 500 SKUs, with 80% plus of the range being made here in Australia."

Harish said: "Decor had been a Loscam customer for around 14 years, long before I joined the company, and from the time I have been DC Manager, there hasn't been an issue with the supply of quality pallets to the company."

"Loscam is the only pallet company we use," said Harish, and though stock in the DC is not stored on Loscam pallets, we use Loscam pallets to transport this stock to our customers. We send out around 150 pallets per day from here, and we use Loscam's HMS (Hire Management System), to track our pallets. The pallet controller (Ian Bird) says it's easy to use and is an excellent tool which gives you a lot of helpful information.

**décor®**



At Decor's Scoresby DC, (L-R): Tania Stevenson, Peter Harley and Loscam Sales Executive Mandy Paydon.

"Loscam know we need good pallets, and as you can see from the pallets we have here, that is what we receive. There is no rubbish, and they are clean and strong without loose boards or nails sticking up. It's essential that the delivery systems we employ are of the same high standard as the product range Decor manufactures."

**"Decor had been a Loscam customer for around 14 years...there hasn't been an issue with the supply of quality pallets to the company"**



**PS**

**IN ADDITION: Loscam On Line provides 24/7 secure access to your Loscam account. Register now at [customer.service@loscam.com](mailto:customer.service@loscam.com)**



# After 245 years of production, Spear & Jackson is a "cut above" its competition

**I**f you can trace the history of a company back more than 245 years to its birthplace in Sheffield in the UK, and see a continuous thread of acquisitions, mergers and takeovers, that's the kind of story that would put "steel" into the spine of any Spear & Jackson salesperson. From the 14th Century, Sheffield was known for its production of knives and by the 1600s had carved out a place amongst English towns (no pun intended), as the centre for cutlery. By the 1740s, a form of crucible steel process had been discovered allowing a better quality steel than was previously available.

A draper named John Love and Wakefield merchant, Alexander Spear, decided that steel offered a better living than garments and went into business together. By 1814, the business had been passed down to Alexander's nephew John, who took on an apprentice called Sam Jackson, whose first job was carrying blades from the forge to the grinding wheel. He must have been a pretty-impressive employee, because John offered Sam a partnership and the Spear & Jackson entity came into being.

"I have been at this site for five years now," said Spear & Jackson's Operations Manager David Meade. "I had started a year earlier at Moorabbin and then moved to Dandenong South. The warehouse is 3,600sq metres and we currently have about 13 storepersons operating in the Dandenong warehouse."

**"We need good standard pallets, which are clean and Loscam provides those kinds of pallets to us."**

David said the company operated its own warehouses in Perth and Melbourne, with contract warehouses in Brisbane and Sydney. New Zealand has its own warehouse. "We have always been associated with Loscam, and are moving towards making Loscam a preferred supplier. Loscam provides us with good, solid pallets which we use to supply stock to customers like Bunnings and Mitre 10. We cannot afford sub-standard pallets. We need good standard pallets which are clean and Loscam provides those kinds of pallets to us."

David said the company has a strong association with Bunnings, Mitre 10, John Danks and independent hardware operators. "The standard of the pallet is important because we can carry up to 1½ tonnes into some warehouse locations, but generally our pallets have no more than 600 kilos on them. Loscam understands our requirement and provides a great product which satisfies our needs. We sub-contract our transport requirements, and use a combination of carriers to support our transport needs."

Speaking of the Loscam/Spear & Jackson relationship, David said if any problem arose, Mandy Paydon, his Loscam Sales Executive was always nearby. "She's been fantastic. We don't have Loscam's HMS (Hire Management System) in yet, but we are looking at installing a web-based tracking system. Currently the pallet-tracking function is done manually."

"While we will always have to have Loscam's opposition pallets



Loscam Sales Executive, Mandy Paydon left with Spear & Jackson Operations Manager, David Meade

here, we are moving down the path of making Loscam the preferred supplier. It is also a good fit now that they are also the Bunnings preferred pallet supplier."



**PS** IN ADDITION: If you're looking for more from your pallet provider, contact Loscam on 1300 309 930 or log on to our website: [www.loscam.com](http://www.loscam.com)

# Recommendation to use Loscam assisted everyone!

LOSCAM

**T**here's no better form of advertising than having somebody recommend you, and that was the case when Sydney-based but Belgium-owned hose-maker, Plastiflex, phoned Loscam to see what the company could provide in the area of pallets.

Plastiflex's Warehouse Manager, Robin Hemopo explained. "We were introduced to Loscam by a referral and recommendation from a transport company," said Robin. "I gave Louise Guilfoyle, Loscam's Sales Executive, a call, and she drew up a program that showed how much money we would save by using them. This is the first year we have been a Loscam customer and I have been very impressed."

The company was established as a plastic hose manufacturer in Los Angeles, California back in 1953. They have 11 manufacturing sites around the world with their head office in Belgium. Plastiflex Australia was created in 1986 with the view to manufacturing locally in Australia rather than emerging customers having to rely on imported products.

The Plastiflex range of hoses falls into four main groups. They manufacture washing machine and dishwasher drainage hoses; produce domestic and commercial vacuum cleaner hoses; provide a range of swimming pool vacuum and pool cleaning hoses; and also cater to the medical and industrial markets with varied products.

"The thing I've noticed apart from the cost-saving to us, has been the service," explained Robin. "I have seen more of Louise Guilfoyle, our sales representative, this year, than I ever saw from their competition in the whole time I have been working here, which has been over eight years. The other benefit from working with Loscam and Louise, is that she referred me to a transport company she knew of, and we ended up saving a vast amount in transport costs. That was tremendous. Not only was it great for us, but we were then able to refer that transport company to one of our customers which meant that everybody was a winner."

Ongoing water restrictions nationwide, has seen Plastiflex Australia playing a big part in reticulating domestic wastewater. Grey water



Loscam's Louise Guilfoyle with Warehouse Manager, Robin Hemopo.

from laundries and bathrooms can be diverted to better use, helping home owners maintain their gardens and lawns, saving money and the environment.

Robin said this market has grown significantly. "Last year was our busiest season ever, as we supplied grey water hoses to the biggest hardware companies in Australia. At present, we manufacture a range of products in grey water hoses in various lengths, colours and profiles.

"Sales of grey water hoses went through the roof and at times Loscam's competitor couldn't supply us with pallets quickly enough. Not only were they not supplying on demand and missing our delivery deadlines, we were constantly required to use their paper transfer dockets which caused us no end of problems with rejected transfers to customers' accounts.

"Now that Loscam have come on board this year, we can get pallets delivered within 24 hours. We now use the HMS system and all I have to remember is to email the EDI extract at the end of the month. Loscam's customer service is also second to none and if there ever was a problem, they are only a phone call away."

**"The thing I've noticed apart from the cost-saving to us, has been the service,"**

**PS IN ADDITION: If you want to save cost in your supply chain then email Loscam at [sales.enquiries@loscam.com](mailto:sales.enquiries@loscam.com)**



# Asian LOSCAM LEADER

## Out-sourcing opens up real opportunities said Greg

**G**reg O'Shea is Country Manager for CEVA Logistics in Malaysia. CEVA you may ask, who are they? They were called TNT Logistics until the end of last year, when the company took on a new name and a determination to become a leading global service provider in the logistics industry.

The company world-wide, employs in excess of 52,000 people and is established in 100 countries around the globe. Greg, who was previously with Mayne Logistics in Australia, Thailand and Malaysia, has been in the region for around five years.

The "LOSCAM LEADER" asked him what changes he had detected over that period, and where the logistics business was heading? "What I am seeing in Malaysia, is a mind-set change towards out-sourcing, and we believe the market is very healthy. Although not a mature market like Australia, for companies like CEVA - which has been built around solution design not just as a 3PL provider - it offers tremendous opportunities."

CEVA in Malaysia has around 1 million square feet of warehouse capacity and covers distribution across all major cities in West and East Malaysia. While the company's name has changed, the 30 years' experience it has gained in the country, means the industry knows what the new CEVA can do.

**"Over the next few years, I see the Malaysian market becoming more sophisticated."**

Loscam is the supplier of choice for all of CEVA's pallets, and according to Greg, the two companies have been working together for more than five years. "We find them very helpful," said Greg, "and we have an excellent relationship with Kenny (Tan) and Garry (Bachell) previously. I think the good thing about Loscam is they are driven by innovation like we are. They like to keep at the forefront of what is happening in the industry, so we see them as we do ourselves, as being market leaders. I would like to say that Loscam is one of the best suppliers we work with. This is simply because the relationship is so good that if there is a problem it is resolved quickly. If we are working on a new project, Kenny and his team are very responsive and they will be as flexible as they can possibly be.

"We use Loscam's Hire Management System in our national DC which is one of our largest. I don't believe that we have had any serious problems with the system. Over the next few years, I see the Malaysian market becoming more sophisticated. There is a move towards more sophisticated solutions required by customers and I believe we can benefit from this. The challenge is to manage growth and to be successful, you have to be aware of the changes happening in the marketplace.

"There is also an emergence of local companies who are showing a lot of savvy, especially in the IT area, plus, the encouraging thing is that the Malaysian Government has a very strong focus on logistics as an industry."

Greg said at the end of the day, for manufacturers and retailers it all comes down to cost, so the challenge is to find ways to innovate - be it materials handling, through palletised goods or vehicles - and CEVA is at the forefront of all of these areas in Malaysia



Greg O'Shea, Country Manager Malaysia for CEVA says the company has been in the area for 30 years and that Loscam is their pallet supplier of choice.

"Our approach to business is that we only take on projects if we can add something different to what the customer is currently doing. We pull the business function apart and see how we can redesign it. Yes, it has to be cheaper, but it also has to be more efficient and more responsive."

# Siam Winery Sets Wine Trend in Thailand

LOSCAM

**F**or many ardent wine drinkers, the idea of Thailand producing reds and whites would come as a surprise. But not to the growing numbers of wine connoisseurs of Thailand. Siam Winery was founded back in 1982 by Khun Chalerm, the son of the well-known "Red Bull" (Krating Deng), brand owner. According to Factory Director, Khun Songkiat Audsabumrungrat, Khun Chalerm wanted to produce a quality wine that would appeal to the changing tastes of a growing Thai middle class.

"Vines were planted in the north-east of Thailand, and initially, the acreage wasn't very large," said Songkiat. "But now, we have two vineyards, one in the north-east at Tab Kwang, and the other in Hua Hin on the Kra Peninsula. Hua Hin hill is a very big project. In Thailand, we count in rai, not hectares and it covers 500.2 rai. One rai equals around 2.8 hectares. The major grape we grow is Shiraz, because of its high yield. For white wine, we use a local table grape that originated in Spain 70 to 80 years ago. We call it Wine Malacca."

Because the concept of wine was something new in Thailand - the country didn't have a history of wine drinking - Khun Chalerm hit on the idea of introducing people to wine through "wine coolers". The wine was diluted to between 5 and 7% and

marketed as Spy 'Classic', a premium wine cooler.

"Wine is a gift from nature, not like spirits, and is produced by nature," explained Songkiat. "When you drink it with food it is good for you. The first still white we produced was our 'Monsoon' brand. We went to a big wine exhibition in England, and nobody knew or recommended Thai wines. We rented a stand, they printed our company name in the wine catalogue, and they accepted us."

He said some people believe that you can't grow wine grape vines in a hot

climate like Thailand, but according to Khun Songkiat this is wrong. "Even in Bangkok, Cabernet Sauvignon can grow; however, it won't give a good yield because it needs some cold weather. With Shiraz, it can adapt itself. The taste of our wine should not be compared with French wine. It has its own characteristics. Like human beings, wine grapes can adapt to the environment, and Shiraz gives us a very good yield."

**"Our vision is to be the leader in S-E Asia in exporting wine..."**



Siam Winery Factory Director, Songkiat Audsabumrungrat (left) and Loscam National Sales Manager, Somsak Nattakrannuwat.

Siam's wine is exported to Thai restaurants in England and the company has won many medals over the years. They employ more than 1,000 people in the factories, distribution and marketing.

The company's distribution centre has used Loscam pallets for the past five years. All deliveries are done on pallets, and according to Khun Songkiat, the company has forged a very good relationship with Loscam through their National Sales Manager, Khun Somsak. "It is a partnership, because today that's what you need in business. We grow every year at more than 20%, and we are only 20 years old, so there is a lot of opportunity for export. Last year, we bought three million kilos of grapes, 20% used for still wine and the rest for wine coolers."

Wine cooler drinks are still selling well to the younger generation, especially women. "Thailand is not like Australia, where ladies drink beer. Here it is frowned upon. So wine coolers give them an alternative." Khun Somsak added that the pallet business was growing, and Siam Winery saw the advantage of using Loscam's ability to dehire. "Siam Winery has three lines," added Khun Songkiat, "and when production stops, we need to stockpile product on Loscam pallets. And we increase our numbers in the peak period of October through December."

"Our vision is to be the leader in S-E Asia in exporting wine. It is a fashion drink, so young people see it as a fashion statement."



Siam Winery product ready for market





# Loscam had the right pallet for Philippine's number 1 paint company

LOSCAM

**P**acific Paint (Boysen) Philippines, is the biggest and best-known paint manufacturer in the Philippines. According to Boysen Paint's VP Mr Johnson Ongking, the company ranks amongst the top 50 paint manufacturers in the world, and has forged an impressive history for a company that started in a very small way back in 1953, repacking paint and lacquers.

"We make the largest range of architectural paint in the country," explained Mr Ongking, "and our factory in Cavite, a province outside Manila, is the largest and most modern plant in South East Asia. The mission statement of our founders: "Providing Filipinos with the best value in premium paint" is as true today as it was then. Always seeking new products, our R&D has created "Virtuoso Silk Touch" with Teflon and Microban and "Boysen Healthy Home" with Microban antibacterial protection."

Mr Ongking said that their company uses third party transport companies to get their product to market, and when you have a country comprising some 7,000 islands, it can take between 10 days to 2 weeks to reach some customers. Boysen Paint has a strong export business, covering not only China but also Guam, Saipan, and other Micronesia countries in the Pacific.

The company, according to Ms Laila Flores, Boysen Paint's Plant Manager, has used plastic pallets for many years. "The move to upgrade our racking system at our Cavite plant made the company look at wooden pallets as an alternative.

"The company being used to install the new racking is Interroll from Bangkok," she said, "and they recommended that we look at wooden pallets for the new installation. One of the major problems with plastic pallets, is that the plastic pails we use, tend to slip on the plastic pallets. Ms Jareth Rocillo from Loscam, had come to visit us and left a calling card and a miniature Loscam pallet which grabbed my attention. When Interroll suggested wooden pallets - and they were familiar with Loscam - we called her up.



(L-R): Ms Jareth Rocillo from Loscam Philippines, with Boysen Plant Manager, Ms Laila Flores and Boysen VP Mr Johnson Ongking .

"While the number of Loscam pallets we currently have is not large, that figure will grow when the racking installation is finally completed. We will also eventually use Loscam's Hire Management System (HMS) software to control our pallet distribution in the four warehouses we have, and the service we have had from Jareth so far, has been very good."

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When speaking about Loscam's pallet-pooling concept - a relatively new approach in logistics in the Philippines - Ms Flores said the concept was a good one, as it meant the pallets used were constantly maintained by Loscam.

For Jareth, Loscam's Sales Executive, winning the Boysen paint business was another big step in spreading Loscam's name in the country. "When I got a call from Ms Laila Flores to present our credentials, I did it straight away," said Jareth. "We supplied three wooden pallets which I personally delivered for testing, and that testing was undertaken over four weeks. To be associated with such a well-known company is tremendous."

# Distribution of major brand names in the Philippines not without challenges

LOSCAM

**T**he Philippines is the holiday destination for thousands of Australians and Europeans every year, and is noted for its sandy beaches, aqua seas, and friendly people. However, the shine of international tourism dulls a little when you are faced with the daily problems of delivering world famous brand names to consumers in the country's 7,000 islands.

Handling that challenge for Colgate-Palmolive is Mr Tyrone Uy, who is the company's Customer Service & Logistic Manager, based in Manila. Tyrone has been with the company since 2005, has a strong background in getting product to market and is in charge of national freight and warehousing operations.

"The kinds of products we handle go right across the Colgate-Palmolive range, and that includes oral, personal, hair and surface home care products," said Tyrone when speaking to the "Loscam Leader".

"I believe Filipino logistics is quite challenging, given the number of island/ports and shipments we have to consider when getting the product into the hands of our customers. You have to decide what is the best route to take, always keeping in your mind the importance of delivering the product as economically as possible, and allowing for reasonable lead time.

"Pallet Pooling is still a very new logistics concept for most Filipino manufacturers, and as a leading supplier of world-branded products, it is our goal to have upstream as well as downstream customers accept this idea. We know from the reports we get from our CP sites in

**"While the partnership with Loscam is relatively new, we feel that their regional experience and background in the FMCG area is the kind of association that will benefit both companies in the future,"**



(L-R) Tyrone Uy, Customer Service and Logistics Manager (Colgate), Jade Posadas, GM (Loscam, Philippines), Bham Roque, Customer Service Representative (Loscam Philippines), John Pangilinan, NDC Logistics & Operations Manager (Fast Logistics), Rowena Prietos, Customer Service Team Leader (Colgate).

other countries that this concept will streamline our logistics operation."

Colgate-Palmolive appointed Loscam Philippines as their provider of pallets in June this year, and the multi-national leader, is very experienced in the concept of pallet-pooling which Loscam provides. Colgate has one national distribution centre located in Manila. "While the partnership with Loscam is relatively new, we feel that their regional experience and background in the FMCG area is the kind of association that will benefit both companies in the future," said Tyrone. "They have risen to the challenge and are keen to assist us to streamline our logistics operation and their depth of Asian experience over a long period, makes for a good partnership as we both work to achieve better efficiencies in our distribution and logistic chain."

Focusing on the current logistics industry in the Philippines, Tyrone said the biggest challenge for logistics professionals like himself, was the strong competition between shipping lines and air cargo companies. "Very low air fares have certainly forced the shipping companies to find new ways to better utilise their assets, but I think the shipping lines are going down the right track.

"We are seeing a lot of freight-forwarding companies exploring new non-traditional ways to improve on costs and service lead times for the future. These innovators are looking outside the normal freight-forwarding area and have been very effective. I am hoping that these changes and innovation will assist the industry to neutralise the increasing problem of fuel costs which has been felt across all industries in the country."

LOSCAM

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# Australian tool company's expansion is a real success story

LOSCAM

**I**n just over 20 years, the Australian-owned and operated tool company, the KINCROME Group, has carved out a very profitable sector in the automotive, industrial, and hardware markets. The family-owned company was started some 21 years ago by Mr Ron Burgoine, in a simple start-up that expanded so fast, that his son Justin quickly joined the company.

What followed was an upward graph of growth, as the company moved four times to keep up with the demand for their product range, for both the trade and with DIY enthusiasts.

Somebody who has seen this explosion of growth and has had to handle the surge in product lines and volume, is KINCROME's Warehouse Supervisor, James Gill. "It's been unbelievable and after a number of moves, the company 'bit the bullet' and built these premises here at Scoresby. It was purpose-built for us two and a half years ago," said James. "While this is the national DC, we also have two other warehouses in Brisbane and Perth to handle distribution for those states. I started here originally as a picker/packer, and was given the opportunity to be the Warehouse Supervisor as the business grew."

James said the company had a number of key brands covering automotive, industrial, and hardware. "The brands we have established include KINCROME Professional Quality Tools® (Trade Quality Tools); SUPATOOL® (Quality DIY Tools); CHROME TECH® (DIY Tools), FINKAL® (Australian Made Trade Quality Punch Range) and Lisle (USA Made Specialist Automotive products). With well over 3000 product lines to choose from, our products are sold primarily to automotive or industrial distributors and we cater to both small and large hardware chains. We sell our products throughout Australia and New Zealand as well as to the United Arab Emirates."

James said every single product is made overseas to the company's exact specifications. "Nothing is marketed without meeting our stringent quality controls."

The "LOSCAM LEADER" asked James what areas he saw growing in the next 12 months, based on what had been going through the warehouse door. "I see growth everywhere," he said, "but hardware will really explode, particularly with the Zoom workbenches. They come in four different sizes and that will turn hardware on its head."



The new Zoom range of work benches released by KINCROME.



Warehouse Supervisor James Gill and Loscam representative Mandy Paydon, surrounded by KINCROME product ready to go.

KINCROME has been a Loscam customer for three years said James, and was introduced to Loscam via a third party freight management company. "Loscam was their preferred supplier, and when we parted company with them we continued to use Loscam direct.

"The service over the last three years has been wonderful, and we quickly found out our distribution weaknesses in pallet control, through the help of Mandy Paydon from Loscam. She introduced us to their HMS system and we no longer lose pallets. Before HMS, we had a huge problem losing pallets and things have really worked out well. I handle the HMS software myself and being able to interface with Toll's Connect software, means information entered for Loscam can be used for Toll's system as well."

James said the standard of pallet was critical. "We have mixed gender workers here and when they have to move a pallet, we find Loscam's pallet is lighter than the opposition's. This allows everyone to move them without requiring a lot of muscle. Plus, their pallets are quite strong.

"We have grown unbelievably over the past three years and Loscam has been there to help us - they've been fantastic!"

"Before HMS, we had a huge problem losing pallets and things have really worked out well..."

**ANOTHER KEY  
HARDWARE  
SUPPLIER**



# Debco and Loscam, a partnership forged on growth

LOSCAM

**W**e have been a Loscam client for about two years now," said Bill Kikos, Debco Pty Ltd's Tyabb Factory Manager. "And the reason we changed to Loscam from the previous pallet supplier, was because of their service, reliable pallets when we need them and improved costs. We have definitely noticed that the service we get from Victorian State Manager, Daniel Bunnett, has been a lot better and the cost of pallets has been better."

Bill has been with Debco for approximately three years and has always been in the operations side of manufacturing. "We have 26 people working at this Victorian site, and we have another site just outside Sydney," he said.

Debco is an Australian-owned company that has been trading for more than 30 years. In the early 1980s the company stamped its name in the horticultural industry when it developed a potting mix that was superior to that which was available at the time.

From Tyabb, the company has expanded to where today, the Debco name can be found on potting mixes, fertilisers, water savers, soil conditioners, and mulches and composts. Their ranges of products are now exported to a number of countries including the United States, the UK, Singapore, New Zealand and Japan. The company's mission statement clearly states what the company is all about. "To manufacture and deliver a high quality specialised potting media to the Commercial and Retail trade."

Bill said shortly after the company signed up with Loscam, they had a bad fire in the factory. "I made a call to Daniel from Loscam and he came down and did a count of the damaged pallets and arranged for replacement of those straight away. They also gave us some bins to help us store product in and we continue to use those bins today,



Daniel Bunnett, Loscam Vic/Tas State Manager with Bill Kikos, Debco Tyabb Factory Manager.

which have been very handy. The bins have reduced our liability with OH&S."

He said over last two years, he has seen the forging of a very strong partnership between the two companies, particularly during Debco's peak seasons like Spring. "We have two sides to the business," said Bill. "One is retail where we sell products through nurseries and hardware stores etc., and the other part is commercial, where we provide products to commercial growers. The sales tend to be 50-50. Because of the severe drought that most of Australia has faced, we have been able to bring on new water-saving products which have been well received. And our mulch is awesome!"



**PS** IN ADDITION: Loscam's Collar surrounds provide protection and security to your products. Log on to our website: [www.loscam.com](http://www.loscam.com) and click on the "Products" tab.





Loscam's Vic/Tas State Manager, Daniel Bunnett, said when Debco opened their account, it was primarily for providing pallets. "But after the fire we identified bins that Debco could use and the company has also used from time to time, our Gpak range. So we are pretty happy that we could offer Bill and the company 'handling solutions' which go beyond our pallets, and this has become a 'win win' partnership between both parties."

## Loscam also now used by Debco in NSW

Once the savings could be shown in Victoria at Tyabb, the company decided to adopt Loscam as their preferred pallet provider at its Berkshire Park facility, and Jamie Millar, Factory Manager at Berkshire Park, said the swing over to Loscam had also been a good move for the NSW operation. "We have just put a new bagging machine in, and we expect that we shall be doing a lot more business in the months ahead," said Jamie.

"Barry Wellard the Loscam NSW State Manager and his people, have been very good since we became customers, and I find their HMS pallet management system extremely good. If we have any problems they are out to see us, and it's the kind of relationship which I believe will only grow and grow."



Debco products including potting mix, fertilisers and mulches, are exported to many countries.



# Techtronic's DC is a handyman's heaven.

**If you're a 'do-it-yourselfer' and love the sound of whirling power sanders, drills, grinders and other good gear in the morning, you'd be in heaven at Techtronic Industries (Australia).**

Techtronic is the distributor for the crème de la crème brands like AEG, Homelite, RYOBI and Milwaukee, and the 16-month-old DC has space for a large number of pallets and approximately 40 employees. Warehouse Manager, Dennis Basaric, said Techtronic Industries was centrally located within a growing market servicing outlets across Australia. The partnership with Barry Wellard, Loscam State Manager for NSW and his Sales Executive Elisha Hurcum, offers the support and service required to sustain a good business partnership. Dennis said he had been with the company for around 16 months and welcomed the changeover to Loscam. "Loscam is supplying us with a good standard of pallet. Any problems will be resolved efficiently through the help of Elisha." Another advantage of using Loscam explained Dennis, was the company's HMS tracking service. "The guys here use it, and find it very straightforward and simple to use."



(L-R) Russell Hay, Fred Misi, Vickas Kapoor and Warehouse Manager, Dennis Basaric.

# Guest Commentator

**John Tregaskis** - John Danks & Son Pty Ltd

LOSCAM

**T**he Loscam Leader is proud to present guest commentator John Tregaskis of John Danks & Son Pty Ltd who says this is not the first time independent hardware retailers have lived through the sort of business changes we see today.....AND THE WORD IS "CHANGE!"

"The word that has engulfed the Australian hardware industry over the past three years, has been "change" and that word will once again dominate the industry as we move into 2008. This change is seen across all areas of the business be it ownership, formats, management, marketing and strategies. Here at Danks we have faced more change in the past 5-10 years than in the company's 150-year history." "We have seen hardware groups courting independents to change their allegiance from one marketing/buying group to another. This "poaching" only plays into the hands of the predatory chains and plagues the scene with uncertainty, rumours and myths.

"This is not new. Back in the '80s and '90s BBC Hardware was aggressively buying independent operators to add to their existing portfolio of stores. This led

It is having an unblinking 20/20 vision on the customer that will mean the success or failure of any hardware business.



to a determined push by the co-op owners and Danks to start a concerted drive to move stores from one group to another.

"When the dust had settled after all this activity, we found that the independent stores came through not only stronger, but were more focused than ever on improving what they offered their customers throughout Australia. It is having an unblinking 20/20 vision on the customer that will mean the success or failure of any hardware business.

"Like all businesses, we have constantly looked at ways of taking costs out of our business and one of the very real areas where this has been done, is in logistics. We now have a national warehousing and logistics team that is constantly looking at ways to reduce inventory, warehousing and transportation costs.

"Streamlining our operations internally means the savings we generate can be passed on to our members, which at the end of the day means we all prosper."

John Tregaskis, General Manager,  
John Danks & Sons Pty Ltd

LOSCAM

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