

# LOSCAM LEADER

## Loscam charged with transporting 90 million year-old conifers

**A**t the time when dinosaurs dominated the world, they chewed on conifers which had only been seen by palaeontologists in fossils recovered millions of years later. Until 1994, that conifer was thought - like the dinosaur - to be extinct. Until an enthusiastic bush-walker on a hike through the Wollemi National Park in the Blue Mountains just outside Sydney, discovered this 70 million-year-old conifer by chance, hidden away in a narrow canyon.

The excitement and interest spread throughout the botanical world because this tree, which was named Wollemi nobelis or Wollemi pine, is considered to be one of the rarest tree species found on earth, with just 100 trees discovered in the wild. Over the evolution of the planet, the conifer has survived 17 ice ages and has shown itself to be incredibly adaptable to wide ranges in temperature.

The Wollemi pine has been propagated and nurtured over many years by Forestry Plantations Queensland for the Botanic Garden Trust Sydney, until there was enough to be offered to the keen collector both here and overseas. These first generation propagated offspring, became known as the "Collectors Edition" and were deemed so precious, lots were auctioned by internationally-known auction house Sotheby's.

The 292 trees were sold in 148 lots, and sold for thousands of dollars. The lots were snapped up by botanical gardens and individual enthusiasts around the world. All monies raised have gone back into conservation programs for the Wollemi and other Australian species.

The interest created, and the growing number of trees meant that ordinary gardeners had a chance to purchase their own pine, even though it wasn't part of the original "Collectors Edition" (and wouldn't be priced in the thousands of dollars). "The growing of the trees takes place in Queensland and it took about nine years to work out how to propagate it.



David van Berkel, Managing Director (left), and Warren Briggs with Loscam pallets and collars filled with the unique Wollemi Pine.

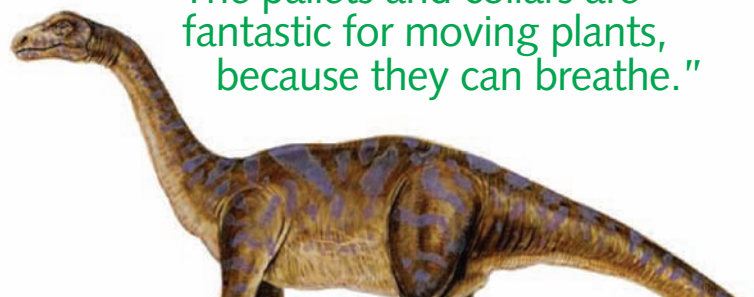
The Botanical Corporation, which developed and propagated the original trees, needed a reliable, well-known horticultural company who could market these unique trees to Australian gardening enthusiasts. One of the companies selected was Van Berkel Distributors, based in Monbulk outside Melbourne.

Van Berkel's third generation Managing Director, David van Berkel, said the company was selected because it had been in business for more than 50 years and already sold to both the nursery industry, supermarkets and via mail order.

"We package and distribute flower bulbs and pot plants sold through the retail nurseries and chain stores," explained David. "My grandfather came out from Holland and started growing tulips. From selling flowers we were asked to provide bulbs and attach labels to them. We purchased a machine that did this efficiently and from there the company has gone from strength to strength. About half our business is now mail order and we have added the Wollemi pines to our catalogue of plants."

David said the Wollemi management's initial request was for Van Berkel to handle sales and fulfilment of the pines on-line at a size that could be shipped Australia-wide.

**"The pallets and collars are fantastic for moving plants, because they can breathe."**



A 90 million year-old species which you can have in your garden.





The tree has had a lot of recognition. The Japanese Emperor planted one; David Attenborough planted one; the Smithsonian Institute in the US expedited a tree through quarantine so they could plant one. It is very popular and a unique-looking tree.

He said the problem Van Berkel faced was getting the small trees to Melbourne. "We have been involved with Loscam for about seven or eight years. We shipped a lot of product to K-Mart stores on pre-merchandise stands of flower bulbs, on Loscam pallets. "It saved the stores time. Loscam has really been good and since making the choice, we have used Loscam more and more, even for warehousing. And we have been pretty happy with them over that time."

David said that he had approached Loscam when the Wollemi project came up. "I had seen the collars and lid idea in an industry magazine and had purchased from a company in Darwin that used them. So we knew that they worked. As we are freighting the plants from Queensland, we had to maximise what we could get on each load. Collars allow us to adapt to meet the height of the plant and it is perfect. We've been selling them via our catalogues, direct mail and through wholesale, and they have been very successful.

"The pallets and collars are fantastic for moving plants, because they can breathe. The plants have some space, and you don't crush the heads, plus we are able to arrange from here for pallet and collars to be collected from Brisbane and then return them after they arrive in Melbourne, minimising the time and cost of hiring. For trade like this, Loscam is terrific."

**"It saved the stores time. Loscam has really been good and since making the choice, we have used Loscam more and more..."**



# Visy's High-tech operation demanded 1st grade pallets

LOS CAM

**W**hen Visy opened Australia's most modern cardboard box-making facility at Yatala, south of Brisbane, they imported the world's most up-to-date technology to that site. Having been located at Carole Park in Brisbane for many years, the new Yatala site was a major relief by Visy in Australia's box-making industry. The company invested more than \$60 million in the site, and has used extensive automation throughout.

With millions being spent on automation, it was essential that all parts of the production process worked like clockwork, to ensure a continuous and smooth delivery of the millions of boxes that Yatala had to make for their diverse range of clients.

One of those critical areas was the pallets that are used by the site's automatic palletiser. Glenn Palmer, Visy's Operations Manager, said having sub-standard pallets could cause serious problems to maintaining production.

"Loscam has been providing our pallet requirements at Carole Park and now Yatala," said Glenn, "and they've done this for a number of years. What it comes down to is the standard. We need a very high quality standard because of the advanced automation we have installed at Yatala. Like box making plants around the world we are increasingly moving to greater use of machinery.

"We can't afford damaged pallets as this can have serious implications on our production. Loscam supplies us strong, quality pallets and the feedback from our people involved in production is that we haven't had any problems with the pallets they supply.

"The new Woolworths DC south of Brisbane is a case in point, where they have an enormous degree of automation installed. Our customers must meet their stringent requirements otherwise the pallets and product on board is rejected. Everyone is looking for quality pallets. You just can't have a pallet with bits hanging off and pallet boards lifting."

Queensland State Manager for Visy, Peter Allen, said the company looked for, and expected, consistency in cleanliness, as well as the quality of the pallet for all its sites. "Having a highly-automated site like this one, means a substantial reduction in manual handling, compared to our Carole Park site which is older, and still retains a degree of manual handling. To keep pace with the needs of clients, we added a new warehouse at Carole Park last year to the tune of around \$5million.

"Another feature of the Loscam pallets which attracted us was the relative lightness of their pallets compared to their competition. This means they are easier to handle manually, and this is a particular consideration when you still have manual handling at Carole Park.

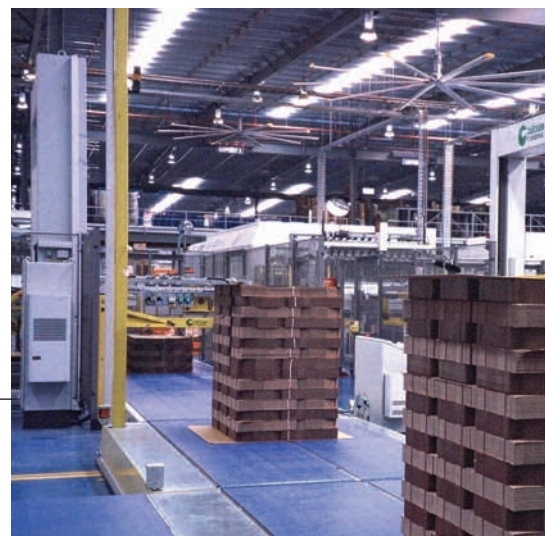
"We also need to send a lot of product to North Queensland and because Loscam has a substantial presence up there, pallets sent into northern Queensland are then used to back load crops like bananas. Loscam has done a lot of work developing their operations in North Queensland and the banana distribution centre they have established at Tully, is right next to where we have a warehouse, so it is very convenient."

One facet of the Loscam offer that Visy has found attractive is the Loscam HMS (Hire Management System), for the tracking and reconciliation of pallets going all over the country. "We have a person who has a number of roles, one of which is pallet control," added Glenn. "We have also recently introduced Loscam plastic pallets. One of our food customers needed plastic food-grade pallets and Loscam's solution has worked fine for them and us."

Right: The highly-automated Yatala site requires consistency in cleanliness and no pallet issues.



Visy's Yatala Operations Manager, Glenn Palmer (right), with Dennis Bilkert.





# Loscam's **banana** investment a boon to Nth Qld



LOSCAM

**N**ot raging cyclones, torrential downpours, nor an industry that has faced some of the toughest times for many years, could dampen the positive atmosphere when Loscam opened its new banana warehouse in Tully late last year. State Manager, Chris Berry, said the new half-a-million-dollar facility was a joint venture between Loscam and Blenners Transport, who are based in Tully.

"Loscam has been involved with the banana industry for more than nine years," said Chris, "working with transport companies, growers and those involved in the industry. Darryl Edwards has been appointed our North Queensland Manager, after 11 years with Hawkins Transport."



Loscam has been working with banana growers and transport companies around Tully for nine years.



Stacked and ready to go at the new Tully depot.

Darryl added the depot at Tully can store up to 50,000 pallets and there were around 300 growers located in the immediate Tully region. "It took us more than seven months to build the facility," said Darryl, "with delays caused by Cyclone Larry, rain, and a lack of tradesmen blowing out the job."

Representing the Loscam Ltd Board, was Mr Neil McBain, who told the 200 people gathered for the Official Opening, that Loscam was an Australian company that started operating in 1946. "It's a home-grown company," said Neil, "that now also has an extremely strong presence in South East Asia. This Tully facility is the first the company has developed since 1993 and hopefully, it will be one of many other such depots placed strategically throughout Australia, where we have a strong customer base."

"Besides the opening of the depot we have built here, I would also like to announce that Loscam will make a \$5,000 contribution to the Mort Johnston Professional Development Scholarship, set up by the Australian Banana Growers Council. This scholarship has been established in memory of one of the great north Queensland banana pioneers in the Tully area."



(L-R): Loscam Queensland State Manager, Chris Berry, Steven Kennedy, Loscam CEO Neil McBain and Darryl Edwards, the Tully Depot Manager.

**PS** IN ADDITION: Loscam has over 40 depots nationally. To find the depot nearest to you login to [www.loscam.com](http://www.loscam.com)



# New Tully depot can store up to 50,000 pallets

LOSCAM

Officially opening the depot was well-known local MHR and personality, the Right Honourable Bob Katter. "It's very good to see so many travelling up from Melbourne for this Opening, and that is important to us," said Bob. "The half a million injected into the community will be a big help in continuing to make north Queensland the country's leading banana-growing area.

"Cameron Mackay, Len Collins and Patrick Leahy, who are all here, are banana industry identities and over the years, have seen the move from being a sugar-producing area to one of banana growing. To build this industry, the farmers and growers put their hands in their

pockets because they believed in what they were doing.

"Today, we see Loscam Ltd taking a risk with this development, digging deep for the industry here. I would like to thank Loscam for building this depot and for their generosity in contributing to Mort's Scholarship."

Chairman at the time of the Australian Banana Growers Council, Patrick Leahy - who has been involved in the banana industry for 19 years - told the gathering, that



Around 90% of Queensland's banana crop is grown around the Tully area.



The new facility provides important infrastructure to the banana industry.

"Today, we see Loscam Ltd taking a risk with this development, digging deep for the industry here. I would like to thank Loscam for building this depot and for their generosity in contributing to Mort's Scholarship." Hon Bob Katter

Left: Federal Member, The Hon Bob Katter, getting to know some of his future constituents and supporters.



Darryl Edwards was one of the first people to offer assistance when the Mort Johnston Scholarship was announced.

“Darryl said they wanted to be a part of it when the scholarship was announced at the annual banana Congress. Loscam’s offer is much appreciated. This scholarship will be well-received and well-used, trying to develop the young people coming into the industry.”

Another identity at the Opening was Len Collins, who has spent a lifetime growing bananas and is somewhat of a Godfather to the banana industry. He was Chairman of the Banana Growers Council for more than nine years in the ‘90s, and led a strong battle to stop imports from coming into the country. “We started growing bananas back in 1971,” recalled Len, “and sent the first bunches to market in 1972. It’s a family business which has expanded over the years, and today we occupy around 700 acres and employ 100 people.

“When Larry struck we lost the lot. Since then, there has been a lot of reinvestment in the industry with new tractors and bagging machines, after a sustained period of low prices back in 2003 and 2004. This facility is a great asset to the area, as infrastructure is important to our industry. Having it situated right next to a transport company only makes it easier to do business. We don’t have to go to Townsville or Cairns, as we have the pallets right here.”

Patrick Leahy, immediate past Chairman is another grower who was knocked over by last year’s cyclone. “We bounced back as the demand for the fruit was terrific and we were able to realise higher prices for them,” explained Patrick. “About 90% of Queensland’s bananas are grown around this Tully area and Queensland grows about 90% of Australia’s bananas.”

Looking around the new Loscam shed, Patrick said it was a credit to them and great to see southern companies realising the importance of northern horticultural industries. “There were other places they could have gone,” admitted Patrick, “but the Tully-Innisfail area is the fruit bowl of north Queensland. We’ve been using Loscam pallets for the past four years now and find them very good. They always turn up in good condition and if we have any problems, they are quick to fix them.”



Loscam’s plan is to site modern depots in regional growth areas around the country.



Growers have recovered production since Cyclone Larry virtually wiped them all out.

We’ve been using Loscam pallets for the past four years now and find them very good. They always turn up in good condition and if we have any problems, they are quick to fix them.”

Patrick Leahy



**PS** IN ADDITION: Loscam your fair dinkum Logistics partner.



# And everyone associated with the banana industry was there



LOSCAM



The Hon Bob Katter MP officially opens the new Tully Depot assisted by Loscam Board Member, Neil McBain, Mrs Jill Johnston and Loscam Queensland State Manager, Chris Berry.



(L-R): Stephen and Marcelle Mackay, Stephen Wells, Len Collins, Joe Stacey, Mark and Santina Jackson.



The Hon Bob Katter MP



(L-R): Mrs Jill Johnston, Patrick Leahy, Chris Berry and Neil McBain.



Joint venture partners in the new banana facility, Les and Judy from Blenners Transport, with Loscam people Chris Berry, Neil McBain and Darryl Edwards.



(L-R): Robert and Karlene Sing, Jenny and Michael Ohone, Leanne and Tony Azzopardi and Darryl Edwards.



(L-R): Cameron and Amanda Ferguson, Steven Kennedy and Mark Lindsay.





# Asian

# LOSCAM LEADER

## New addition to Loscam Asia gives clients an added wealth of experience

**T**he importance that Loscam Asia places on providing the best service and advice possible for its diverse range of clients, has been illustrated with the appointment of David Edwards as the company's Business Development Manager Asia, based in Bangkok.

David, who comes from Australia, has a Bachelor of Science and is a Graduate of Logistics Management from Macquarie University in Sydney. In the decade he has been working in Asia, David has worked in cross-cultural environments and on major logistics projects in countries like South Korea, Taiwan, Thailand, the Philippines, China, Singapore and Malaysia.

He has held senior roles throughout Asia which reads like a "who's who" of the logistics industry in the region, with stints at TNT logistics, East Asiatic Co. Ltd, Excel and Toll.

The "Loscam Leader" asked David where Loscam can assist their clients to be more profitable? "By taking a needs-based approach to our selling and account management processes I am sure we can unlock more value for our clients as we build upon our already deep relationships across the region," said David.

"In addition, we are also working with clients in new markets such as China, where we can assist with not only developing services that align with their supply chain needs, but also in providing much-needed capital investment in pallets and other hire equipment. This enables our customers to focus on delivering products and services that in turn meet their customers' needs."

Clients are looking at tapping into new retail markets in the Philippines, Indonesia and China and this is driving growth for the business. "Indeed our fortunes are closely aligned with the retail sector right across Asia and we



Daniel Suryadi Tjandra, National Procurement Manager, PT Coca Cola Bottling, Indonesia (left) and David Edwards, new Loscam Business Development Manager, Asia.

therefore need to understand their challenges and try to predict their needs ahead of time. Developing food handling requirements in the region and the growing need for GMP, especially in the fresh food sector, means we need to be responsive to ensure Loscam continues to be the preferred supplier of hire equipment solutions across Asia."

We also asked David what changes he's seen in the decade-plus he's worked in the region? "I think one of the biggest changes has been the development of the retail sector. It has been evolving over many years but has become quite sophisticated in recent times. There is now more outsourcing and more IT at store and supply chain level. Things are moving faster and there is a greater focus on range, freshness etc.

"In 1994, when I first worked in Asia, there was little focus on the supply chain and now that's almost reversed. The supply chain has become the key driver in efficiency and profitability and Loscam has a key role to play in helping our customers achieve this aim."

All the best David in your new role.

A photograph showing a large stack of yellow Loscam pallets. The pallets are arranged in a grid pattern, and the word "LOSCAM" is visible on the side of each pallet. The stack is tall and extends into the background.

Loscam is working with clients in Asia to progress supply chain efficiencies and cost-reduction.

# Malaysia's DKSH logistics **sets the pace** in getting products to market

**LOSCAM**

**T**he DKSH history embraces more than 120 years trading in Asia, though the current entity was created only recently. The fourth-generation representatives of the Diethelm Group and the Keller Group formally joined forces in the year 2000. In 2002, Diethelm Keller Services Asia came together with SiberHegner and thereby created a global marketing, sales, logistics and distribution company with a unique pan-Asian network: DKSH was born.

World-wide, this sourcing, marketing, logistics and distribution company, has annual sales of around CHF 8.1 billion and operates in 35 countries, with a network of 365 business locations. DKSH is primarily focused on Asia, and that is where the majority of its 22,000 employees are working. In many ways, it is a company that has evolved from a traditional trading company, reinventing itself into a highly efficient company taking brand owner's products to market under the banner "Market Expansions Services".

DKSH enables and supports companies in expanding their businesses in existing markets and launching into new ones. This is what is meant by Market Expansion Services. They do that by combining sourcing, marketing, sales, distribution and after-sales services and provide their partners with fundamental expertise and on-the-ground logistics, covering the world's most complex and demanding growth markets.

The Managing Director of DKSH Logistics Sdn Bhd, one of the business entities of DKSH in Malaysia, is Mr Bo Grabowski. For Bo, a 12-month tenure in Asia back in 1993 as a management trainee for The East Asiatic Company, has turned into a 15-year stay in Asia. He is the first to admit it is a lifetime away from when he was undertaking his Masters Degree in Business in Denmark.

DKSH is by far the largest distribution services company in Malaysia and it has carved a sizeable slice of business covering consumer goods, healthcare products, raw materials and technical know-how. In percentage terms, Malaysia contributes 15% of the company's sales.



Bo Grabowski, MD, DKSH Logistics, with DSH team members Martin (left) and Thevarajah

Many of the world-renowned consumer goods brands are represented in Malaysia by DKSH and pass through the large DKSH consumer goods distribution centre and nationwide distribution network.

The company has a central Distribution Centre in Kuala Lumpur for the consumer goods businesses from where distribution and delivery to all retail trade in Malaysia is conducted. In the East Malaysia states of Sabah and Sarawak, it operates through a branch network with warehouses in each of the major cities due to the vast geography and infrastructural challenges. DKSH employs some 2,500 people in Malaysia of whom 700 are working in logistics.

The consumer goods warehouse in Klang in Peninsular Malaysia handles some 10 million cases per year and can accommodate 56,000 pallets. Supplying those pallets is Loscam Malaysia.

"We have been with Loscam for many years," said Bo, "long before I came here, and the relationship has worked well. It is a credit to Loscam that they are a very proactive organisation in ensuring an efficient everyday operation and in resolving issues as they arise."

**"...we are getting our wholesalers signed up on the Loscam pallet system and hence have reduced handling of goods ..."**

"A good example is our newly opened distribution centre in Kuching. I asked Loscam, whom I knew didn't have any business over there at the time, if they would be interested in supplying the pallets? And they jumped on it immediately. We bought pallets for our own use at first which Loscam then agreed to take over and rent to us, leveraging our existing contract for Peninsular Malaysia. We got pallets into our new warehouse fast and efficiently and Loscam got a footprint in Kuching. That is a true win-win relationship. And all is managed via Loscam's HMS pallet tracking system.



Asmawi, staffer in the Kuala Lumpur DC, distributes consumer goods through a nationwide network





Bo Grabowski (second from left), with the DKSH Logistics team of Asmawi (left), Nelly, Martin and Thevarajah, said the speed of change in Asia is amazing.

“We are also working with Loscam in other areas besides providing pallets for our warehouse operations. In order to ensure an efficient distribution to our business partners in Malaysia, we are getting our wholesalers signed up on the Loscam pallet system and hence have reduced handling of goods as compared to the more traditional manner of delivering goods by loose carton. Loscam have in this regard worked patiently with DKSH to ‘convert’ some of the old-time wholesalers to adopt the pallet system and hence ‘upgrade’ their business model.”

One of the biggest changes he’s seen over the past decade is the greater awareness of logistics and supply chain management and its opportunity as a differentiation factor for companies. “Many Supply Chain Directors are now part of companies’ executive management teams which facilitate a total company viewpoint of performance and in turn have produced a much higher degree of innovation of companies’ business models, a trend I think will continue at increased speed. The opportunity for the supply chain director is increasingly to be the glue which keeps the company together and who is the person the CEO goes to when performance needs to be assessed and/or improved.”

“Of course, you then have to match the expectations with competent and dedicated people. Developing talent in logistics and supply chain management is a major area of focus as it is only recently that formalised education in this area has been established. Previously, and to a degree still true today, much talent has been developed via learning-by-doing. Hence, talent and development of same is really now the competitive differentiating factor.

“The amazing thing, however, is simply the speed at which things are changing in Asia. What I see on the horizon is a whole breed of young talent coming along and developing their careers in logistics and supply chain management, which increasingly is recognised as a ‘cool’ industry to be in. ”



The company's warehouse in KL can accommodate 50,000 pallets and handles 10 million cases per year.

**The consumer goods warehouse in Klang in Peninsular Malaysia handles some 10 million cases per year and can accommodate 56,000 pallets. Supplying those pallets is Loscam Malaysia.**



**PS IN ADDITION: Loscam has been providing quality products and services throughout Asia for over 14 years.**



# 2GO Supply Chain offers customers a truly integrated service

**LOSCAM**

**LOSCAM**

**A**boitiz Transport System, Inc. (ATS) is a name synonymous with transportation within the Philippines for more than 100 years. Consumers would know ATS for the SuperFerry and Supercat inter-island movers of passengers and cargo amongst the thousands of Philippine islands.

Having the experience and network control for moving cargo between destinations with their 2GO entity, the company was in the box seat when it established its new distribution division. Aboitiz One Distribution Inc. offers integrated supply chain solutions as a distributor and warehouse provider for fast moving consumer goods. Aboitiz One Distribution uses the existing 2GO services as an enabler like their roll-on/roll-off vessel transport, containerised movements and less than container movements with 1, 3, 6 time defined delivery nationwide. Vice President for Supply Chain, Colin Ricardo, joined the company to introduce and launch the new supply chain services in January 2007.



Colin Ricardo, VP Supply Chain for Aboitiz One Distribution.

"In 2008 we are also launching our cold chain service involving frozen and chilled products," explained Colin. "Because of the nature of the business model we have established, we don't need a lot of warehouses and associated costs located throughout the Philippines, as we operate what is known as a 'single stocking point'. We use our vessels and our network infrastructure as our supply chain, continuously moving product to all locations in the Philippines market. The vessels are like having a warehouse travelling at 20 knots.

"We operate our current Pasig, Manila, warehouse with another larger one coming on stream also in Pasig. With Aboitiz One Distribution, we're moving into new added-value service areas, supported with our trained sales force and merchandising team undertaking sales activities

for key account customers like ShoeMart, Pure Gold etc."

One customer, said Colin, has 600-plus branches nationwide with over 430 branches incorporating convenience stores within drug stores. "Our model has been to deploy our sales force, merchandisers and our distribution service nationwide directly to these branches, eliminating using the client's main DC. This strategy supported with our reliable delivery service has created greater availability of our Principal's products at the branches, which in turn has generated significant sales growth."

Aboitiz One Distribution Principals include Mead Johnson, Wrigley chewing gum, Kraft Foods, Gerber Baby Foods, Monde Nissin, General Milling snack foods, Johnson and Johnson Vision Care and recently, ELRO Corporation. Colin has spent the last 14 years in Asia, originally working with TNT in Australia. "All these accounts have joined in our first year, so we have had tremendous growth.

"Naturally, we used pallets, but we weren't involved in activities requiring food-grade pallets previously. Launching 2GO Supply Chain with Aboitiz One Distribution, required food-grade standards. I've known Garry Bachell from Loscam for many years, and we focused on Loscam because their product and support is



Supply Chain in action.

quality-focused. We met and talked about the opportunity to grow the business. What they needed and what we needed. The standard we've received has been exceptional. The quality standards are high and their values and integrity are very good.

"We are supplied with superior-quality pallets in a general market that is not quality-oriented. Loscam has taken the initiative to clearly place themselves apart in this market and they stand by what they say."



(L-R): Rose Marie Gulapa (Key Accounts Officer – Loscam Philippines), PerryPacquing (Warehouse Supervisor– Aboitiz One), Lyne Inciong (Site Manager -Supply Chain – Aboitiz One); Bham Roque (CSR – Loscam Philippines).

**"...we focused on Loscam because their product and support is quality-focused."**

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**PS** IN ADDITION: Loscam's Hire Management System (HMS) can help reduce your supply chain costs.



# Masrac Plastics, innovation-driven and Australian-made

LOSCAM

**W**ith the majority of items we once took for granted as being Australian-made now being made in China, it's a credit to the management and staff of Masrac Plastics in Adelaide, that they are still manufacturing in this country.

General Manager, Graham Brown, said the company started about 23 years ago manufacturing flower pots, hanging baskets, trays and tubes for the nursery industry. "Over time, the market started to change," explained Graham, "which led us into thermo forming of seedling punnets. We made the product out of sheet on a machine which was basically designed to make food containers."

So from nursery lines, Masrac started making food containers like salad containers. "Our first major job was for Chiquita doing pre-packed nuts in square containers with a lid for supermarkets," said Graham. "We were buying so much sheet for thermoformers that we reached a volume where we put in our own extrusion equipment."

He said while the nursery business made up about 60% of what they do, it is a mature market with little real growth. "We see considerable growth in the food industry and we also do printing on the food containers and lids. We supply Woolworths for their deli products and potato and gravy containers for KFC and many other food companies."

Another extrusion line has been added and more printing equipment. The company has a warehouse and office in Brisbane, sales offices in Sydney and Melbourne and a warehouse in WA.

"We've differentiated ourselves in the market by offering added value," said Graham. "We currently do 6-colour printing with the new machine being able to do 9. We also do scannable bar codes and achieve read rates in the high 90s. We employ around 100 people, run 24/5, and for the last few months, 24/7."

Manufacturing is one thing, getting product to the customers is another. That's where Dave McMillan, the Purchasing & Logistics Manager, comes in. "We turned to Loscam about two years ago, because of a lack of support from the incumbent," said Dave. "Over the past six months, we have been working to build a stronger relationship with Loscam and their customer service has been particularly good."

Graham said in the early days some of Masrac's customers didn't have Loscam accounts, but they found ways around that.

"We work in the food area and Loscam supplied us better, cleaner, pallets. Dirty pallets can contaminate our system and previously we'd received pallets that had been used for building materials."



Masrac Plastics GM, Graham Brown, showing off some of the company's nursery and food containers.

Dave added that the company uses Loscam's HMS system. "We dehire to the transport company who dehires them to the nurseries."

The company has tooling to produce some 200 products, with around 1800 variants allowing for colour differentiation.



Purchasing and Logistics Manager, Dave McMillan (left), with Loscam Sales Executive, Anthony Garrett.



With 200 products and around 1800 variants, there's a pot for all your plants.



# Celebrity cooks would spoil the broth without Meyer

LOSCAM

**W**e've all seen them on television. In fact, a whole industry of celebrity chefs has sprouted up. Nigella, Jamie - if you can boil water and have had some passing brush with fame, you are in!

But nobody recognises the enormous help these Kitchen Whiz's get from the highly-sophisticated, super-smart and dazzling cookware they use. Those that look like they've been designed by Ferrari, come from Meyer Cookware Australia.

Meyer Cookware's Logistics Manager, David Mair, said the local company was part of the worldwide Meyer Corporation and has been operating in Australia since the mid-90s. "We market and distribute many of the company's international products which include the Anolon, Circulon and Kitchen-Aid brands plus our two Australian icon brands "Raco and Esstele," explained David.

"From our national warehousing centre here in Melbourne, we run about 1000 SKU, which comprise both products and spare parts."

The Croydon South warehouse was purpose-built to service Australia and New Zealand. "Stock is dispatched to the client, in store, or direct to their DC for majors like Myer, Kmart, Target, and Big W. New Zealand customers are supplied direct through a NZ-based Third-Party Logistics Company."

Originally from a Customer Service and sales background, David's role as Logistics Manager for Australia and New Zealand, involves inventory and purchasing functions, transport and distribution, along with Customer Service.

He said from a relatively small start-up, the company grew so rapidly that pallet supply needed to be addressed nationally.



"We changed over to Loscam and it has been a very smooth relationship.

"Initially, we did have a few people who were unsure of the transaction process. So we spent a lot of time with the Loscam representative, training our staff on the Loscam HMS system."

He said Loscam's HMS "is fantastic" and he couldn't imagine going back to a manual system. "It would be a nightmare.

"Having trained staff goes a long way towards having the system operating successfully. It's having the right system - in other words the Loscam HMS in place. Having a good relationship with your suppliers and customers, which means the transfers go right, and having the right people in-house. People who can work the system well and ensure good record-keeping, so at the end of the month, it is just about auditing the process and making sure we have ticked off all the boxes."

David said if there were any problems, he goes straight to Mandy Paydon, the Loscam Sales Executive. "The problem will either be an incorrect transfer or an error in our paperwork. But it is sorted out very quickly."

Loscam Sales Executive Mandy Paydon, David Mair, Meyer Cookware Logistic Manager and Bill West, Warehouse Manager.

LOSCAM

## National Office

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## Customer Service

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## New South Wales

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Wingfield 5013  
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