

# LOSCAM LEADER

THE MAGAZINE FROM LOSCAM AUSTRALIA AND NEW ZEALAND ISSUE 21

*Setting the standard for over 70 years...*



Loscam's IBC sets a  
**new standard**

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## RD speak

The past few months have seen us achieve a number of major milestones. These milestones represent some of our core values here at Loscam.

The successful launch of our best-in-class IBC demonstrates the best of Loscam in that we engaged with our customers, listened to their needs, then co-developed an innovative product that they wanted. Feedback from the market continues to be very positive and we have most of this year's production already committed to customers. This is a great achievement for our business and we could not have done it without the valued input from our customers, based on strong relationships and mutual trust.

The second milestone has been the recent commencement of operations for Loscam in New Zealand. This accomplishment has required some considerable effort in overcoming a range of challenges but we are delighted that both major grocery retailers are now signed up and receiving product on Loscam pallets. We are determined to offer the high levels of service and pallet quality that we have built our brand on for 70 years to our New Zealand customers. The considerable investment we have made in the New Zealand market will enable our customers in both Australia and New Zealand to benefit from our combined account management offering. Again we listened to our customers who were looking for choice in the New Zealand market as well as the benefits of cross-border pallet movements and we delivered. I thank those customers in New Zealand for showing faith in Loscam in supporting our entry.

We also see our five-millionth pallet handled through our new West Melbourne Super Depot. The response from our customers to the convenience and efficiency in which our team there handles customer vehicles has been fantastic, and the facility continues to contribute to our ability to turn out the best quality pallets in Australia.

Please make sure you consider both our IBC offering and our New Zealand services, and we continue to strive to listen to you and deliver value wherever we can.

Daniel Bunnett  
Regional Director, Loscam Australia

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ON THE COVER:  
*Loscam's IBC sets a new standard*



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# Sabco celebrates 120 years of cleaning Australia

THE SOUTH AUSTRALIAN BRUSH COMPANY HAS GONE FROM FAMILY CONCERN TO AN AUSTRALIAN SUCCESS STORY WITH INTENTIONS TO GROW AND DRIVE THE MARKET WITH INNOVATION.

**sabco**  
The 1st Choice For  
Quality Cleaning Solutions

In 1892 the Hay family started a small company producing and selling brushes. Today that business, Sabco, has become a respected national entity producing and selling cleaning products across Australia and New Zealand.

But while the company has grown, innovated and moved with the times, the core values that have seen Sabco flourish remain – a focus on quality, understanding the needs and expectations of customers, providing the best possible cleaning products, and adhering to firm environmental and ethical standards.

“Sabco is one of the oldest brands in Australia and I think that is due to detail to quality,” says Robert Apostoli, Sabco’s Operations Manager.

“They used to produce paint brushes that were said to be the best in the market. Mr Hay, the founder, was very strong on the best quality for the best price.”

The Hay family owned Sabco until 1983. After being bought by various consortiums, the brand was purchased by the Chicago-based Libman family in 2008.

“They have helped turn the business into the Sabco we have today. They have assisted with product development and so brought synergies to Sabco. They also have that same family ethos, product technology and know-how,” says Robert.

Sabco supplies a range of products including brooms, mops, buckets and brush ware to retailers such as Bunnings, Big W, Woolworths and Mitre 10. It also supplies small contract cleaning businesses and larger cleaning distributors with a professional range of products. Sabco’s footprint in the industry has now increased with the recent acquisition of Asia Pacific Brands Pty Ltd who are holders of such brands as Mr Clean and Turtle Wax accessories.



Robert Apostoli, Operations Manager for Sabco.

## “LOSCAM EXCELS IN ACCOUNT MANAGEMENT AND HAVE HELPED ME WITH A PALLET CONTROL AND MAINTENANCE PROGRAM”

Sabco’s head office is in Victoria with a large 10,000sqm distribution centre in Laverton North. Stock is also held at locations in Brisbane, Perth and Darwin. Robert says having stock arrive on time and in good condition for customers is key.

“If an order is placed, customers usually need products within 24 to 48 hours, so our DCs are close to our customers and main distribution channels,” he explains.

Since 2008, Loscam has worked with Sabco to ensure products arrive as and when needed.

“When I joined Sabco I looked at options to bring in Loscam as a preferred supplier. That coincided with Bunnings being one of our

customers and being a customer of Loscam’s, so that made operations seamless,” says Robert.

About 99 per cent of Sabco products are now shipped on Loscam pallets.

“Loscam excels in account management and have helped me with a pallet control and maintenance program,” says Robert.

“They are in touch with their customers, understand the needs of a company and from an OH&S perspective, Loscam’s pallets are lighter but robust. Loscam’s depots are also close to our DCs so we can get pallets when we need them.”

With quality products, a dedicated team and the know-how of its parent company, Robert believes the future looks bright for Sabco.

“We are in a position where growth is paramount. It’s about driving the top line, consistently innovating and growing the business with new products. It’s a great time to be at Sabco,” he says.



# Loscam's IBC sets a new standard



**LOSCAM HAS UNVEILED ITS FIRST ENTRY INTO THE BULK CONTAINERS BUSINESS AND THE FEEDBACK SO FAR SUGGESTS THE NEW IBC HAS BEEN WORTH THE WAIT.**

"It has been some time since Loscam has launched a new product in Australia and it is great to see innovation and investment back within our product pool," says Daniel Bunnett, Regional Director of Loscam Australia.

The comments relate to the launch of Loscam's new IBC (Product Code IBC I6) designed for the food and beverage sector. The Intermediate Bulk Container (IBC) was developed in conjunction with leading companies in the food and beverage industry with the goal of producing a best-in-class bulk handling solution.

The IBC has a unique integrated lid to assist customers in the handling and tracking of rented units. It is made of strong, but light, polypropylene plastic and galvanised steel with a steel framework. Rectangular hollow square tubing was selected for its lighter weight but this is reinforced at key pressure points as a result of constant testing and innovation.

The IBC offers advantages in manual handling and important gains in transport efficiency, says Daniel.

"This particular unit has been painstakingly designed in conjunction with customers to

ensure we are offering the market a product with significant performance advantages beyond existing models available elsewhere," he says.

"It was important to us with the IBC that we didn't go to market with a 'me too' product. We value our customer relationships and it is our customers who are the ones using IBCs on a regular basis, so it was essential to involve them in the development process.

"I believe our approach has led to a truly fantastic unit that offers significant advantages, a result reflected by the large amount of pre-standing customer orders being held. We are delighted as the units are going straight out on hire as soon as they are delivered to us, and they are performing brilliantly."

Nick Trask, Project Leader for the IBC development, says from a technical perspective, the new product brings significant benefits to customers.

"The IBC features a truly chemical-resistant translucent front panel with 50-litre increments and low-level discharge outlet, enabling

maximum discharge of products. But the biggest benefit was designing a true one-piece unit in conjunction with our customers and their needs," explains Nick.

"We wanted a product offering that complemented our plastic and wooden pallets and we've not had anything like this available before. We have put a lot of time into research and development, asked our existing customers for suggestions, took prototypes to those customers for feedback, made alterations and once our customers loved it, then we went into production. This product is a milestone for Loscam."

Daniel says the release of the IBC in June highlights that while Loscam is best known for its wooden pallets, "we're not just a pallet company".

"We are willing to speak with customers looking for equipment handling solutions and we are willing to invest in new ideas and new concepts," he says.

"We encourage customers to bring their problems to us so we can partner in finding solutions."

## Benefits of the IBC

- Ideal for: dairy, fats and oils, glucose, liquid sugar, mayonnaise, wine, malt extracts, pharmaceutical and other liquid food ingredients
- Lockable on discharge outlet and lid, tamper-proof lid with unique lid latch
- ISO container compatible, four-way pallet entry
- 15 per cent lighter than other IBCs without compromising strength
- Truly chemical-resistant translucent front panel with 50-litre increments
- Maximum discharge of product enabled by low-level discharge outlet
- Unique one-piece design with hinged lid for ease of handling and better equipment control
- Modular design maximises efficiency of storage and transport space

# Customers give the IBC I6 the seal of approval



Shane Burge, Logistics Manager, and Joris Dorsman, General Manager of Supply Chain at Chobani.



Baden Radford, Assistant Warehouse Manager, Brownes Foods.



IBC at Bulla.

WHEN LOSCAM DECIDED TO PRODUCE THE IBC I6, IDEAS AND FEEDBACK FROM CUSTOMERS WERE A VALUABLE AND VITAL PART OF THE DEVELOPMENT PROCESS.

When Loscam approached **Bulla** in early 2011 to help develop the new IBC I6, the business that produces some of Australia's favourite fast-moving consumer goods didn't hesitate.

"We need to transfer liquid products between our manufacturing sites in Colac and Mulgrave in Victoria, and we also sell liquid products to external customers for their manufacturing needs – mostly industrial volumes of cream and yoghurt," explains David Mahoney, Bulla's Procurement Manager.

"Some of those bulk products were being transported in an in-house storage bin, so when we were approached to partner with Loscam to develop a new IBC, it seemed like a good fit. We have an understanding of the needs and knew we could help Loscam design a palletcon that had all the benefits and none of the shortcomings of other palletcons in the market.

"So Loscam did the design work and brought suggestions and design modifications and then a prototype to us in November 2011. We provided feedback and when the final product was shown to us it met all our expectations."

David says the IBC I6 is easy to assemble with no pinch point issues.

"All in all it's much more user-friendly," he adds.

"We couldn't be happier with this container and it's nice to have had input and help create a design that has changed the marketplace."

**Brownes Foods** in WA has been operating in the state since 1886 and today over 130 million litres of milk are collected every year and used in the company's dairy products, including yoghurt, cream, flavoured milks and desserts.

Brownes has used Loscam's wooden and plastic pallets for many years and was keen to trial and then take delivery of its first load of new IBCs. Assistant Warehouse Manager, Baden Radford, said the IBC is simpler to use and is creating cost savings for the company.

"Loscam provides the level of service and efficient systems for managing our pallet account that is needed in today's environment," he says.

**"IT IS A WELL-ENGINEERED AND WELL-DESIGNED IBC AND WE ALSO LIKE THE FACT THAT IT IS AUSTRALIAN MADE"**

"We are very happy with the working relationship we have with Loscam and the fact that they have delivered the level of service they promised."

Greek yoghurt specialists, **Chobani**, formerly Bead Foods, in Dandenong South, Victoria, recently began using the IBCs to store its sweet yoghurt products.

"We've used Loscam's wooden pallets for a long time and saw the safety benefits of the IBC. The palletcons we used previously didn't stack very easily," says Joris Dorsman, General Manager of Supply Chain at Chobani.

"The IBCs are interlocking, there are guides as you stack them on top of each other and we can safely stack four high now, which we couldn't do with the competing product, so have better space utilisation.

"It is a well-engineered and well-designed IBC and we like the fact that it is Australian made."



# Making progress in NZ



Chris Sharples, General Manager, Loscam NZ with Dean Robertson, Logistics Manager, Progressive, Anthony Vercoe, ULD Specialist, Progressive, and Tony Gousmett, Operations Manager, Loscam NZ.

**COUNTDOWN, NEW ZEALAND'S LEADING SUPERMARKET BRAND, IS WORKING WITH LOSCAM TO STREAMLINE THE PALLET HIRE SIDE OF ITS BUSINESS.**

With more than 210 supermarkets across the North and South Island offering a choice of more than 20,000 different products, logistics are a key plank in the success of Countdown and SuperValue/FreshChoice. Countdown is part of Progressive Enterprises, a subsidiary of Woolworths Limited, and the business has exacting standards to ensure customers' expectations are met instore.

The logistics team has the task of ensuring Countdown and the SuperValue/FreshChoice stores, under the Progressive banner, have the right products available at the right time.

"It's a very complex operation when you consider we're moving product from as far away as Europe through our supply chain and on to our stores," says Andrew Junge, Logistics Optimisation Manager.

"It's a balancing act to ensure we have the right stock in our DCs to allow us to achieve the required service level and delivery windows to stores. Our transit time from DCs to store can

be up to five days and involve moving products to stores as far as 1,600 kilometres away. Products have to be in store on the right day and in the right delivery window."

Last year the company built a National Distribution Centre (NDC) in Auckland to support three regional distribution centres in Auckland, Palmerston and Christchurch. This new NDC has been part of a streamlining of the business to improve efficiency and cost effectiveness, says Andrew.

A new pallet provider needed to be able to support this network, as well as supporting a strategy for improved pallet control.

"During the first year of discussions with Loscam we began to change the ways in which we managed pallets. Loscam provided some thoughts as part of that process and then entered into our business," says Andrew.

"We were looking for a cost-effective solution with a provider that could deliver the service we needed. We needed support on managing our pallet pool effectively to reduce our losses and days on hire, plus we wanted a provider who had expertise to work with us on future solutions."

Loscam's ability to provide a sturdy four-way entry pallet was a key requirement for Countdown.

"We feel the four-way entry pallet is safer and more stable. We're very happy with the quality of the build of the Loscam pallet, its strength,

**"AS WE LOOK TO USE RETURNABLE PACKAGING I THINK LOSCAM'S EXPERTISE WILL ALSO PROVIDE US WITH INCREASED OPTIONS"**

the level of deflection and the way the pallet is put together," says Andrew.

"Our safety journey is a high focus for Countdown and four-way entry pallets form part of this. Our safety improvements were recently recognised by winning the national Safeguard Supreme Award.

"Currently we use the Loscam pallets for all products we import and in coming months we'll allow those pallets to move out to our stores. Local vendors are also now starting to deliver product to our DCs using Loscam pallets."

Andrew believes Loscam's pallets and support in managing Countdown's pallet hire will help the business moving forward.

"I think working with Loscam will allow us to achieve our cost, safety and control objectives," says Andrew.

"As we look to use returnable packaging I think Loscam's expertise will also provide us with increased options."



# The start of a fruitful relationship

**LOSCAM HAS FURTHER CEMENTED ITS PLACE IN NEW ZEALAND BY JOINING FORCES WITH ONE OF THE COUNTRY'S MOST RESPECTED FAMILY BUSINESSES – BARKER'S OF GERALDINE.**

It began with the making of elderberry wine in a converted cowshed on a farm in Geraldine. While the wine never progressed further than that cowshed, Anthony Barker went on to establish the successful Barker's of Geraldine.

Still a family-owned business 43 years later, Barker's is the producer of quality fruit syrups, jams and marmalades, chutneys, pickles and fruit spreads that are enjoyed by customers across New Zealand and Australia.

Colin Truman, Customer Services Manager, says the company's success is partly due to the fact it remains family owned with Anthony Barker's son, Michael, the Managing Director. The business has also stayed true to its mantra of 'fine foods, fine flavours, fine people'.

"The biggest compliment someone could ever give us is that our products are 'even better than grandma makes'," says Colin.

While the business prides itself on family history, innovation has been an integral part of Barker's of Geraldine's growth. At its headquarters in the South Island, the New Product Development team regularly creates new products to meet customer expectations.

"One of our latest innovations, for example, is a new one-kilo pouch for chutneys that we supply to the food service industry," says Colin.

"Some of our newer flavoured products range from red pepper and chilli jelly and a blackcurrant and red onion jelly to a spicy eggplant pickle and peach and mango chutney. We are always looking at the marketplace and our processes to see where we can innovate."

This focus on innovation has led to a new working partnership between Barker's and Loscam in New Zealand. Previously Barker's had to import pallets from Australia, or try and source pallets in New Zealand, to send its products back to its Australian customers, including Coles and Woolworths.

"This was problematic. A few times we had to import container loads of pallets and that comes at a cost and can affect timelines. In some cases we sent products to Australia on pallets that then had to be thrown away by the customer," says Colin.

"Having Loscam manufacture Australian standard pallets in Auckland gives us a guaranteed supply of pallets as and when we need them to be able to send product to Australia. It's more efficient and because the pallets are brand new we have no worries about our product being damaged."

The new pallet arrangement reduces the number of 'one-trip' pallets for Barker's of Geraldine with stock from New Zealand arriving on pallets at the company's Sydney warehouse. The warehouse then takes over the hire of the pallets and de-hires them as needed. Some pallets with product are sent directly to Barker's customers who then hire and de-hire the pallet as required.

"We are very much looking forward to the working relationship with Loscam developing," says Colin.



# News Briefs:

## 5 million and going strong

**LOSCAM'S PURPOSE-BUILT SUPER DEPOT AT TRUGANINA WILL HANDLE ITS FIVE-MILLIONTH PALLET IN OCTOBER THIS YEAR.**

It is another milestone for the state-of-the-art, 31,500sqm facility in Melbourne's western region. Since it opened in December 2011, Daniel Bunnett says the Super Depot has continued to grow in strength.

"The repair capacity, efficiency and strength of the depot team are encouraging. This facility has enabled us to continue our drive into new business and has been rewarded recently with the signing of a new major account," says Daniel.

The super depot has seen the arrival of three key figures at Loscam. In February, Lee Gaudion became Victorian State Manager and has had a lengthy career in supply chain.

"With China Merchants Group taking a key interest in Loscam, I could see Loscam was going places and I want to be part of that journey. The Super Depot is an opportunity to entrench ourselves in the returnable packaging market," says Lee.

Paul Laurita has been appointed Site Operations Manager at Truganina. With a background in robotics and electronics and 20 years' experience in manufacturing management, he's impressed by the depot.



Rob Hill, Lee Gaudion and Paul Laurita.

"A lot of thought has gone into this site. There are a lot of opportunities here to help grow Loscam," says Paul.

Rob Hill, State Operations Manager, joined Loscam in June after 19 years with QR National and a background in transport, logistics and warehousing.

"I think the strength of the depot is the scope of refurbishment capacity combined with an excellent team on the ground. It is located in the heart of Melbourne's western suburbs industrial sector with excellent customer convenience," he says. "This site will help take the Victorian operations of Loscam into the next phase."

## Loscam addresses AIP Conference

Retailers and manufacturers in Australia are embracing the economic and environmental benefits of retail-ready returnable packaging, David Edwards, Loscam's GM Business Development & Marketing, has told the 2012 AIP National Conference.

"It's becoming a reality that the traditional pallet companies like us are moving into the packaging chain," he says.



"How Loscam can tailor our products and services to meet the needs of the major supermarket chains for easy and effective stocking of products will be an area of focus for the business."

With produce and beverages being the current focus in Australia, further down the track cartons may soon make way for returnable bins and pallets in such areas as snack food.

"We have also started prototyping around snacks and dairy, totally removing the cartons from the supply chain," says David.



- 1 Roll n' Pall convertible pallet/dolly
- 2 Active Lock collapsible crates
- 3 Crystal Clear tray

## Swags for homeless

**Loscam's Community Pallets Program is supporting an innovative charity that offers emergency relief to the homeless**

Each night, around 16,375 Australians sleep on the streets, turned away empty-handed from refuges and shelters that simply do not have enough beds.

In response to this, Tony Clark and his wife, Lisa, designed the Backpack Bed – a waterproof, mildew-resistant bed with a built-in shelter to protect from rain and wind. The bed rolls into a backpack when not being used. Swags For Homeless is handing out the beds free to the homeless via 200+ charities in Australia, and also in NZ, Germany and the UK.

Loscam has donated 40 pallets to Swags For Homeless to distribute the Backpack Beds where they are needed.

"We talked to Loscam about helping us and they came to the party immediately. We're incredibly grateful for Loscam's help," says Tony.

