

# LOSCAM LEADER

*Your Pooling Solutions Partner*

ISSUE 22



## San Remo

Dual sourcing  
NZ and Australia





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## RD speak

Recently Loscam, in conjunction with InSync Surveys, conducted our first Australia-wide staff survey to understand what we are doing well and, importantly, what we can do better, both internally and in dealing with our customers. We felt it was important to gain direct access to the insights of our staff in helping set our strategies. The survey was incredibly insightful and also complementary to our previous customer surveys, enabling us to ensure alignment with our customers' needs. Later this year we will again seek to survey our large Australian customer base to assist in understanding the perception of Loscam as a strategic partner and areas of opportunity for improvement. Your ongoing support and assistance in this process is very much appreciated.

We are also delighted with the feedback from customers on the performance of our new facility in Truganina (West Melbourne). Both our customers and the local communities have benefited from our board's ongoing commitment to invest in local infrastructure across Australia, which continues to ensure our customers have easy and reliable access to our equipment across the year. We intend to continue focusing on the development of our depot and agency network to meet this growing demand. Along with the expansion of our facilities we have recently appointed some key new members to our Australian management team. In this addition we introduce you to some key new personnel who bring with them a range of experience across industries such as retail, logistics and IBC solutions. Michael, James and Keith complement our existing workforce which boasts many years of experience in dealing with our large customer base. We welcome these new members to our team and look forward to their positive impact in continuing our ongoing success.

We are also continuing to invest significant time and effort in the development and design of new products to support our existing range. We are currently undertaking trials of a Loscam Display Pallet, which is likely to be available to customers later this year. Loscam will also be active participants in the recently announced Australian Food and Grocery Council's review of the D-Pallet's suitability within the Australian supply chain. Loscam is committed to providing our customers with equipment handling solutions which truly create efficiencies across all networks.

Lastly, it has been pleasing to see the continued growth of market share within our recently commenced New Zealand operations. It has been through the wonderful support of long-term customers such as San Remo who have enabled Loscam to re-enter the New Zealand market to provide local customers with a competitive choice for their pallet supply. We value this show of faith and are committed to delivering New Zealand with a quality product with superior service for many years to come.

Daniel Bunnett  
Regional Director, Loscam Australia

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ON THE COVER:  
San Remo – Dual sourcing  
NZ and Australia



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# Working towards a Loscam display pallet offering

Responding to customer needs for a smaller, merchandisable pallet format, Loscam has been working closely with retailers and manufacturers to develop various formats to suit the needs of easy handling and faster replenishment.

A number of prototypes have been developed and tested in live environments to ensure their robustness and ability to handle a range of product and logistic environments. Central to the challenge has been the need to develop a pallet that ideally can be rack-able and configurable with the Australian standard pallet.

**“OUR OBJECTIVE IS TO DEVELOP A PALLET THAT MEETS THE NEEDS OF A WIDE RANGE OF SUPPLY CHAIN PARTICIPANTS”**

Our objective is to develop a pallet that meets the needs of a wide range of supply chain participants whilst at the same time minimising replenishment costs and maximising in-store availability by providing a standardised transit platform which can be used from factory, right through to retail shop floors.

We are supporting the current AFGC project to identify best options for display pallets in Australia and hope to report on the project's progress in coming issues.



## Introducing Michael Donahoo Loscam's new Business Development Manager

Michael Donahoo has spent most of his career working in end-to-end supply chain management after completing the B. Business (Transport and Logistics) degree at RMIT in Melbourne. He has significant retail supply chain experience, having joined Loscam in March 2013 from Coles where he was Head of Supply Chain for their Coles Express business. Other posts held include BP Retail Supply Chain Manager – Australia and New Zealand and BP Retail Supply Chain Manager – UK.

Michael also spent time running a medium-sized consulting firm, Sterling Group Consultants, and managed the sale of that business as a going concern in 2010.

“I saw joining Loscam as a great opportunity to utilise my general management and supply chain optimisation skills to enable the commercialisation and roll-out of new products into various supply chains that would fulfil customer requirements, helping grow Loscam's product offering and bottom line. I understand the many challenges within the supply chain and specifically within the FMCG and retail sectors and this will assist in finding solutions to customers' problems.”

Michael has recently moved house to Box Hill and has the shortest commute to the Box Hill office of all staff – a short 15-minute walk.







# Reduction of competition IBC market

On 2nd January 2013, Brambles completed its acquisition of Pallecon – a supplier of intermediate bulk containers (IBC) to food, cosmetic and chemical industries across Australia and New Zealand.

The acquisition of Pallecon by Brambles will substantially reduce the level of competition available in the IBC rental market. Loscam is committed to providing choice to its customers and to meeting the requirements of existing and potential customers.

Last year Loscam successfully launched our IBC (I6) to the rental market. With a range of benefits including a light-weight design and fixed lid, we have gained significant momentum in growing our IBC pool and ultimately offering the industries that rely on IBC rentals a competitive choice. We continue to focus on growing this capability against difficult odds.



## The very best IBC on the market.

“We evaluated all IBCs available on the market and found Loscam's new IBC was the superior product in all aspects.”

- Joris Dorsman.  
General Manager of Chobani



Scan this QR Code to find out more about the LOSCAM IBC16.

[www.loscam.com](http://www.loscam.com)



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## Introducing Keith Walker Loscam's new IBC Business Development Executive

Keith Walker, our new IBC Business Development Executive, has spent most of his career in the engineering and materials handling industries. During this time he has completed both commerce and management tertiary qualifications together with a Trade qualification in the Auto industry.

Keith commenced his career as a commerce cadet with CSR working in head office and divisional engineering purchasing positions. A number of years with J. Blackwood & Son in sales and middle management preceded a short time with a prominent materials handling manufacturer before joining TNT Pallecon (Ceva/Chep). He gained his vast experience with intermediate bulk containers over this 18-year period, for both liquid and dry product applications.

“I have always enjoyed working within a spirited team environment and was encouraged in my decision to join Loscam because of the evidence I saw of this within the company. Since commencing early in April this has been very much confirmed, particularly by whole team's enthusiasm and work ethic.

“With recent ownership changes within the industry I believe Loscam is perfectly positioned to capitalise on the resultant market opportunities. I look forward to the exciting IBC challenges and rewards we face in the future!”



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# Smooth transition for San Remo

ONE OF LOSCAM'S OLDEST CUSTOMERS IN AUSTRALIA WELCOMES A SMOOTH TRANSITION TO LOSCAM PALLETS IN NZ

It's a relationship that has endured for more than 20 years and it is still going strong. San Remo Macaroni Company first established business ties with Loscam in South Australia.

Today that working relationship has spread across the country and, more recently, across the Tasman to New Zealand as the quality pasta company has continued to flourish.

San Remo has epitomised the culture and tradition of pasta making since its inception in 1936 when it was founded by pasta connoisseur Luigi Crotti. Still 100 per cent Australian owned, San Remo pasta now has offices and distribution centres in all main capital cities in Australia and New Zealand. The company's wide range of pasta products is exported to 35 countries – from Italy and Malaysia to China and Mauritius.

The San Remo manufacturing site in Adelaide combines traditional Italian pasta making 'know how' with the most modern technology, and its Durum wheat mill is one of the largest and most sophisticated in the Australian-South-East Asian region.



Paul Hallett (centre), Loscam National Operations Manager, visits Truganina Depot

Supporting San Remo's expansion, Loscam has worked closely with the pasta business to provide a range of equipment solutions including wooden and plastic pallets and the newly launched IBC 16 in Australia, and now the Loscam wooden pallet in New Zealand.

"San Remo was among the first of our Australian-based customers to sign up to support us in establishing Loscam in New Zealand," says Paul Hallett, Loscam's National Operations Manager.

"That was a huge vote of confidence and was a result of our long working relationship with San Remo. Both companies have grown together and have mutually benefited from the working relationship. There is a lot of trust and we work closely with San Remo to make sure they have the best quality pallets available where and when they need them."

San Remo transitioned to Loscam pallets in New Zealand at the earliest opportunity. Michael Cox, San Remo's National Logistics Manager, says dual sourcing was a key reason why the business switched to Loscam pallets in their New Zealand operations.

"It's much easier for us to work with one pallet provider in both markets and we had faith in how Loscam operates," says Michael.

"We encouraged Loscam to look at the New Zealand market because we felt the market and San Remo would benefit from Loscam bringing some competition to New Zealand."

The transition to Loscam pallets in New Zealand was smooth and streamlined, with Loscam's team working closely with San Remo's local team. A detailed transition plan was devised and communicated and San Remo's transport companies and trading partners were also supported during the transition by Loscam.

"Loscam worked very closely with us to make sure the transition was a great success in New Zealand," says Michael.

"We look forward to continued business success in New Zealand and we look forward to a continuing successful relationship with Loscam."



**"IT'S MUCH EASIER FOR US TO WORK WITH ONE PALLET PROVIDER IN BOTH MARKETS AND WE HAD FAITH IN HOW LOSCAM OPERATES"**



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# Success at The Mill

ONE OF NEW ZEALAND'S MOST POPULAR LIQUOR OUTLETS GOES FROM STRENGTH TO STRENGTH

The Mill's success story began with a single store in Taranaki, which opened in 1993. This year The Mill celebrates its 20th anniversary with 35 stores nationally – 29 on the North Island and six on the South Island.

The business attributes its success to a simple formula of offering customers a huge choice of products and pricing deals not seen before in New Zealand.

The Mill's position as one of the few independent liquor chains in the country provides it with the freedom to set its own pricing and to source and supply any products its customers ask for. Combine this with low overheads and friendly, knowledgeable staff and The Mill has found a winning combination.

Store locations have been carefully selected to service as broad a customer base as possible, but The Mill also has a secure online outlet

for customers who are unable to visit a store or who are short on time. The business has also established a professional reputation with the hospitality industry and supplies bars, restaurants and sports clubs.

"Our pricing is good and the location of our stores and our product selection are key strengths," says Bill Newey, The Mill's Auditing and Logistics Manager.

"We're a fairly entrepreneurial business and we like to work at a grassroots level, and I think that has also helped our growth and survival."

**"YOU CAN PICK UP LOSCAM PALLETS EITHER WAY AND THAT MAKES IT EASIER FOR OUR FORKLIFT OPERATORS TO BALANCE THE LOADS AND THE LOSCAM PALLETS ARE ALSO EASIER TO USE WITH OUR PALLET JACKS"**



The Mill employs about 260 people throughout New Zealand. The head office is in New Plymouth, the main warehouse is in Hamilton and there are two smaller warehouses in New Plymouth and Wanganui.

"Our containers arrive from overseas at our main warehouse. They de-van there and we keep it simple," says Bill.

"Staff manually work through lists of what products each store needs and we compile the orders, pack them and truck them out – usually on a weekly basis."

Since mid last year, The Mill has distributed its liquor on Loscam pallets. Bill says The Mill chose Loscam as its exclusive pallet supplier because the wooden four-way pallets are more "user-friendly".

"You can pick up the pallets either way and that makes it easier for our forklift operators to balance the loads, and the Loscam pallets are also easier to use with our pallet jacks," explains Bill.

"The Loscam pallet is stronger too, which is important because our product is fragile. As a small company, we also saw an opportunity to give a new business starting out in New Zealand a chance."

Grant Lansdown, Loscam's Business Development Manager in New Zealand, says Loscam's 17-strong depot network in NZ also attracted The Mill.

"That depot coverage allows them to de-hire pallets easily and pallet quality is also important to their business," says Grant.

"The Mill is one of our early customers and the transition to our pallets was seamless and everything runs very smoothly. We're hoping our successful relationship with them will further cement Loscam's position within New Zealand, and we thank The Mill for their confidence and support."



Grant Lansdown, Loscam Business Development Manager New Zealand



# Australian timber supporting Asia's growth

## Loscam is relying on high-quality timber from Mount Gambier to expand its pallet operations in Asia

March was a significant month for NF McDonnell sawmill in Mount Gambier. The family-owned business sent its first shipment of high-quality timber to Malaysia.

It is the company's first foray into Asia and Managing Director Ian McDonnell hopes the fortnightly shipments are the beginning of a long relationship with the Asian continent.

NF McDonnell's timber is destined for Loscam in Asia to help the business's planned expansion of its pallet rental operations in the region. NF McDonnell already supplies most of the timber for Loscam's pallets in Australia and Loscam is keen to also source high-quality wood for its pallets in Asia.

"The quality of timber and the milling of the wood in Asia is not to our standards," explains Evan Katsouras, Loscam Chief Technical Officer.

"We have a good working relationship with NF McDonnell and they are in a position to give us the timber and service that we want.

"We get first-grade timber — not second or third grade. On that basis, NF McDonnell will send timber to South-East Asia for us."

Ian McDonnell has been planning a move into Asia for two years. To confirm its commitment to new opportunities within Australia and overseas, the business recently completed a \$2-million upgrade of its facilities.

"We've introduced new equipment and reconfigured existing equipment. We now cover in one shift what we covered in two, and that gives us capacity to grow," says Ian.

Kusol Kiatsommart, Regional Project Manager at Loscam Asia, says the NF McDonnell upgrade places the business in a strong position to produce timber for Loscam in Asia. Kusol attended the opening of the upgraded sawmill in March and was impressed by the operation.

"McDonnell already knows who Loscam are and we know exactly what product McDonnell is capable of making," says Kusol.



From left to right: Anthony McDonnell, Director, Ian McDonnell, Managing Director from NF McDonnell & Sons, Honourable Jack Snelling, Minister for Health

"The trust is there which makes the decision-making process more efficient. This arrangement has potential to become something much bigger, especially if demand and requirements from Loscam China can be worked through."

# Reducing landfill at Loscam

**THROUGH A CONCERTED EFFORT, LOSCAM HAS ALMOST HALVED THE AMOUNT OF WASTE GOING FROM ITS DEPOTS TO LANDFILL**

In March 2010, Loscam Australia set itself a lofty target to reduce the amount of waste going to landfill by 30 per cent each year for the next three years — a reduction of 65 per cent in total.

Thanks to the efforts of Operations Managers and their teams around the country, the business

in Australia has reduced the amount of waste that ends up at landfill by nearly 50 per cent.

In early 2012, around 1,650m<sup>3</sup> of Loscam's waste ended up at landfill sites each month. By the end of last year that amount had shrunk to 837m<sup>3</sup> per month.

"We looked at what we could do to improve our impact on the environment and the waste to landfill aspect of our business was something we could improve quite quickly," explains Shane Crouch, Loscam Australia's Quality Safety & Environmental Manager.

"We looked for other ways to direct that waste stream so it wasn't used for landfill but for recycling, for mulch and chipping or reusing the timber at our repair facility."

The 'waste' includes plastic and cardboard, which is also recycled, but is mostly timber. Depots have been supplied with bins that allow waste to be separated on site. Timber waste in Sydney is sent to a second-hand pallet company that cuts up the timber and reuses it, and in Perth waste timber is recycled and used in composite board.

This year Shane says Loscam intends to improve on the progress already made with even less of the company's waste heading to landfill sites around Australia.

"The commitment from the people at Loscam has been fantastic. Everyone has been trying their best to make it happen and the results speak for themselves," says Shane.

"Progress so far has been significant and we've made a big dent in the amount of waste we send to landfill. We will continue to improve how we manage the waste until our target is achieved, exploring and identifying opportunities to further reduce our waste."





# News Briefs:

## Helping the homeless

### Loscam's Community Pallets Program offers more support to a charity that keeps the homeless warm at night

In 2011, Loscam donated 40 pallets to Swags for Homeless – a charity that distributes 'Backpack Beds' to the homeless across Australia. The Backpack Bed was designed by Melbourne-based Tony and Lisa Clark and is a waterproof, mildew-resistant bed with a built-in shelter from rain and wind. The bed rolls into a backpack when not used.



Demand for the Backpack Beds has soared and Tony and Lisa now distribute to around 220 welfare agencies in Australia. The beds have also been sent to NZ and recently to the US.

"People need dignified emergency bedding when they're on the street and the Backpack Bed seems to meet that need," says Lisa.

"Otherwise people use blankets that don't keep them dry and warm and it's easy to get sick."

Two 40ft containers will soon arrive in Melbourne with more Backpack Beds to help the homeless through winter.

"We needed more pallets to store these beds on and Loscam has donated 40 more pallets. We're very grateful for Loscam's support," says Lisa.



## SA Riverland hosts visit

A delegation from Loscam Corporate office recently visited the produce growing areas of South Australia, exploring opportunities for pooling equipment.

Loscam CFO Linda Tsui was accompanied by Daniel Bunnett and Paul Hallett, meeting growers to better understand their needs.



Loscam CFO Linda Tsui with baby kangaroo

## Customer WA Golf Day

at Joondalup Golf Resort on Friday 5th April

Darren Molen, Mrs Macs; Daniel Bunnett, Loscam; Shaun Scott, Dulux; Che Hilson, Schweppes

## Loscam supports ALC Forum 2013



Loscam recently supported the ALC Forum 2013, hosting leaders from both industry and government for two days to review the current state of play in the freight logistics industry and to chart a course for success over the next 12 months. The 2013 event concentrated on three key themes – Productivity, Efficiency and Safety.

In line with these themes, Loscam displayed its new range of retail-ready products as well as its industry leading IBC. These products are providing our customers with new sources of efficiency and productivity and the Loscam booth was extremely busy, pointing to the levels of interest in these new pooling solutions.

## Introducing James Russell

### Loscam's new State Manager WA/SA/NT, Australia

James Russell joined the Loscam team in April 2013, extending a 12+ year career in the logistics industry with CEVA. During this time his expertise has developed across a broad range of industries, working with many businesses to drive revenue growth and realise operational efficiencies.



"I started my career as an Inventory Controller within a 3PL warehouse for SAAB and have since progressed through a combination of operations, account management, business development and general management positions".

"One of the considerations in deciding to join Loscam was the people and company culture. I recall many positive dealings as a customer of Loscam throughout my career and I was delighted at the opportunity to join the team.

"My first engagement with Loscam was the GPAK units deployed at the Holden Service Parts Operation, and in more recent times the introduction of Loscam wooden pallet pooling to Western Power in Perth, Western Australia."

James is based in Perth as part of Loscam's strategy to increase its exposure to the opportunities within the Western Australian economy.

"It's exciting to be part of a company commencing its next stage of growth through investment and new product development."

Originally from Melbourne, James relocated to Perth in 2010 with his wife, Andrea. They also have a young daughter, Matilda.