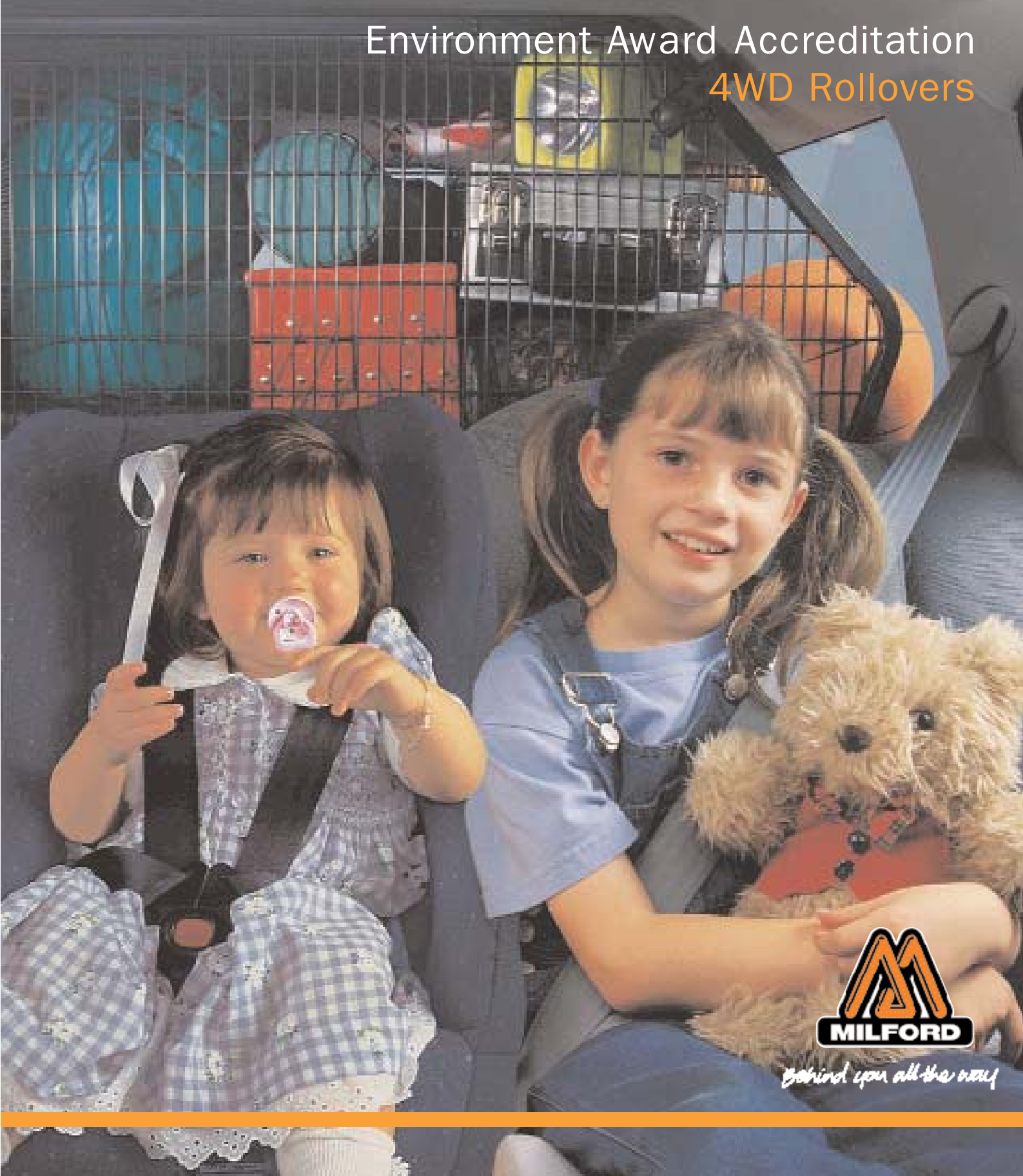


# MILFORD

summer2003

## matters

Environment Award Accreditation  
4WD Rollovers



*Behind you all the way!*

## From the CEO



We have had a busy time since the last newsletter. Our vehicle load restraint division has performed strongly well above the growth one might expect from the increase in vehicle sales during the same period. We believe that this reflects our strong marketing over the last three to four years exposing the need for a cargo barrier, as well as proactive accessory selling by our car company customers. In September we successfully exhibited as part of the Austrade stand at Automechanika in Frankfurt, the bi-annual trade show that is a magnet to the trade from all over the world from places

as varied as Kazakhstan and Ecuador. More of this later.

Our Intermediate Bulk Container division is also celebrating. In July, Bulkex 2002 produced an excellently received formal trade launch of the Milford Modular, leads from which are still being followed up. We are also proud to announce that we won the Australia Post FULD (folding unitary load device) contract for the next three years, continuing a ten year old relationship.

On the business front, we gained recognition as a South Australian finalist in the Telstra Small Business Award category for under 100 employees. We gained accreditation to the ISO14001 Environment standard, and had our ISO9001 accreditation upgraded to the 2000 edition.

Please read on. You will find more detail about the activities that have been carried out, as well as about new initiatives taking place.

Nigel Smalls  
General Manager

## Environmental Accreditation



In July we gained accreditation for our site to ISO14001. The process of achieving compliance has been a good one in that it clearly showed up some significant waste. For instance, a team of first line managers and team leaders carried out an exercise as part of their training to gain Certificate IV in Management that showed that by recycling cardboard and plastic we halved our waste skip costs. "Everybody's eyes have been opened to the variety of

impacts that we all have on the environment in our own relatively small company" says David Sillett, Quality Manager and coordinator of the accreditation process.

Accolades from The City of West Torrens followed, with Milford Industries' certification of environmental responsibility reported in City community mail outs. "Milford Industries have clearly demonstrated best practice in environmental management and an incredible amount of commitment from the managers and staff to successfully conduct this process and reach their goals" stated Emily Downes, the City's Industrial Pollution Prevention Officer.

ISO14001 accreditation is part of the company's commitment to continuous improvement.

**click!** 

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## Factory Layout

**Back in April 2002 we moved our entire factory floor in order to change from a functional batch production system to a cellular system.**

In doing this we therefore were not only moving machinery, but changing our production culture.

As might be expected, there have been glitches, both good and bad. First glitch was that the period May to July inclusive turned out to be the busiest

three months for our cargo barrier production team in the history of the company. Sales were very strong. This did not help us settle into a new routine easily as we were forced to run batch and flow lines side by side.

We are now settled into the new process and working to maximise fully the significant gains that we anticipated. Everybody is working very hard and we are being rewarded.

## 4 Wheel Drivers Beware Rollovers



**Yet another happy customer involved in a rollover travelling from Cairns to Darwin by way of Borrollola in September 2002.**

Believe it or not, the two passengers escaped without any injuries when their vehicle 'fish-tailed' on a bend on a corrugated gravel road, skidded sideways, and after hitting the embankment rolled.

The vehicle was a write off. They soon realised that their

foresight in having a cargo barrier fitted had done more than intended. 'We originally had the cargo barrier fitted because we travel extensively and carry a lot of camping equipment' says Bill Foster of Manunda in Queensland. During the crash and rollover this equipment, including three gas bottles and a 45 litre icebox, stayed trapped in the rear. But the cargo barrier did more than this. Because it braces the roof and floor, it helped prevent the

roof from being crushed, so contributing to the injury free outcome.

4WD vehicles are well known to be more prone to rollover in an accident because of their higher centre of gravity. Figures provided by the Australian Transport Safety Bureau in February 2002 found that in all fatal crashes in 1998, a significant proportion of 4wd vehicles (35%) rolled over compared with passenger

cars (13%). With 68% of 4wd crashes taking place in rural areas, up 11% on the previous decade, it seems sensible to suggest that every vehicle travelling to rural Australia should be fitted with a cargo barrier as a matter of course.

Bill Foster certainly believes so. His new 4wd, plus those of his three children are now fitted with cargo barriers – not for travel convenience, but for personal safety reasons.



## Automechanika 2002

**Imagine ten football fields next to each other, each with several floors. You are imagining Automechanika, the largest trade fair for automotive products in the world.**

With something around 300,000m of show space taken up by 4300 exhibitors, and 159,000 qualified trade visitors from 130 countries, you can imagine that this is a place that has to be seen to be believed.

With another ten Aussie

companies, we exhibited using a new trade display to attract attention. Most of this came from Four Wheel Drive retailers from twenty countries in all parts of the world. Indeed we discovered that there has been a lot of knowledge of our product across a wide variety of countries.

All in all, this was a very valuable exercise, and we have already started to see sales flowing from the follow-up.

## Alison's accident

**This is the horrifying aftermath of a high speed collision in the South East of South Australia in June last year.**

Alison Smith was travelling with her 1989 Camry loaded, when the accident happened.

Behind the barrier were various items including a pram (although her 11 month old

child was not in the car, thank goodness).

"I was very glad I had the cargo barrier installed at the time, as it may well have saved my life", she reports.

"The car caught fire on impact and as I was fully conscious, was able to exit the car with only a broken leg."



## New After Market Distributors

Three new distributors have been appointed recently to better balance availability of the cargo barrier. In NSW, 4 Wheel Drive Warehouse (Kings Park, Sydney) and in Queensland Performance Offroad / TJM Geebung (Woolangabba, Brisbane) and 4 Wheel Drive Interior Accessories (Cairns, Nth.Qld)

## Milford hosts E-Team

As part of our community involvement, we hosted a group of four year 11 students from local Henley Beach High School. The idea is to give them experience in what it's like in a work environment. A project was carried out in our warehouse and some useful and interesting ideas resulted. Thank you to Adam Moore who mentored the group, and to the warehouse team for their cooperation.

## Did you know?

The Milford Cargo Barrier is in wide use by The Red Cross throughout Africa. The numerous wars and guerrilla campaigns that seem to have spread almost across the whole continent require an enormous manpower commitment from The Red Cross. Because of the often rugged nature of the operational areas, these people move in 4WD vehicles fitted with a Milford Cargo Barrier. The chance of an accident under such conditions is high and with heavily laden vehicles, the cargo barrier is essential to protect the occupants.

## 2002 Telstra Small Business Award

We advised in our previous newsletter that Milford Industries were finalists in the Cisco Systems category.

The bad news is we didn't win, but we were pleased to make it through to the final four against a large number of our peers in this strongly represented section of the South Australian business community.



## Employee Focus



Henry Mercieca, Account Manager for Vehicle Load Restraint has been with Milford Industries for seven years, starting in Quality, helping to implement ISO9001. He then had a stint in Development before moving into his current sales role. With the company's support Henry has been studying for three years to do a Diploma of Business, and has been Dux of his class on three occasions!

In his spare time it's hard to stop Henry talking about his boat and his passion for fishing. Must be his Maltese heritage, but he always seems able to "bag out"!

*(Milford Industries actively supports management self-development training. David Sillett, Quality Manager is also studying for a Diploma of Business, and Nigel Smalls has just completed his MBA at the University of South Australia.)*

## Half Barriers

Probably not known to many is that for a number of years we have designed and supplied a Cairns company – 4 Wheel Drive Interior Accessories – with a rated half barrier to complement the drawer system that it manufactures. Gary Plant, the Managing Director, has been passionate about safety when off-road since starting his business, and has achieved a strong market position.

Now this product is to be distributed from January 2003 through the whole of Milford Industries' after market

network. This will allow the half barrier product to be combined with other brands of drawer systems on the market, as well as helping 4 Wheel Drive Interior Accessories to widen its own distribution using the Milford Industries network. As part of the agreement, Milford will continue to design half barriers specifically for the 4 Wheel Drive Interior Accessories drawer system, and the half barrier will be dual branded.

For more information, ring 1800 683 577



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