



Behind you all the way

MILFORD

Summer 2007

matters

inside this issue | Gear-Safe Launch | SA Ambulance | New Customer Support



Cover story:



The Gear-Safe concept was first proposed in late 2004. Since that time we have worked closely with fleet vehicle users and managers in a quest to offer a product that fulfils our exacting standards and most importantly offers our customers a range of product sizes which assist them to hold items in a compact and organised manner.

The accompanying images demonstrate in a very practical way just how simple it is to organise material that under other circumstances would 'float' around the seats or cargo area. The word 'float' is deceptive because in the event of a vehicle accident, even small items can become deadly missiles. If for no other reason than OH&S, the Gear-Safe will demonstrate a commitment by corporations to employee welfare.

The Vehicle/Office

Employees who operate from a company vehicle necessarily carry their support equipment with them. That may include a laptop, hard copy files, ordering and sales report manuals, even product samples. The Gear-Safe will hold all of these items in a well ordered fashion and remove any risk posed by them. Sales managers would agree that a representative with a tidy, organised vehicle/office is going to be more effective.

The Gear-Safe, while already finding acceptance amongst major fleets, is also shaping up as a popular accessory for 4WD/SUV enthusiasts as well.

If you would like to find out more or would like a demonstration, contact Garry Nash on 1800 683 577 or visit our website at www.gear-safe.com



Above (l-r): Garry Nash, Henry Mercieca, Graeme Beere, Neil Peck and Greg Spooner.



Editorial

Greg Spooner
Sales & Marketing Manager
Milford Industries

Coming into the Christmas / New Year period we have just completed a busy period where we undertook further divisionalisation at Milford. Our Vehicle Load Restraint (VLR) division will now be known as Milford Industries Pty Ltd.

Other new entities include the spin off of our Research, Development and Testing department into Milford R&D Pty Ltd while the IBC team will move premises early in the New Year and become known as Milford IBC Pty Ltd. We believe that this structural change will create more focus within the VLR & R&D divisions and at the same time provide an environment where a more flexible and adaptable approach can be applied to the benefit of you, our customer.

During the year we have also been very busy working towards TS16949 certification. The relative ease with which we received this high accolade did much to highlight the core strengths of quality we possess throughout our organisation!

Achieving this accreditation also underlines our commitment to providing quality products for both the Automotive OEM's as well as

the Aftermarket well into the future.

We are also looking forward to the long anticipated launch of Gear-Safe! This all new product provides the ultimate in versatility, as it safely stores and secures a wide variety of items used during most work and leisure activities. We are sure that Gear-Safe will readily find a home in a wide variety of vehicles.

Often consumed with the latest round of issues and problems that crop up on a daily basis, it is nice when we can step back and appreciate what we all contribute to in providing a safe vehicle load restraint product. The latest feedback on page three relates to an incident where a Milford Cargo Barrier played a very large part in saving a life and offered protection from serious injury.

We thank you for your continuing support and wish you a Merry Christmas and all the best for 2007!

Graeme Beere – Holden's National Fleet Service Manager says "Given Holden's commitment to safety, Gear-Safe increases the safety options available to Fleet Managers – this is definitely a must have option"

SA Ambulance Service Selects Milford

SA Ambulance Service has installed Milford Cargo Barriers for their new fleet of Ford Territories.

Milford have designed, developed and manufactured a purpose built barrier to suit the very specific needs of SA Ambulance. The cargo barrier had to be effective for normal working loads. Additionally, the design had to allow for the transport of patients on a spinal board during emergency retrieval situations.

The swinging door which Milford incorporated in their final design allowed this

flexibility and provided the solution.

SA Ambulance Service's Fleet Coordinator, Ian Rowley, said "Milford and SA Ambulance Service have successfully worked alongside each other for many years, particularly in the early days of product design and development". Ian continues, "this project has resulted in a great outcome for us and we thank Milford for their support in finding a solution for our specific needs".

Greg Spooner, Milford's Sales & Marketing Manager,



commented, "this has been a very good outcome and we appreciated the challenge of developing a product to a very specific requirement. I think it

also points out the flexibility of Milford's in being able to assign specialised resources to this type of project.

"My job? Saving lives!"



THE FRONT A-PILLAR SNAPPED, TOP AND BOTTOM, THE ROOF COLLAPSED, PARTIALLY...

...THE STRENGTH OF THE BARRIER HELD THE ROOF.



11 AUGUST 2006

TO ALL THE TEAM @ MILFORD,

MY WIFE, THREE SONS AND I THANK YOU ALL FOR EVERY MINUTE PUT IN AT MILFORD, REGARDLESS OF WHAT EACH INDIVIDUAL DOES, EVERY PERSON CONTRIBUTES TO ANOTHER FAMILY NOT SUFFERING A LOSS. AFTER THE ACCIDENT I KNEW THE THOUGHTS OF EACH MEMBER OF MY FAMILY. THE FAMILY WAS INTACT. THERE WAS A COMMENT ABOUT THE LAND ROVER BEING A TOUGH AND SOLID TRUCK. I AGREED, A LAND ROVER IS TOUGH AND I ADDED, THERE ARE ACCESSORIES WHICH ARE TOUGHER. IN THIS CASE, THE MILFORD CARGO BARRIER. WE RECALLED A PROPHETIC STATEMENT, "IF I ROLL THAT VEHICLE I WANT A MILFORD CARGO BARRIER, NOT YOUR ASSURANCES". WHEN I PURCHASED THE VEHICLE I REQUESTED A CARGO BARRIER TO BE FITTED. THE LOCAL DEALER FITTED A LAND ROVER ACCESSORY, A DOG GUARD! THE DOG GUARD WAS MADE FROM THIN GAUGE WIRE AND FITTED WITH FOUR VERY THIN SCREWS. MY DISPLEASURE WAS MET WITH ASSURANCES FROM THE SALESMAN THAT IT WAS STRONG AND BESIDES IT WAS ONLY THERE TO STACK SOME GEAR AGAINST. LITTLE DID I REALISE THE IMPORTANCE OF MY DEMAND THAT A MILFORD CARGO BARRIER BE FITTED. THE CARGO INCLUDED FOUR SOLID WOODEN BOXES, ONE METAL BOX, RECOVERY GEAR, AXE, TENT PEGS, CHAINS, BEER, AND IT ALL STAYED WHERE IT SHOULD. IN THE BACK AWAY FROM ME.

THE FRONT A-PILLAR SNAPPED, TOP AND BOTTOM, THE ROOF COLLAPSED, PARTIALLY. THE STRENGTH OF THE BARRIER HELD THE ROOF.

I DO NOT TRAVEL WITH LOOSE ITEMS IN THE CABIN. I INSIST ON A MILFORD CARGO BARRIER AND I AM ALIVE TODAY. ENOUGH SAID.

YOURS SINCERELY,

KEVIN CAMERON

New features added to website

Store Finder

A recent addition to www.cargobarrier.com has been the inclusion of "Store Finder". When a potential customer wishes to locate their nearest Milford stockist they simply input their post code into Store Finder and their nearest outlets are displayed along with an approximate distance to travel to this location.

Greg Spooner, Sales and Marketing Manager - VLR remarks: "Not only does Store Finder provide a ready and easily accessed tool on our website but our in house customer service staff also utilise Store Finder for customer enquiries made via our 1800 free call service."

Automated Email Notification

Customers who choose to utilise our automated email notification will receive daily updates generated by our new SAGE Line 500 ERP system.

This new system delivers updates that enable customers to remain informed and improve monitoring and control of the ordering and delivery process.

Notifications include:

- Order Confirmation
- Back Order Notification
- Advanced Shipping Notification – includes order specifications such as Product Description, Item Number, Quantity, Carrier, Shipment Size, Tracking Data, Delivery Details etc.



Roof Rack City – Adelaide

Roof Rack City was appointed as a 'Vehicle Load Restraint Specialist' in 1994 by Milford Industries.

As a 'Vehicle Load Restraint Specialist' they install and distribute the complete range of Milford Cargo Barriers, Safety Nets, and Protecta Nets from their retail premises at 37 Gilbert Street, Adelaide. From this convenient location they employ qualified Milford Load Restraint Specialist installation personnel. Customers are assured of

quality installation of all products and services on offer.

Roof Rack City are Agents and Distributors for Milford Industries 'VLR' products, all major roof rack brands, Rola Case & Rola Shelf van shelving, Just Straps, Tuff Tonneau Ute Lids, Ute Liners & Van Mats, Hella & Narva work lights, Bushranger



4wd products, Konig Snow Chains and Webasto Electric Sunroofs.

Their large retail showroom in the CBD has been named as one of the best Automotive Aftermarket Specialist retail showrooms in Australia.

Milford Achieves Highest Standard

In September of this year Milford Industries were audited and certified to the latest international automotive supplier standard - TS 16949:2002.

Ian Garside, Systems Manager – VLR, explained that this new rating is based on the earlier requirements of ISO 9001:2000 but with many additional specific aspects included. "This is a truly international rating and includes input from global motoring organisations, whereas the predecessor QS 9000 was primarily a creation of General Motors, Ford and Chrysler."

The new rating has been developed jointly by the International Automotive Taskforce. This group consists of major manufacturers from Europe and the USA. It was first introduced in April of 2002. This new rating, with its global scale, for the automotive industry now places Milford in an ideal opportunity to further consider international opportunities.

In achieving this exemplary rating after more than 18 months of planning, Milford considers it a major milestone in the company's development program. Greg Spooner commented, "the company



Lic IATF2021
SAI Global



Quality Endorsed Company
ISO 9001 Lic:CEC21600
SAI Global

Certified Environmental Management
ISO 14001 Lic:C10364
SAI Global

is now fully accredited to TS 16949:2002, ISO 9001 and ISO 14001 and as a result is well placed to continue serving the needs of the Original Equipment Manufacturers as well as the Automotive Aftermarket."

Staff Profile: Brendan Smith

Brendan Smith joined Milford's in November 2004. Prior to that he was employed with machine design firm 'Asytec'. He also spent 18 months with Tytronics as an electronic technician. He moved to Australia from South Africa in 2002.

Brendan is employed as a development technician and his current duties include:

- Design and test cargo restraint system.
- 3D modelling and design drafting.
- Researching new technologies.
- Involved in the development of the new Gear Safe.

Brendan, who has a strong interest in maths, recently completed a diploma in



mechanical engineering and is currently enrolled in a mechanical engineering undergraduate program.

For recreation he plays rugby union and touch football, and still has time for cricket and squash.

On the domestic front, he and his fiancée Jessica have a little boy named Harrison now 10 months old. They will marry in December this year.

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