

MILFORD

summer 2003

matters

Safety Net Benefits
Milford exports to Middle East
Another Environment Award



Behind you all the way

From the CEO Divisionalisation a Success



"We are running with a number of projects at the moment that continue to make this business an exciting one to be associated with! As you will read, the greater focus that we hoped for with formal divisionalisation has occurred and we have a number of critical milestones to report already.

The VLR Division has had success in export to new markets in Europe and the Middle East, and has a number of further successes to come in 2004. The introduction of the Milford Safety Net to the Holden Adventra AWD is a strategic marker, both as a new product and for the fact that it is the first time that a Milford product has been fitted on-line at a vehicle assembly plant.

The IBC Division continues to add to the number of new customers taking on the Milford Modular container, while performing strongly in sales of custom product in particular to Australia Post and Chep Pooling Equipment. What's more we have had success with our design service in the development of niche materials handling solutions, such as the Clipsal [now Mistral] Vision big screen road cases.

As a Business we continue to strive for improvement and as a major effort have started a business wide training programme aimed at encouraging more involvement and risk taking from all employees. We are also involved with an industry-benchmarking network so that we can measure ourselves against larger businesses. We are very proud that our effort in the environmental management field has been rewarded with the acclaim of the Good Business Leadership and Responsibility Award for Small Business 2003.

To all our customers and friends, we wish you well over the coming Festive Season and look forward to developing closer relationships in 2004.

*Nigel Smalls
General Manager*



Environment Award for SA Small Business

At a high profile ceremony recently held in Adelaide, Milford Industries received the award for the category 'Small Business Responsibility and Leadership'. The inaugural awards organised and sponsored by The Nature Foundation SA were launched to recognise companies that had adopted business practices which had a positive effect on the environment.

In presenting his award, the Premier of South Australia, the Honourable Mike Rann, commented that increasingly companies would be accountable for their triple bottom line performance, ie Financial, Social and Environmental.

Since 2002, Milford Industries has been engaged on a path of cost reduction with an

environmental focus. There has been a passionate effort by individuals within the business to ensure that they meet more than the spirit of the environmental management framework provided by IS14001, and considerable funds have been released by the Board of Directors to bring about this emphasis.

The process has created morale benefits in the workforce that had not been envisaged, and a momentum to look at other ways in which Milford can further lower the company's impact on its surroundings.

We are pleasantly surprised to be looked upon within the City of West Torrens as a shining example of what can be done with relatively little effort, but a lot of commitment.

Benchmarking for continuous improvement

This year Milford Industries has become involved with an international benchmarking programme organised through Deloitte Touche Tohmatsu by the Federation of Automotive Products Manufacturers (FAPM), one of our industry bodies.

The objective is to measure and compare the performance of Australian automotive companies against domestic and international industries and to provide further assistance in the ongoing quest to achieve and maintain international competitiveness. Our expectations are that we will

find that we have much to learn, and indeed this has so far been our experience. Nevertheless, we feel that we can add value to the organisation by focusing on the areas we most need to, within a strategic framework, and will benefit from the whole learning experience.



Safety Net benefits

A new era has dawned for Milford Industries with the release of the Holden AWD Adventra, complete with a Milford Safety Net as standard on-line fitment to the luxury version. This is a first for the company, and the first visible sign of its three-year-old strategy to become a provider of Vehicle Load Restraint in a wider scope than just cargo barriers.

The new Milford Safety Net offers convenience and improved aesthetics and as such is aimed at a more retail customer base where boot loads are lighter. It uses the latest developments in technical textiles to provide a

lightweight high tensile strength separation net, supported by the Milford quick release mounting system. While the Adventra version is rear position only, a full length, two-position version will be made available in time through Holden's accessory division PP&R for use on Commodore VYII.

The product is tested to UN standards, requiring only a 10kg mass to be restrained in the area above the seat, which is in no way comparable to the Australian Standard AS4034. Further Safety Net projects are being worked on at the moment, including a range for the After Market.

Milford exports to Middle East



Milford Industries latest export target is the Middle East. A distributor has been set up in Abu Dhabi in the United Arab Emirates (UAE).

Operating out of modern retail facilities, Speedline Tuning, a specialist 4WD and high performance vehicle outfitter is also well connected with governments across the Gulf Region. Many of the vehicles

marketed in the Region are drawn from the same factories as those in Australia, so there is good synergy. "We are very excited about the possibilities that open up with our link with Milford", says Hassan Gamal, the Managing Director.

Speedline Tuning has expressed an interest in working with Milford Industries to develop a new product unique to the Region.

More reasons to install Cargo Barriers

Graphic stories about how cargo barriers saved life or serious injury continue to flow in. In this edition, we report on two separate crashes this year in Outback Australia, and ask who would be stupid enough not to install a Milford Cargo Barrier when travelling on unsealed roads in the country?

Roger Perkins and his wife were 100km south of Innaminka travelling the Canning Stock Route when Roger lost control of their Discovery causing it to roll. "Conditions were very wet", explains Roger, "I lost control of the vehicle causing it to roll about 270 degrees".

In a separate incident, Max Setz and Annabelle Malmoux and their two children were on a camping holiday crossing the Simpson Desert when unexpectedly the family faced potential disaster. When rounding a bend in the road

the rear end of the vehicle slipped sideways and after two failed attempts to correct the slide their Pajero caught a rock on the side of the road rolling 360 degrees and landing back on its wheels.

Thankfully both had cargo barriers installed. The Cargo Barrier not only kept the roofline from crushing the occupants but restrained luggage in the rear of the vehicle, avoiding the load projecting forward to the front seat. "The only damage to our equipment or us was that my wife's arm was cut due to her window breaking during the rollover - the barrier saved our children from being injured" Max says. Both parties agree that, as Roger states, "I have no hesitation in recommending the Milford Cargo Barrier to other 4WD drivers [as] Iknow it saved my wife and I from being seriously injured".



Not so secret agents

In order to assist with customer service and give greater impetus in the Eastern States, Milford has appointed agents in Brisbane and Sydney. Both Bremco (07 3275 3422) and Equisafe (02 9831 4388) are well respected members of the materials handling community.

Community work

Once again, Milford hosted a team of year eleven young adults in October. The 'TE' team worked on inventory control in our VLR assembly area. The team from Underdale High School provided important input to a change project.

Convenience Net

The concept of load restraint goes beyond the well recognised Milford VLR. Milford has introduced a 'convenience net' to its range of products and has already been adapted by several OEM and Fleet customers. As the name suggests, this product has wide vehicle application and attaches readily.

Along with durability and flexibility, it is aesthetically pleasing. The 'convenience net' can be configured in a variety of ways with the user making use of the factory installed tie-down points.

Readers Digest Support

It is high praise indeed when the most widely read magazine in the world presents an article on the dangers of loose articles in wagons, sedans, 4WDs, vans and hatchbacks. We were so impressed with the presentation and acknowledgement that Milford is a world leader in this sphere that a reformatted reprint of the article has been included in its entirety.

With the holiday season upon us, this is timely information.

Milford VLR Accredited Installer Program



Milford's VLR team has been hard at work developing an all new installation training program.

The training program will commence in the New Year and will be performed at Milford State Specialist locations nationwide.

All companies/individuals that complete the program will be distinguished as Milford Accredited Installers and as such will receive special certification and signage.

Developed specifically as an integral part of this program is

an all new "Product and Installation Guide" video.

This video will prove to be an invaluable ongoing training and reference guide for both sales and installation staff alike.

The Cargo Barrier Product and Installation Guide video includes detailed information regarding fitment.

It also covers cargo barrier styles and components. The installer is instructed on the tools required and most importantly made conversant with warnings relating to AS4034.

It is in the interest of all distributors to have as many installers as possible attend this program. Please call Greg Spooner at Milford to register your interest.

Employee Focus Mark Giumelli

When Mark Giumelli joined Milford in 1977 his job was to put plastic caps onto BBQ legs "600 per hour or you were a loser" Mark jokes.

26 years later Mark has an inspiring record of achievement within Milford Industries. Mark has earned himself numerous promotions and held a variety of positions including shop floor press and welding, store / warehouse supervisor, outdoor furniture sales, General Manager, National Sales Manager, Development Manager, and currently Product Manager IBC.

As one on the original inventors of the Australian Standards rated Milford Cargo Barrier, along with colleagues Jim Coogan and Andrew Baldock, Mark's

creativity and innovation continues to contribute to the success and growth of Milford Industries.

A retired well regarded football player and coach, these days when he's not hard at work Mark

swims, walks, bike rides, reads and confides "I don't mind the odd drop of red occasionally either"!

Mark is married to Julie and has two maltese terriers Dudley and Baxter.



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