



BAT
Industrial Products

Insight newsletter

NOVEMBER 2010

marketing news...

As time passes we all reflect on how the changes in climate are starting to affect most things we do each day, farmers and graziers contemplate droughts, floods, insects and erosion whereas we city dwellers think about other issues. But no matter where in this country we are, there are common issues discussed by all, the economy, global warming, our reliance on fossil fuels and pollution.

Have you ever wondered how we would cope without oil, we know what effect it will have on transport, but what about industry, what about products utilising it in manufacturing.

Our Italian partner IPL who manufacture PVC and Polyurethane hose and ducting products for worldwide markets started facing this reality some years ago as PVC raw material supplies became scarce. In a move that will ensure their survival well into the future, they will cease their traditional ranges of PVC products and these will be replaced with products of biological PVC compounds manufactured from renewable energy sources which are completely free of Phthalates.

In May when announcing these changes the CEO of IPL, Mr Alessandro Ardo, stated:

"Our aim is to reduce our general dependence on traditional fossil resources and to lower CO2 emissions of 30% within three years.

Last year we developed and released the first flexible duct in the world partially made with polyurethane with biological contents.

As of June, IPL will have the Green PVC® trademark which certifies the exclusive use of DOP free and other plasticiser free raw materials according to International regulations."

The new technology has also fostered new products for use in the food and pharmaceutical industries that can replace existing Silicon products as the hoses will be manufactured according to GPM (Good Manufacturing Practices) standards, this means without any contamination during the whole production process.

The changes being implemented to products marketed here will begin flowing through later this year as our Arianna TA, Plutone, Bacco and Nettuno products are manufactured in these new BIO grade materials.

Best regards to all,

Roy Bowdeman

Marketing Manager

employment opportunities

As a company that is expanding, we have opportunities in areas of our business for self motivated and professional people who are looking to change the direction of their life or even further their careers in Customer Service.

Whether you want a change of industry, to move into a sales role, or a move from behind a desk to an external position and you believe you have what it takes to excel in Customer Service, why not give us a call or send your resume to either of our locations.

exciting news...

We have a **new distributor**

In August we were pleased to appoint The Rural Centre in mid western NSW as our Distributor to service the region.

The Rural Centre was established in 1964 specialising in farm and orchard supplies along with a repair service for chainsaws, small engines, mowers, pumps and saddlery. Early years revolved around the major rural enterprises of orcharding, potato growing, dairying as well as the usual sheep, wheat and cattle industries.

Throughout the years the Rural Centre prided itself on "What We Sell, We Service" resulting in today being described as the longest established chainsaw workshop in the district, along with the longest established service dealers for Davey, Mono and Hardi pumps and equipment. These attributes saw constant demand for the Rural Centre's expertise not only in the rural sector, but also in the strong secondary industries of the day such as the abattoirs at Blayney, Barrett's Milk & Ice factory, Email and Canobolas Wool Topmaking plant.

The wheels of progress were in constant motion and in 1984 the Rural Centre became a member of the Combined Rural Traders organisation, further adding to customer benefits.

In recent times the Agricultural Industry has become more specialised and the trained and experienced personnel at The Rural Centre are constantly in demand for Agronomy and animal health advice along with their design & installation service on borehole and stock watering schemes.

From the main branch at Orange, The Rural Centre branched out in the 80's and opened a second store in Manildra catering for the rural producers in that area, establishing a bulk fertiliser facility and serving the requirements of the large flour & canola mills in the town. A third store was opened in recent times at Molong ensuring best standards of maintaining the best service to their customers was available.

Recently The Rural Centre underwent a change of ownership with the "old brigade" passing the baton to the younger members of the team, all of whom have 15 years or more service with the company.

The low turnover in staff members ensures their clients are at ease when discussing their enterprises with experiences and familiar personnel. Customers are also reassured knowing the true values of knowledge, integrity and service on which The Rural Centre established itself, will carry on into the future.



Hose Management Service or HMS



This service just keeps getting better and better, since the last issue of the INSIGHT newsletter changes have been implemented at the request of users of the HMS website to help them with their issues and also to arrange in-house schedules to coincide with the periods required for hose maintenance.

- Customers can now print out their own hose registers.
- Customer files can also be exported into Excel format to manipulate as required.
- Customers are taking the responsibility to delete damaged hoses from their file.

We have also had several customers approach us after reading of this program to look at performing this service on their premises to alleviate the problems they experience trying to carry out the task.

If you feel this aspect of our business would be of an advantage to you, contact our Customer Service in Sydney on 02 9672 4455 or Melbourne on 03 9397 4948 and make arrangements for a visit to your facility.

Pressure Hose

We have just released the new range of **MAXIMUS** PVC Pressure hoses that are 100% Australian made and fully conform to the design requirements of AS 2554 to convey food, petroleum, air, water and chemical products.

Major products are:

- Safety Yellow
- Multipurpose Food Contact
- Premium Garden Hose
- Blue Airline
- Cold Washdown
- Chemical/Ag Spray in two pressure ranges

These are then complimented by other **BARFELL** hoses such as Clear Vinyl Tubing, Hot Washdown, Fire Reel, Reclaimed Water, Divers Breathing Air, FRAS Air & Water, Bio Diesel, Drum Pump and PR fuel hoses.

Depending on the application, sizes can range from 6 to 51 mm with coil sizes of 20 metres to bales containing up to 300 metres of hose.

Products are available from your local **BAT** Distributor, check our website www.batind.com.au for the nearest to you.



Auto-lock Camlocks

This product compliments our existing range of camlock couplings and offers a solution of safety for users due to the unique locking arms.

The couplings are manufactured from 316 Stainless Steel in sizes from 25 mm to 100 mm in four styles and offer many advantages:

- Sturdy locking levers with integral locking mechanism
- Self locking arms reduce the risk of accidental opening
- Smooth action, large finger rings facilitate the open/close function of the spring loaded levers
- Compatible with other couplings manufactured to MIL A-A-59326
- Standard seals are BUNA; other options available are VITON, PTFE envelope and encapsulated, Silicon and Food Grade BUNA.

These couplers are widely used in the Petroleum and Chemical industries for safety reasons but should not be limited to these areas, anywhere that could present a problem should consider these products.



words of wisdom

A wise man once said, *“ There 's never enough money to do the job correctly the first time, but always enough to do it the second time ”*

faces

At some point in time when we constantly talk to people on the phone, we tend to visualise what that person looks like, well let's see if we can change this for you.

The three ladies in the photo are normally your first contact with us before being passed to whom you request, or maybe not.



- Amanda (left) is the happy face at the reception. She plays football for the St Marys Band Club, loves drawing, shopping, partying, attending music festivals and is always hanging out for the next scary movie.
- Karin (centre) is the Financial Controller and is an avid horse racing fan and attends most major race meetings on the east coast. Karin enjoys time with her grandsons and the company of her friends whether shopping, drinking a Latte or at the movies.
- Natalie (right) is our Secretary and has just become a new home owner with her partner Danny on the outskirts of western Sydney. When not doting over her nieces, she plays indoor netball.



World Vision **SPONSOR**

Sibonile is a 9 year old girl whom we have sponsored for many years through World Vision and lives in rural Zimbabwe with her parents, her father is a farmer and her mother tends to the house. The sponsorship not only goes to helping her with an education and clothing but has assisted the community where she lives with grain for the planting of crops, medical supplies and the construction of a new classroom block.

Why don't you approach your employer to contact any of the aid agencies with the view of sponsoring someone less fortunate than you.

For further information on **BAT Industrial Products**, call our sales teams in **NSW** on **02 9672 4455** email sales@batind.com.au **VIC** on **03 9397 4948** email vicsales@batind.com.au. Alternatively, visit our website www.batind.com.au