

INGAL **EPS**

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Structures

INGAL **EPS** Lighting and
Telecommunications'
Newsletter
Quarter 2, 2013

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A Message from John Treacy



Thank you for reading our second edition of *Structures* for 2013. As in previous issues, this edition of our quarterly newsletter features some of our recent projects, an introduction to one of our teams, a customer profile, and a product brief. We aim to cover each of these four elements in each edition of *Structures*, so that you, our customer, can get a better insight into **INGAL EPS**, our products, and our people.

This issue we are profiling one of our Distributors – Jewell Distributors – based in Darwin NT. Jewell has been our agent in Darwin for some time and we have worked closely with them to establish a broader and deeper footprint in the Darwin market. I'm sure that you have seen in the press recently that Darwin is our fastest growing capital city, offering many opportunities for industry.

From an **INGAL EPS** perspective, we are continuing to develop a Customer Service Centre. In this edition you will be able to learn about the people in this team, some of whom, I am sure, you have already spoken to. We put this Customer Service Team together in response to our customer survey last year, where you asked for better communication in relation to the status of orders. The team is starting to gain traction by providing a clearer window into our organisation. While there is still a lot of work to be done to further enhance this, we are confident that we have the right team in place to deliver on our commitment. In line with this, we are also continuing to review our service model and have done a significant amount of work in building our stock profile. This review is complete in some states, like Victoria, and we continue to progress other states.

In May, we conducted our second annual Customer Survey. I would like to thank all of you who participated as I know that surveys can be onerous on your time. The annual Customer Survey is a commitment that we have made to ensure that we receive feedback from you on our performance. The results of this survey are taken very seriously and are used to help us structure, manage, and grow our business. We hope to be able to share the results of this survey in our next edition of *Structures*.

You will also see a photo of our Customer Service and Sales teams in the edition of *Structures*. This photo was taken at our recent sales conference. With over 60% of our team joining **INGAL EPS** in the last 18 months, it was a great opportunity for the team to network and share ideas. We also took this opportunity to launch Salesforce.com, a Customer Relationship Management (CRM) module, within our organisation. The CRM is designed to help us track our interaction with customers, facilitate quote response and follow up, as well as facilitate better time management and expose our team to contemporary sales tools. With this you may have seen a change to the Quote format. Salesforce.com has the capability of generating quotes, so until we can implement the system fully you will see two quote formats, one from our ERP system and one from Salesforce.com. Eventually you will only see one quote format, that being the landscape version from Salesforce.com.

I'd like to thank you once again for taking the time to read this issue of *Structures*. If you would like your organisation or a project that we have worked on together profiled in this newsletter, please let us know and we will ensure that we include it in future editions.

Regards,

John Treacy

National Sales Manager



Back Row (From Left): Joanna Forsyth, David Sosnowski, Shayne Reilly, Aaron Hanlon, Ray Airey, Jessica Carter, Matthew Pentreath, Glynis Preston, Lee Anne Rodden

Middle Row (From Left): Roanne Troost, Adam Bremner, Maleah Smith, Aaron Smallcombe, Belinda Aguirre, Andrew Eames, Leonie North, Michael Rouse

Front Row (From Left): Oliver Tiang, Duncan Rutherford, Greg Beattie, John Treacy, Sandy Robertson, Paul Taylor, George Georgopoulos, Mike Brockhus

Sales Conference

Good to Great: 2013

INGAL **EPS** recently held its National Sales Conference. Sales teams from all over Australia attended the "Good to Great" themed conference for a briefing on the organisation's future, whilst the lead team rolled out the organisation's new Customer Relationship Management (CRM) tool.

The two day conference was a great opportunity for the state based teams to get to know each other and share knowledge. National Sales Manager John Treacy was delighted with the event "We have had people working along-side each other

across states for years who have never met face-to-face. This conference not only provided the opportunity to get to know our colleagues better, but to really help us fine tune our internal and external processes as a customer focused company. This conference was the culmination of a lot of changes within the company as we move to reaffirm our position in the Australian market as a leading manufacturer of quality poles, columns, and structures".



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Combining engineering expertise, high-quality manufacturing practices, and an economical slip-joint design, INGAL **EPS**'s multi-side monopole structures are available in heights of up to 60m. These poles can be custom-designed for a variety of single or multi-user configurations and in a wide variety of finishes to meet local aesthetic and zoning requirements.



Product Brief

Platform System

INGAL **EPS** has been actively involved in the Australian pole market since 1969 and has continuously striven to lead the way in research, design, innovation, and quality of product. It was this commitment to excellence that prompted the creation of the Platform System.

INGAL **EPS**'s new Platform System allows for an efficiency of maintenance for luminaires by having the pole rotate at a shoulder-height hinge allowing the pole to rest in the maintenance position. This allows the operator to use both hands for maintenance. As the hinge is located at shoulder height, the pole does not rest on the handrail when in the maintenance position, also keeping away from wiring and other services near the pole base.

The Platform System also has flexibility of design by being able to be mounted to a supporting structure. The outreach can be rotated 360 degrees to the required position for operation or service, whilst control boxes can be located in positions of convenience.

The Platform System also has the benefit of ease of assembly. The system consists of four main components:

1. The hinged pole
2. The outreach
3. Adjustable mounting brackets
4. Adjustable control box mount plates

For more information on the Platform System see our article on the Jetty Canti-Traveller for WICET (page 7), or to request a copy of our brochure, please contact **INGAL EPS** on 1800 623 302.





Queensland

Jetty Canti-Traveller – WICET

The Wiggins Island Coal Export Terminal (WICET) Project in Gladstone involves the construction of a new coal export terminal in order to meet the increasing global demand for good quality and competitively priced thermal coal for power generation. Once fully commissioned, WICET has the potential to be the largest of its kind providing over 27 million tonnes per annum (Mtpa) for stage one in additional export coal capacity through the Port of Gladstone.

INGAL EPS was chosen by Monadelphous Muhibbah Marine JV to supply 6 standard handrail seesaw poles for the Jetty Canti-Traveller which will be used to construct the WICET Jetty. The handrail poles — which were chosen for their ease of installation, ease of future maintenance of luminaires, and ready availability — are now installed on the temporary structure.





New South Wales

Enfield Stabling Yard

Train Stabling Yards are used for sorting, storing, and repairing passenger cars. They are essential in delivering clean, safe, secure, and reliable passenger services. With the integration of the Waratah assets into the existing NSW Transport network in early 2012, a temporary stabling yard had to be constructed for 16 x 8 car trains to enable the transition into passenger service of the new Waratah trains and the retirement of non-air-conditioned trains. The solution was Enfield Stabling Yard.

As the construction on the Enfield Stabling Yard was conducted within an operational heavy rail yard, lighting was an important factor in providing a safe working environment. **INGAL EPS** was able to provide a cost-effective solution to this problem in the form of 4m, 6m, and 8m square-section hinged poles to Railcorp Specification. Not only will this ensure the safety of the stabling yard staff, but the increased visibility will also aid in deterring vandalism.





Victoria

Banyule Flats Reserve

As a site of state significance, the Banyule Flats Reserve Swamp and Wetlands are rich in Biodiversity. So when the Banyule Flats North and South Sports Grounds required a lighting upgrade to meet the Australian Standards, a great deal of consideration was required in designing a lighting solution that would not adversely affect the migratory and nocturnal behaviors of the EPBC (*Environment Protection & Biodiversity Conservation Act 1999*) listed species habituating the Swamp and Wetlands.

Upon award of the tender for 4 x 25m poles and 4 x 27m poles, **INGAL EPS** immediately set out to develop a product that would allow the fitting of unique glare shields (designed by Martin Butcher Lighting) to reduce light spill to the surrounding areas of the sporting reserve; the design is believed to be the only one of its type in Victoria.

Designed for an A2 wind region, the poles not only needed to be structurally adequate to support the additional wind-loading, but also needed to be aesthetically pleasing to the residents on the opposite side of the ground.





South Australia

Seaford Rail

As Adelaide's outer southern region continues to experience a rapid growth in population, the Australian Government has provided \$291.2million funding for the construction of 7 kilometres of dual rail track to the Seaford District Centre to provide greater transport flexibility now and well into the future.

The Seaford Rail Extension project will provide a new electrified passenger railway and a 5.7 kilometre extension of the dual track rail line from Noarlunga to the Seaford District Centre. Not only will the completed project reduce travel time and improve access to everyday facilities, the project will also aid in reducing air and noise pollution as well as creating more than 400 jobs during the four year construction phase.

INGAL EPS supplied a variety of types and styles of light and camera poles to the Seaford Rail Extension including: the Department of Planning, Transport and Infrastructure Impact Absorbing Poles complete with single and double outreaches; 5.5m platform lighting and camera poles; and hinged pipe poles for ramps, whereas the Seaford Railcar Depot required 12m floodlight/camera poles. **INGAL EPS's** involvement on Seaford Rail did not stop with the supply of product, but continued on to project management and after sales service. **INGAL EPS's** project services can be customised to your project's specific requirements.





INGAL **EPS**

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INGAL **EPS** has poles to suit every conceivable requirement for minor and major roads including poles for standard use, frangible poles in the form of Impact Absorbing and Slip Base, and an extensive range of Decorative Poles.



Meet the Team

From Left: Paul Taylor, Leonie North, Jessica Carter, Erin McElligott, Cathy Stevens, Ellie Knezevic

Customer Service

As **INGAL EPS** moves from a manufacturing to a customer focused business, we thought we would continue our "Meet the Team" segment by introducing you to the newly formed Customer Service Team; your first port of call with anything relating to your order.

The Customer Service team is made up of a Customer Service Manager (Paul Taylor), a Customer Service Coordinator (Jessica Carter), two Sales Customer Service Officers (Leonie North and Ellie Knezevic), and two Purchasing Customer Service Officers (Cathy Stevens and Erin McElligott).

Customer Service Manager Paul Taylor has been with **INGAL EPS** for over 16 years, working previously as our Planning and Purchasing Manager. In his spare time, Paul enjoys spending time with his wife and two large Rottweilers, riding his motor cycles (both on and off-road), camping, and a good old fashion BBQ and beers with the boys.

INGAL EPS's Customer Service Coordinator, Jessica Carter, has been part of the EPS family for nearly 6 years. An avid Netballer, the New Zealand native enjoys watching the AFL (particularly the Gold Coast Suns as she "loves to back a loser") and loves spending time with her 8 year old son and 10 and 14 year old step-daughters.

Leonie North, a Sales Customer Service Officer, has worked with **INGAL EPS** for the past 2 years. The biggest highlight for her this year was attending the sales conference where she got to meet all the people that she talks to on a daily basis. The sports superstar has been playing football for a long time in both the State League in NSW and also locally. Leonie also coaches the under 9's team at Bethania Rams and has been, on occasion, known to bribe them with lollipops and poppas to keep them happy.

The most recent editions to the **INGAL EPS** team are Ellie Knezevic and Cathy Stevens. Ellie has been working with **INGAL EPS** since May 2012, but was brought on full time in February this year. In her spare time the Sales Customer Service Officer enjoys camping, 4wd-ing, and volleyball.

Our Purchasing Customer Service Officer, Cathy Stevens, comes to **INGAL EPS** having previously worked at Robertsons Lifting and Rigging as a National Purchasing and Inventory Officer for 8 years. The single mother of two grown boys (18 and 17) is known around the office for her deep love of Game of Thrones and Stephen King Novels.

Finally there is Erin McElligott, **INGAL EPS's** second Customer Service Officer for Purchasing. Erin started with **INGAL EPS** in June 2011 and has a busy year ahead as her and her partner, Luke, plan their wedding after 4 years together. The parent of two fur-kids loves food and enjoys having her big family over to judge her culinary skills.

Currently, the team is working towards maintaining stock levels based on weekly order quantities, which is calculated on expected sales levels rather than the current reactive MRP reorder point process. They are also developing a Sales Order Management Dashboard to highlight sales orders that are at risk or overdue, as well as those orders of significant value. Each member of the Customer Service Team is crucial in aiding **INGAL EPS's** transition to this new business model and we encourage all our customers to get in touch with the team by selecting option 1 (Progress of your shipment) when calling our toll free number: **1800 623 302**.

Regards,

Joanna Forsyth
Marketing Coordinator

Lowering Systems



INGAL **EPS** has an extensive range of Lowering Systems that will almost certainly provide a solution to your lowering requirements. Whether it's a single camera or multiple luminaires that you need to maintain, we can recommend the best option. [Learn More](#)



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(Australia Wide)
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Website

INGALEPS.com.au

INGAL **EPS** is very excited to launch its new website after only 6 months in development. The website has been rebuilt from the ground up and features not only a new layout, but also fresh content which is updated regularly.

The website was redesigned with user-experience in mind and contains all the information our customers could possibly need. That being said, we are not mind-readers and would love to hear your thoughts on the new site. You can give us feedback by taking our survey at www.surveymonkey.com/s/ingalepswebsite or by emailing us at marketing@ingaleps.com.au.



Customer Profile:

Jewell Distributors

INGAL EPS has been supplying product to the Northern Territory for over 20 years. This has been achieved through our ongoing relationship with our Agents Greg and Glenda Brown from Jewell Distributors.

Jewell Distributors first opened its doors in February 1985 as a manufacturers's agent, representing L'Oreal, Arlec, and Mistral. Also representing **INGAL EPS** for the past 20 years, Jewell Distributors moved into their own 600sm premises in Berrimah in 1990, which has now grown to 1800sm with around 800sm of mezzanine storage.

With 17 staff including directors Greg and Glenda Brown; Operations Manager; Andrew Hullick; Warehouse Manager; Paul Meekins; 5 Sales Representatives; 3 Office Staff; 3 Storeman; and 2 Delivery Drivers, Jewell Distributors has been involved on multiple projects including:

- Darwin Wharf including 40m Hydraulic Poles
- Darwin Rail Yards
- Cullen Bay Marina
- Tiger Brennan (First Stage)
- Stuart Highway Extension
- Stuart Highway Extension Alice Springs
- Darwin Airport Domestic & RAAF

With a dedicated and experienced team making up Jewell Distributors, **INGAL EPS** is proud to partner in providing the Northern Territory with a comprehensive range of quality products and services.



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Structures

INGAL **EPS** Lighting and
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Quarter 1, 2013

An Invitation to Submit:

Customer Profiles

The general focus of **INGAL EPS**'s newsletter, *Structures*, is to provide our customers with up-to-date information and developments within the company. The newsletter encourages diversity through mutually beneficial marketing opportunities.

We would therefore like to invite contributions to the publication in the form of customer profiles. We also welcome contributions that highlight collaborations between **INGAL EPS** and customer projects.

We suggest that case study submissions to *Structures* be limited to finalized projects. By this, we mean contributions that present completed projects.

For more information regarding formal instructions for authors, or to submit your profile please email: marketing@ingaleps.com.au



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