

STRUCTURES

INGAL **EPS** LIGHTING

QUARTER 4, 2012



INGAL **EPS**

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Welcome to the first issue of STRUCTURES, **INGAL EPS** Lighting's new customer newsletter.

STRUCTURES is a free publication that is designed to keep you, our customer, up-to-date with the latest **INGAL EPS** news and developments.

STRUCTURES was created for our customers, which is why **INGAL EPS** invites you to submit your feedback via our *Contact Us* section on our website: www.ingaleps.com.au

If you are interested in subscribing, or would like to submit your company's profile for our next issue, please email our Marketing department at: marketing@ingaleps.com.au

Happy Reading.

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A Message from John Treacy



INGAL *EPS*
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I would like to welcome you all to **INGAL *EPS* Lighting's** new quarterly newsletter, Structures.

For those of you that I have not been able to meet in person, I would like to introduce myself. I commenced with **INGAL *EPS*** in January this year following a reorganisation of our business model to one National business. I am excited about the opportunity to help engineer **INGAL *EPS*** into a more customer focused business, and better serve our customers' needs. The core focus of my role is to ensure that we understand these needs, and have a market leading offer executed through the most capable team in our industry. As a result, there will be some changes to our operating model, but please be assured that these will all be made to enhance our customer focus. In the coming weeks I will be focusing my time on being in the market place; getting feedback from our customers on how we can improve our service to you.

INGAL *EPS*, as part of Valmont Industries, has a key opportunity to lever off the expertise, products, and capability of our group to extend the depth and breadth of our customer offer. Specifically, you will start to see changes to our stock range as we fully integrate our supply chain to our operations in China and Brisbane. Our State offices will communicate these changes with you, as we look to tailor our range. We are now the only supplier of poles in Australia with both a locally manufactured and imported offer under the one roof.

To help us understand our customer's needs, we recently engaged the Ryder Self Group to conduct a customer survey on our behalf. This gave us valuable insight into our customers' priorities and allowed us to get honest feedback on what we do well and what we need to improve. We had over 120 people participate in the survey, and the comments and ratings have prompted us to make several changes within the

company. We have recently relocated our Western Australian branch to Malaga and are now stocking over 600 standard poles in our warehouse that are available to ship at the earliest possible convenience. We have also appointed new Territory Managers for Western Australia - Adam Bremner and Carl Fee - and I encourage you to contact them at our Malaga branch, should you have any questions or queries. Your responses from the survey have also prompted us to create a Customer Service Department, currently under development, which we hope to have up and running by the end of the year. These are just a few of the changes that we are implementing and we are constantly striving to better ourselves. If you did not get the opportunity to provide feedback in our survey, I am very keen to hear from you directly via my email address jtreaacy@ingaleps.com.au

I would like to thank you for the opportunity to serve your business and I can assure you it is your relationship and support which drives **INGAL *EPS***' passion to succeed. I give you my absolute commitment that we will continue to work hard to earn the right to serve your business every day.

Regards,

John Treacy

National Sales Manager

INGAL **EPS** GOES FOR GOLD

Joanna Forsyth—Marketing Coordinator

The Victorian Government has committed \$60 million to *Major Projects'* State Sporting Facilities Project which, so far, has included the redevelopment of the Lakeside Stadium (formerly the Bob Jane Stadium). Completed in December 2011, the upgrade of Lakeside was designed to accommodate the state's premier athletic facilities after the demolition of Olympic Park. Home to the South Melbourne FC, Athletics Victoria, Athletics Australia, Victoria Institute of Sport, and Australian Little Athletics, the lakeside stadium is providing the proper facilities to meet the needs of the Victorian Athletics community, now and in the future.

With a total capacity of around 15,000 (including seating for approximately 7,000), the upgrade features an IAAF-approved synthetic 8-lane running track; with a 10-lane, 110m straight, and 50m indoor running track; a new FIFA-sized natural grass pitch; new electronic score board capable of streaming vision; a 6-lane warm-up track; and training facilities. The synergies created with other key sporting associations, as a result of the upgrade, are also providing athletes with opportunities to compete on the world stage.



Still ongoing as part of the upgrade, is the restoration of the 1926 heritage grandstand, soon to become the home of the Victorian Institute of Sport. A new northern grandstand will be built opposite and is expected to seat a maximum of 7,000, whilst a grass hill surrounding the track will increase capacity to around 15,000.

The re-vamp has also included upgraded field and broadcasting lighting, for which **INGAL EPS** supplied the poles. The 4x46m fixed poles have 8 radial headframes which are capable of supporting 85 of the chosen Sylvania R2 Maxi Floodlights per pole. What makes this project even more amazing is that, due to space restrictions, the poles were erected from outside the stadium using a 350T crane.





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Actively involved in the Australian pole market since 1969, INGAL **EPS** has strived to lead the industry in research, design, innovation, and quality of both product and service.

As a Valmont Company with access to global resources, INGAL **EPS** has established industry benchmarks including Seesaw, SWING**SAFE**, and Impact Absorbing poles.

INGAL EPS Sales Team

John Treacy—National Sales Manager

Having recently reorganized the company's business model to a national, customer focused organisation, the **INGAL EPS** sales team has undergone many changes in the last year, so now is the perfect opportunity to reintroduce the team.

Greg Beattie, Queensland's State Manager, has been with INGAL EPS for the past 2 years. During this time, Greg's background in the construction industry has enabled him to help tailor customer solutions to even some of the most complex projects. Outside of work, Greg is an avid sports fan and can usually be found relaxing with the family and enjoying any type of sport, although he has been quoted as saying "not table tennis".

Our newly appointed New South Wales and Australian Capital Territory State Manager is Duncan Rutherford. Duncan, comes to **INGAL EPS** having previously worked as the State Manager for Orrcon Steel for 7 years. When he's not on the road collaborating and working with customers, Duncan is usually playing basketball as a power forward (rather appropriate considering he is 6'5'), or 4WD-ing with his family.

Having worked at INGAL for over 30 years, Mike Brockhus, our Victorian and Tasmania State Manager, is a walking encyclopedia on all things INGAL; a wealth of knowledge. Away from the office, Mike enjoys Gardening and Fishing. He does not enjoy house work.

Finally, there is the newest arrival to the INGAL EPS sales team, our South Australia, Northern

Territory, and Western Australia State Manager, George Georgopoulos. George comes to **INGAL EPS** having previously worked at Bluescope Steel for just over 5 and a half years. Truly committed to meeting his customer's needs, George spends a lot of time commuting between Perth, Adelaide, and Darwin, however, in his spare time he is usually taking his three sons to their numerous sporting events as well as avidly supporting the Adelaide Crows.

As the National Sales Manager and leader of this team of dedicated and experienced professionals, I encourage all customers to contact your local **INGAL EPS** State Manager should you have any queries or are in need of any advice.

Regards,
John Treacy



Back row (from left): John Treacy (National Sales Manager), George Georgopoulos (SA, NT, WA State Manager), Greg Beattie (QLD State Manager)

Front row (from left): Duncan Rutherford (NSW, ACT State Manager), Mike Brockhus (VIC, TAS State Manager)

Horsing Around at Cranbourne

Joanna Forsyth—Marketing Coordinator

The Cranbourne Turf Club has recently become only the second racing club in Victoria and the first of the Country Clubs to conduct thoroughbred races under lights. The \$6.7 million lighting upgrade commenced in mid-June of 2011 and held its first meeting under the lights on 9th March of this year.

Operating on alternative Friday evenings to the Moone Valley Racing Club, the Cranbourne Race Track's night racing seeks to provide entertainment for the whole family, whilst allowing for national and international coverage via television broadcasting. Two visiting officials from the Hong Kong Racing Club were among the first to see the new lights in action, commenting that it was the best night racing technology that they had seen around the world.



INGAL EPS was proud to be part of this vast upgrade by supplying over \$220,000 worth of fixed floodlighting poles. Thirty-nine ex-Valmont poles were supplied, ranging from 18-22 metres. Combined, the 39 poles carry 612 of Sylvania's R2 Maxi Floodlights. INGAL EPS' floodlighting range is ideal for large commercial applications such as sporting ovals, golf driving ranges etc. Depending on requirements, product can be designed to allow for multiple lighting fixtures or even larger than normal sail areas. For more information on our floodlighting range, please visit our website: www.ingaleps.com.au.





INGAL EPS's Floodlighting poles are installed at some of Australia's most well known sporting grounds, including the Gabba (pictured above). We've supplied Floodlighting poles from 4m to 75m in height and our structures hold up lights at grounds that house events including Australian Rules Football, Rugby Union, Rugby League, Soccer, Cricket, Hockey, and Tennis.

Customer Profile



More power to you.

Following the inception of the business in 2002 Sovereign Energy has continued to prosper becoming a formidable presence within the electrical contracting arena across the eastern seaboard. Currently our company comprises over 150 staff and subcontractors, with annual sales approaching AUD\$40M and it's statistics like these which instill great pride in the Directors, Management and the team.

The company has a number of highly efficient and specialised crews on board, who are fully competent in all aspects of overhead line works, traffic signals, major road lighting, intelligent traffic systems, underground reticulation and high voltage installations.

We ensure that all representatives of Sovereign Energy are highly professional and transparent in their communications with clients, suppliers, supervisors and subcontractors. Through fast response times, professionalism, high quality workmanship, and excellent safety records, the team at Sovereign Energy has forged strong ongoing relationships with prominent construction and mining companies, leading to high levels of repeat business. As a preferred supplier we believe INGAL EPS supports our philosophies and plays an important part of our rapidly growing business.

Customers of Sovereign Energy deserve the best service and processes, so we ensure that all legislative and statutory obligations are met, including client requirements. To achieve our objectives we maintain an ongoing occupational health and safety program that complies with its current AS/NZS 4801 certification (Certificate No. OHS20645). In partnership with our safety focus, we also hold accreditation for our Quality Management

System ISO 9001:2008 (Certificate No. QEC 28536) so that all stakeholders benefit from our unwavering commitment to quality. Further, Sovereign Energy are also accredited Electrical Contractors of Energex, Ergon Energy, Essential Energy and the Department of Fair Trading NSW.

With several divisions to the company Sovereign Energy provides electrical contracting, project management, turnkey solutions and expertise as high voltage specialists in the areas of overhead power line construction, underground power reticulation, major projects and traffic signals. Sovereign Energy has also been involved in many intelligent transport system (ITS) projects.

At Sovereign Energy we understand what our commercial clients need, and pride ourselves on efficiently managing the project, so that the client can get on with what they do best, developing. We are employed by many major land developers throughout Queensland and New South Wales to design and construct the power reticulation through their estates, and are proud of the relationships we have built over time. After all, no matter what the industry, or the product, people like to deal with people who understand their needs.

Sovereign Energy provides fast response times, with clients having access to all contacts in all service areas, so you know you are talking to a professional. We understand the importance of keeping to projects on schedule, and on budget. Our clients know that they can depend on us to be a successful member of the team when multiple stakeholders are involved in a single project.

Sovereign Energy – More power to you.





Conserving Resources. Improving Life.

NGAL EPS's parent company is Valmont Industries which is recognized throughout the world as an industry leader in engineered products and services for infrastructure, and water conserving irrigation equipment for agriculture.

Valmont recognize that growth will only create shareholder value if, at the same time, we exceed the cost of capital. Essential to Valmont's success is a company-wide commitment to customer service and innovation, and the ability to be the best cost producer for all products and services we can provide. Recognizing that employees are the

cornerstone of their accomplishments, Valmont prides themselves on being people of passion and integrity who excel and deliver results.

Wherever you live, whatever you do, chances are Valmont is part of your life. Lighting and traffic poles guide your way. Utility poles bring power to your home and business. Communication poles and towers enable your wireless communications. Irrigation equipment brings much-needed water to cropland while conserving fresh water resources. And our long-lasting finishes improve products around the world every day.



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Did you know that INGAL EPS is now on: LinkedIn, Twitter, Google+, Industry Search, and Project Link.
Follow Us online, join our conversations and engage with our team all around Australia



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