

# Overview



## **Australia's premier dock products and lifting solutions company, renowned for our innovation and unparalleled expertise.**

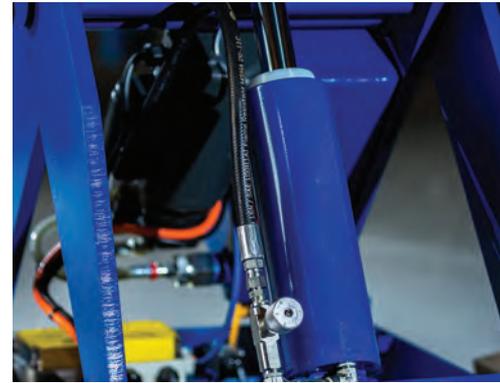
We are Australia's leading designer and manufacturer of dock products, freight hoists, scissor lifts, pallet loading and handling equipment, stretch wrappers, cranes, hoists and vehicle lifts. Our Australian based engineering and manufacturing capacity, extensive custom-design expertise and a national sales footprint lifts us clear of the competition.

In factories, warehouses, stores and homes across Australia, businesses and individuals continue to benefit from the safety, productivity and peace of mind we deliver.

Safetech hoists and custom lifts are installed in some of the most iconic locations in Australia including the MCG, Sydney's Star City, Parliament House in Canberra, and Melbourne's Shrine of Remembrance. Chances are many products you enjoy at home or work have been lifted and moved by our equipment.

In 2006 Safetech was named Australian Telstra Business of the Year. We are proud to have received this prestigious award as recognition of the efforts, achievements and support from our employees, suppliers, community and customers.

Since the launch of our first-ever product PALIFT in 1984, we've grown to over 100 employees and sold more than 100,000 products and custom handling solutions world-wide. We are proud of our achievements, continually striving for excellence, and excited about the future.



## OUR VISION

To play a vital role in enhancing the efficient and safe operations of every Australian company. We will provide our employees with meaningful, satisfying work and a career path that tests their skills and builds the strength and wealth of our community.

## OUR PURPOSE

To wow customers with innovative solutions and outstanding service and support.

## OUR VALUES

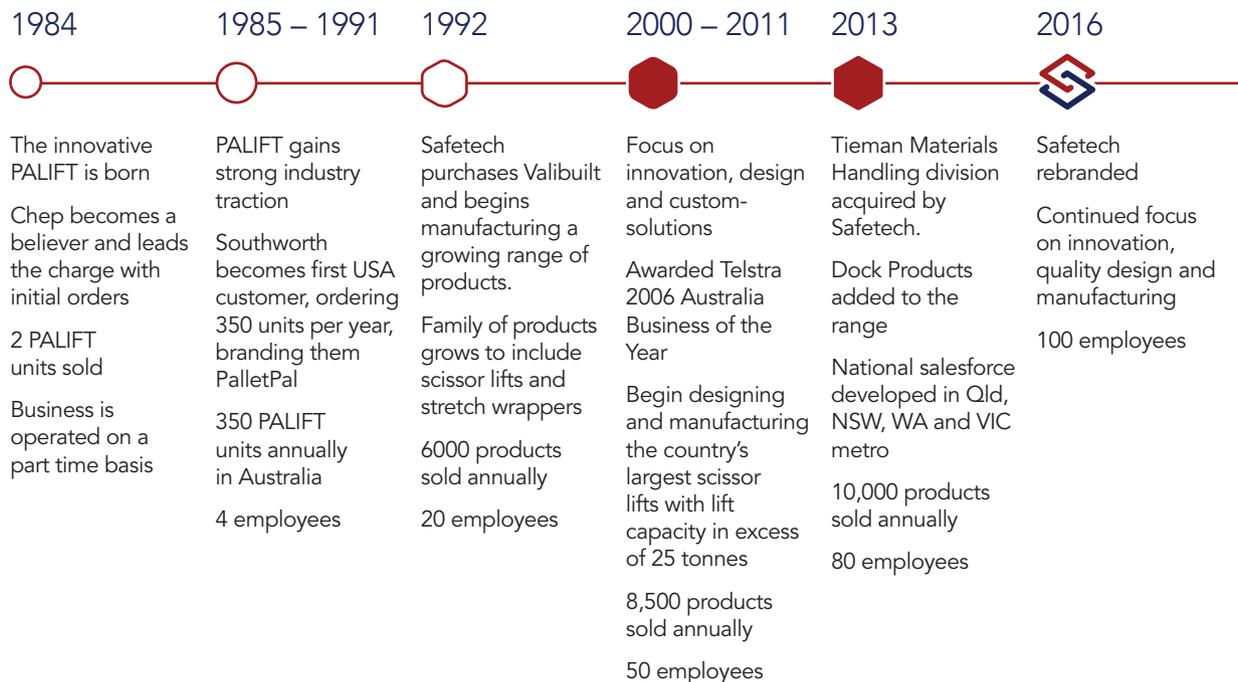
- **Do the right thing** – We believe when you do the right things, the right things will happen.
- **Live innovation** – We embrace, develop and commercialise new ideas.
- **Value relationships** – People come first. We believe that all opinions matter – everyone in our team is valued and should be heard.
- **We respect all customers, suppliers and staff.**
- **Strive for excellence** – We will achieve market leadership by focusing on excellence in people, product and process.

# Our History

After graduating with a medical degree in 1981, a young Lindsay Wakefield began working in hospitals and medical clinics where he treated a large number of patients with work-related back injuries. He conceived an idea for a simple spring-based mechanism to sit underneath pallets that raised or lowered automatically to waist height. In 1984, working with his brother David, and close friend and engineer Bruce Cox, the first PALIFT pallet leveller was born, revolutionising the materials handling industry and becoming the company's flagship product for many years.

Since that time, Safetech has continued to innovate and develop a family of world-class products with total sales of over 100,000 items to become Australia's number one choice for safety and productivity.

Today, the original partners – Lindsay, Toni, Bruce and David remain as proud and passionate as ever to lead an innovative and loyal team that rise to any challenge and strive for excellence.



# What We Do

Design, manufacture, supply and install dock products, freight hoists, scissor lifts, pallet loading and handing equipment, stretch wrappers, cranes, hoists and vehicle lifts for some of the country's leading retail, building, manufacturing, mining and materials handling companies.

We are driven by innovation and have an in-house engineering team that sets the benchmark in custom design solutions. Our products are made to the highest industry standard by skilled tradespersons and technicians who take great pride in their work.

Safetech equipment is easy to operate, efficient, reliable, space-saving and long-lasting to deliver safety, productivity and peace of mind.

Combined with our national salesforce, our product and installation teams work collaboratively with customers to create innovative solutions that deliver long-lasting results.



## Emporium Melbourne

Replacing typical, space hungry truck ramps with twin Safetech 25 tonne scissor tables was a bold move for the developers of the world class Emporium Shopping precinct in downtown Melbourne.

Setting out to design Australia's largest truck lifts, we understood an innovative approach to shopping centre logistics would have an enormous impact on building design and the commercial realities of the development. The result was a solution which unlocked 2/3rds of a floor for rentable space and made the project viable.

Today as they receive trucks, vans and utility vehicles, our lifts descend 12 metres from ground to lower basement level carrying retail goods of all types. It's fair to say everything carried out of Emporium was carried in on our Truck Lifts.

In an iconic and incredibly busy retail centre, deliveries are made safely and efficiently every day. A new solution. Innovative Vertical Transport by Safetech

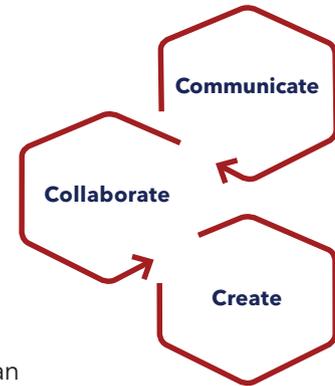
# Our Design Philosophy

We design for customers to help them work safely and productively. Their workplace performance is the focus of our creative minds and applied experience.

We take the time to understand our client's business requirements, work environment and functional needs, ensuring that every technical decision achieves a positive economic outcome.

Our design process is collaborative incorporating the needs of purchasers, owners, operators and maintainers.

Our designs are compliant with all OH&S legislative requirements and Australian and International Standards, manufactured to demanding quality standards.



## MCG

Nothing defines Melbourne more than the MCG. Australia's favourite sporting stadium is a national jewel and home to many of the world's greatest sporting events. Importantly any projects in this precinct need to meet the highest standards for performance and aesthetics.

Safetech built and installed a custom Freight Hoist for the MCG water recycling plant. In an arena that is home to world class achievement Safetech's world class design is a perfect partner.

The MCG project highlights Safetech's ability to rise to a unique challenge with bespoke, innovative and responsive design. Every day our engineers work with clients around the country to provide similar customised design experiences that add value to your business.

Safetech has gained the confidence of Australia's best companies. Let us show you why.



# Our People

Our people remain our greatest source of inspiration and pride. Their loyalty, commitment, creativity and passion is as uplifting as the equipment they stand behind.

Since our inception in 1984, we've grown to over 100 employees with unmatched know-how and expertise in dock products and materials handling equipment. Our in-house engineering team and national sales force have unparalleled capacity to customise design solutions for the most challenging applications.

Above all things, we're proud of our ability to develop people and provide opportunity for personal and professional growth, with many of our original employees still with us today.



## Happy. Rewarding. Progressive. Passionate.

At Safetech we're serious about providing a great place of employment. An environment which challenges, stimulates, supports and rewards our people. We encourage creativity and look to our team for inspiration and innovation.

For more than 30 years this approach has meant we've attracted the best talent and created a uniquely collaborative culture. In spite of our growth, we're really a big family of engineers and designers, sales professionals, skilled trades people, installation and service experts and support staff who together, share a deep understanding of our industry.

We're serious about what we do. We're even more serious about enjoying what we do. We understand the difference it makes to quality and your experience with our equipment.



## FACTS

- Australian owned and operated for more than 30 years
- The largest supplier of Retail and Industrial Materials Handling products in Australia
- Australia's largest supplier of dock products
- Designer and Manufacturer of Australia's Largest Lift Tables
- Sophisticated lifting and handling solutions supplied throughout Australia
- More than 120,000 Palift Sold World Wide
- 5000+ Scissor Lifts sold throughout Australia, New Zealand and Asia
- Safetech licenced products sold globally
- Designer of the World's First Semi-Automatic Stretch Tape Wrapper
- Designer of the World's First Super Low Profile Turntable and Film Wrapper

## The Future

Over the last 30+ years, we've met many challenges and made the necessary investment in our people, processes and products to become Australia's premier dock and lifting solutions provider.

No other company can compare to our in-house engineering, manufacturing capacity, and national sales footprint.

We will continue to innovate and rise to any challenge to create a positive future for our people, community, suppliers and customers.



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