

New Fleet of Service Vans for MLA

MLA Holdings is proud to announce the delivery of a new fleet of company service vans. Fourteen brand new



vehicles will be introduced nationally, with the roll out starting in Victoria in August.

MLA's current fleet of vans have deservedly been recognised as the best in the industry. After a long and productive period of service, some have now earned their retirement giving MLA the opportunity to again raise the bar in efficient service van design. The new upgraded MLA vans will more than meet increased service demands by our customers and deliver continued improvements in OH&S standards.

It was agreed by all state managers that the best process was to go to the market and select the most suitable vehicle to meet the demands of MLA's service division. Bronte Mincham, MLA's Victorian State Manager, took on the key responsibility of beginning the selection process and ultimately making the best equipment recommendation for MLA. Bronte said; "The selection process was very exhaustive and all the pros and cons of all manufacturers were taken into account. After closely evaluating the specifications and pricing of the newly released 2014 Ford Transit Custom LWB, it was a clear standout for what we were trying to procure and a unanimous decision was made to move forward with the Ford."

The new vans provide superior safety features, an improved interior layout that maximises available space and carrying capacities as well as delivering improved fuel efficiency, and lower running costs.

Mr Mincham concluded; "The new look vans will improve the image of MLA Holdings nationally and improve our ability to meet the rapidly increasing service demands from our growing customer base."

The new fleet can now be seen proudly representing MLA on roads all around Australia.

Ken's Korner

I am sure many of our employees often wonder where MLA stands in the Forklift Truck Industry in Australia.

How do we measure this? Is it simply the biggest seller of Fork Trucks? One company which continually claims to be the market leader sells a lot of Forklifts but operates at a loss. The number two company measured this way also has a huge consolidated loss. I guess it is easy to be the "Market Leader" if you sell at a loss. How long can they keep this up?

MLA is, and has always been, a profitable company and whilst it is not in the first two or three in the market share category we like to think we are, never the less, the market leader.

This belief was to some extent confirmed by a recent survey conducted by the ANZ Bank. In a wide ranging comparison between MLA and four of our major competitors, MLA excelled in nearly all categories and earned the following comments from the bank:

"A strong industry growth profile coupled with peer-leading margins leaves MLA well-positioned to enter its expansion phase"

"High quality service and exclusive product offering underpin best-in-class returns to capital providers"

As always these complementary remarks are a credit to all our staff and yes we claim to be "THE MARKET LEADER."

Ken Rathgen



MLA Partners with Hutchison Ports Australia

MLA Holdings Pty Ltd is pleased to announce a new partnership with Hutchison Ports Australia, who are backed by the considerable technical, operational and financial muscle of the world's leading port investor, developer and operator, Hutchison Port Holdings (HPH). The global network of HPH comprises over 30,000 employees, 319 berths in 52 ports, with over 76 million twenty-foot equivalent units (TEU'S) handled each year spanning 26 countries throughout Asia, the Middle East, Africa, Europe, the Americas and now Australia.

HPH is investing more than AUD\$700 million in the new Sydney and Brisbane Australian container terminals. Both the Brisbane Container Terminals and Sydney International Container Terminals are now operating, while the intermodal terminal at Enfield, linked to the Port by a dedicated freight rail line is set to begin operations later this year. When fully operational the facilities will increase capacity by 50 per cent in Port Botany and almost 100 per cent in the Port of Brisbane, providing importers, exporters and shipping lines with more choice and better service. Hutchison Ports Australia also draws on HPH's extensive capability as one of the world's most technologically advanced port operators. The new terminals will incorporate the Next Generation Terminal Management System "nGen" developed by HPH to bring new levels of productivity to the Australian ports.

MLA has successfully delivered and commissioned a total of four new SANY Reach Stackers and one new SANY Empty Container Handler during August at Sydney International Container Terminals - Port Botany and the new intermodal freight terminal at Enfield. This compliments the existing 8 SANY port machines delivered to Brisbane Container Terminals and Sydney Container Terminals during 2013 in the initial phase of terminal development.

MLA Holdings are committed to helping Hutchison reach their goal and are determined to deliver quality service and parts support to SANY Port Machinery in order to do so. Michael Kidd, MLA's National Sales Manager for Heavy Trucks, was there to supervise the delivery process. Michael stated: "The SANY SRSC4545 Reach Stacker recently delivered to Port Botany provides the unique ability to lift 45T containers on the 2nd row and 40T containers on the 3rd row without the use of stabilizers, therefore enabling the efficient handling of the 2nd rail operation at Port Botany".



Vello Kitt, Hutchison's Mechanical Equipment Manager, was extremely pleased with the outcome of the recent SANY Port Machinery deliveries. "We are very happy with the final result. There's no doubt the SANY Reach Stacker is a quality machine. Having the skilled and experienced MLA staff and technicians at the assembly of the SANY machines was a godsend."

Mr Kitt says; "the new Sydney International Container Terminals (SITCL) are an integral part of Port Botany's expansion program, which is needed to ensure this major port continues to meet the growing demand for container traffic in the years ahead". Significantly, SITCL is connected by a dedicated rail freight line to Hutchison Logistics Australia's intermodal terminal being developed at Enfield, where MLA Holdings have now delivered a further three machines, two SANY SRSC45C2 Reach Stackers and one SDCY100K8T Empty Container Handler. Hutchison Logistics Australia (HLA) will operate the new terminal located 18 kilometres west of

Port Botany. With the State Government looking to increase rail modal share of container traffic in and out of Port Botany, the two SANY Reach Stackers at the Enfield Terminal are sure to be kept busy and productive at all times, while the empty container handler will play a critical role in Hutchison's quest to provide much needed empty container storage capacity for Sydney".

According to Vello Kitt, the key to the successful relationship between MLA Holdings and Hutchison Ports Australia is MLA's ability to provide superior after sales service. "What we hope to achieve is reliable, prompt, well equipped and trained back-up support for all SANY Port Machinery within Australian Terminal operations. With MLA's Australia wide branch network, technical support will be available from qualified MLA technicians at all times across all our Terminals. This will mean Hutchison Ports Australia will receive accurate information, correct servicing and the support of a highly respected service company fixing any issues in a very short time."

And the relationship is one that is set to progress on a long term basis. As Hutchison continue to experience growth and expansion, Mr Kitt anticipates that MLA will play a supporting role along the way, delivering



quality SANY machines and reliable after sale service. "The relationship with MLA Holdings, especially now with SANY on board, will no doubt progress well in to the future."

Matt Saunders, MLA's General Manager-Sales & Operations says that MLA is extremely pleased to be able to play a role and help Hutchison Ports achieve their goals in the Australian market. "The SANY Group in partnership with MLA has already supplied many units to the Australian branches of some of the world's most respected companies. Whether its SANY heavy equipment from either of their Chinese or German manufacturing plants, heavy equipment users in Australia have a choice of very modern and reliable trucks, backed by the existing MLA service team and all the experience they bring".

New Blood, Same Quality

MLA is pleased to introduce 6 new employees that have recently joined the team. The new starters bring with them a wide variety of expertise and knowledge and are sure to be an asset to the company. The large number of fresh faces in recent times emphasises MLA's continual growth and high status within the materials handling industry.

Paul Adams

Paul is the new Area Sales Manager at MLA's Victorian branch, focusing on the south and south eastern suburbs of Melbourne. Having started as a mechanic on container handlers 15 years ago, Paul has developed a strong forklift career, with experience as Service Manager and as Rental & Service Manager as well as strong sales experience. Paul lists his hobbies as fishing, golf and watching Essendon beat any other football team.



Michelle Buchanan

Michelle joins MLA's NSW Branch as the NSW service administrator. Michelle brings with her a wealth of experience in the earth moving and transport industries, making her an important addition to the service department. Outside of work Michelle is heavily involved in the sport of baseball, both in a coaching and playing capacity.



Peter Cox

Peter has joined MLA as a service technician at the Pacific National terminal in Melbourne. Prior to commencing with MLA, Peter worked as a mechanic at the Puckapunyal Army Base in Victoria. He lists his hobbies as water skiing, 4 wheel driving, RC cars, football and fishing.



Mani Dahal

Mani joins MLA's Head Office team as the new Tender Projects Manager. The position will see Mani play a vital role in assisting in the administration and control of all major private and government tenders for materials handling equipment. Mani brings with him previous materials handling and capital equipment experience. In his spare time Mani likes to travel, listen to a variety of music and keep fit, with tennis being his activity of choice.



Brandon McGrath

Brandon joins MLA as a field service technician in Perth, Western Australia. His working background is compiled with a wide variety of experience, having previously worked in the automotive, road transport/heavy haulage, and mining industries. His main hobby outside of work is motorsport, where he is actively involved in both drag racing and circuit racing. Brandon also enjoys fishing and AFL footy.



Rob Lewis

Also new in NSW is Senior Area Manager Rob Lewis. With 15 years experience in the spare parts division and 10 years in Material Handling Equipment sales, Rob has been in the forklift industry for the past 25 years. He is very excited by the opportunity to continue that with MLA. When not selling forklifts, Rob's hobbies include household renovations, restoring motorcycles and keeping his wife happy!

