



CEDAR CREEK  
COMPANY PTY LTD

# News@Cedar Creek Company

We specialise in delivering quality hardware and software solutions with a focus on traceability for:

Export and Domestic Sales Trading Systems



Warehouse Management Inventory and Loadout



Livestock Procurement & Payment, Kill Floor Systems with NLS capabilities



Production Scheduling & Planning, Boning Room Infeed Systems



Weigh/Label Systems



Product and Label Specification, Design & Control

## CEO'S MESSAGE

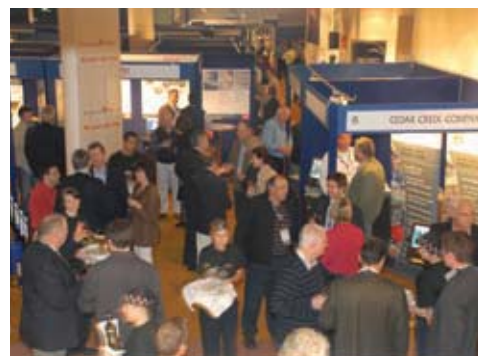


It is heartening to note the level of sales enquiry we are seeing recently. I hope that this reflects the degree of business confidence in our customers and our industry in general. With volatile world markets, an equally volatile currency and an election on

the horizon business confidence could be a commodity hard to come by.

In line with our own level of activity my travel schedule has become hectic again. The remains of September and October will see me out of the office more than I am in it. The recent Australian Meat Industry Council conference held on the Gold Coast saw our new Motion Series weigh/label systems very well received and has generated a lot of follow up interest. We continue to be busy with our push into the fresh produce marketplace and activity in Latin America has picked up lately.

We continue to strengthen our team with new faces throughout the company but particularly



in the areas of software and hardware support. You will see some of these news faces in this issue and will no doubt have contact with them as they support your business needs. Each of these people brings some special skills and experience to Cedar Creek Company and will enhance the manner in which we deliver our services to you.

Kind Regards

Tony Abbott – CEO/ Director

## STAFF PROFILE

### Simon Frankcombe – Service Engineer

I joined the Cedar Creek team in May this year as an Electrical Service Engineer. I have been living in Brisbane for twelve years, having moved up from Sydney after spending six years in the UK. It was in North London where I met my partner, Tanya. We have three children aged thirteen, ten and six. I grew up on the beaches of Wollongong, learning my trade at the BHP Steelworks, Port Kembla.

I have worked in most areas of the electrical field, but have found most satisfaction in the food and beverage industry. The industry is always changing and the latest technology holds one's interest in the job.

Outside of work, I try to spend most of my time with the family, spending the summers down the coast and on the golf course, and winters at the Sherwood Magpies AFC, watching my two boys playing Aussie Rules. When time permits, I love just spending time at home, around the pool entertaining family and friends.

Apart from my children, the biggest highlight of my life has been the years I spent in the UK and traveling. I couldn't pick between Turkey and Ireland as my favorite travel spots. The locals in

both countries would be the friendliest I have experienced. Hard to beat an Irish pub in winter!

I am looking forward to the years ahead with Cedar Creek and the many challenges that face the company. There are loads of prospects and opportunities within the service area at Cedar Creek and I hope to be an integral part of the team in growing this part of the business.



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**Employee of the Month**  
**Mark Wilson**  
**Support and Implementation.**



Mark has recently moved across the Tasman, leaving the Land of the Long White Cloud for the Sunburnt Country. He is one of many New Zealanders who are coming to Australia in search of our perpetual blue skies, not realizing that in summer these come hand-in-hand with scorching hot days.

Mark has forsworn all things New Zealand, including chocolate fish and the All Blacks. He is embracing the Australian culture and wears his Wallabies jersey to work everyday – which of course earns him immediate citizenship. As a reward for choosing to move upwards in the world (or, well, northwards at least) and join us in the Land Down Under and at Cedar Creek Company in particular, Cedar Creek has this month made Mark our Employee of the Month.

Mark joined Cedar Creek with an existing familiarity with our products, as he previously worked in the IT department at AFFCO, one of our biggest New Zealand customers. This knowledge of our systems has quickly made Mark a valuable member of our Support and Implementation Team, where we expect that he will continue to live up to the high standards he has set in his short time here.

## NEW FACES

Additions to the Team this year, to complement our growth



Simon Ritchie  
Marketing Co-ordinator  
**September**



Peter Dewar  
National Business Development  
Manager – Traceability Products  
**May**



Robert Waggoner  
National Business Development  
Manager – Mobility Products  
**July**

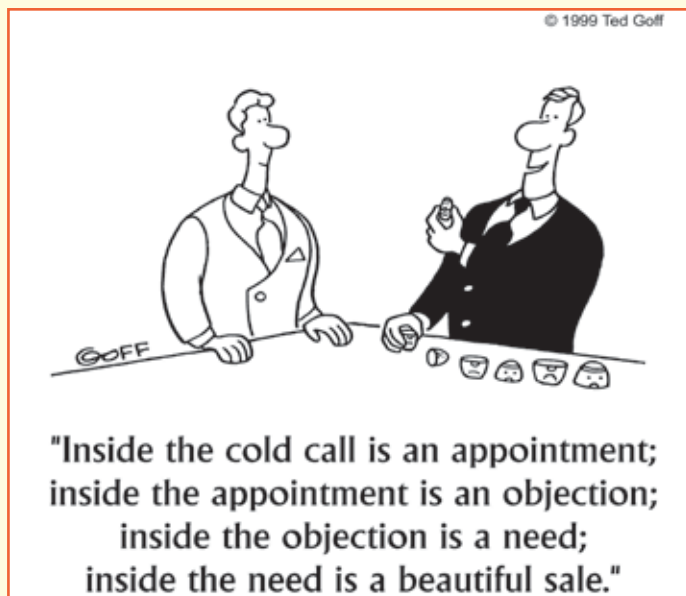


Marcelo Gulman  
Business Development Manager  
– Latin America  
**August**

### Great Quotes from Great Leaders

**Christian Nevell Bovee said:** *“Formerly, when great fortunes were only made in war, war was a business; but now, when great fortunes are only made by business, business is war.”*

**Charles Sorenson said:** *“It isn’t the incompetent who destroy an organization. It is those who have achieved something and want to rest upon their achievements who are forever clogging things up.”*



## NEW FACES

Watch out for their profiles over the coming months



Joel Ireland  
Projects & Consultant Leader  
**July**



Lyndon Clitheroe  
Programmer  
**July**



Mark Wilson  
Business Consultant / Implementer  
**June**



Nykolaas Nowell  
Apprentice Electrician  
**September**



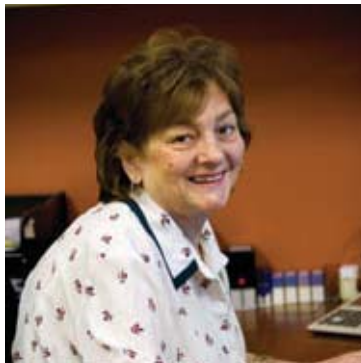
Simon Frankcombe  
Electrical Fitter / Mechanic  
**May**



Michael Masterson  
Mechanical Fitter  
**June**



Shannon Scanes  
Sales & Marketing Intern  
**February**



Anna Blake  
Office Administration  
**May**



Nikki Meciar  
Receptionist  
**June**

### FIND OUT MORE

If you would like more information on any of the following, please tick the relevant box and fax it to +61 7 3356 2366, alternatively email us at [marketing@cedarcc.com.au](mailto:marketing@cedarcc.com.au).

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Contact Detail: \_\_\_\_\_

Industry: \_\_\_\_\_

Please send me further information on:

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Print-and-Apply Labelling Systems                      | <input type="checkbox"/> RFID Devices             | <input type="checkbox"/> Product Specification                       |
| <input type="checkbox"/> Apply-Only Labelling Systems                           | <input type="checkbox"/> Warehouse Management     | <input type="checkbox"/> Weigh Label Systems                         |
| <input type="checkbox"/> HEC Harsh Environment Touch Screen Computers           | <input type="checkbox"/> Wireless Network Devices | <input type="checkbox"/> Label Design and Control                    |
| <input type="checkbox"/> Manual, Semi and Automatic Carton Weigh Label Stations | <input type="checkbox"/> Traceability Products    | <input type="checkbox"/> Sales and Export Trading                    |
| <input type="checkbox"/> Carton Mergers and Sort Units                          | <input type="checkbox"/> Mobility Products        | <input type="checkbox"/> Production Scheduling                       |
| <input type="checkbox"/> Label Applicators                                      | <input type="checkbox"/> NewsPage EXPRESS         | <input type="checkbox"/> Inventory and Load-out                      |
| <input type="checkbox"/> Printers and Labels                                    | <input type="checkbox"/> NewsPage TRACKS          | <input type="checkbox"/> Software Systems for the (specify industry) |
| <input type="checkbox"/> Hand Held and Portable Scanners                        | <input type="checkbox"/> Track and Trace Systems  |  |
| <input type="checkbox"/> Portable Computers                                     | <input type="checkbox"/> Order Fulfilment         |  |

## REMARKABLE REFRESH – ON TIME AND BUDGET!

EDS as IT outsource provider for Fonterra are constantly seeking ways to improve product and / or service deliveries together with every opportunity to reduce costs. With aging auto data capture equipment at fifty-seven Fonterra manufacturing, warehouse and distribution facilities nationwide EDS launched a Request For Proposal. It came as no surprise that Cedar Creek's intimate knowledge of the Fonterra operation over the past four years put us in prime place to win this business. EDS turned to its partner Cedar Creek with the challenge to 'think outside the box' - come up with better service and / or opportunity to reduced costs.

### Cedar Creek rose to the challenge and responded in the following ways:

Improved service delivery	Cedar Creek took ownership of the hot spares which they staged around New Zealand this gave greater control of the resources and a rapid return to operation,
Reduced operational cost	Cedar Creek introduced a 4 year extended warranty for equipment covering parts, labour and user damage which has significantly reduced annual maintenance costs
Provision of a single resource unit	Cedar Creek has implemented 155 x Intermec PM4i Label Printer 212 x Intermec CV30 VMUs (the world's safest vehicle mount unit) 212 x Intermec SR60 tethered scanners 108 x Intermec CK31 hand held terminals

EDS now have a single common resource unit structure across NZ.

With a small window of time in the 'dry season', Cedar Creek pre-ordered the equipment and deployed it to the fifty-seven facilities nationally across New Zealand within the tight timeframe. The project was 95% completed within 60 days - on time and within budget!

## CEDAR CREEK WRITES CUSTOM SOFTWARE MODULE FOR AFFCO

AFFCO – New Zealand's leading meat processing and exporting company – has recently commissioned from Cedar Creek Company a Loyalty Programme designed to ensure all suppliers have an opportunity to enjoy an extra reward for committing their livestock supply to AFFCO as their preferred processor. This Programme is new to AFFCO, and will recognize exclusive supply and supply delivered within a defined period. An example of this is volume delivered in-full during a period of difficult supply. This is of particular value to AFFCO as it will help underwrite production and marketing commitments for the timeframe.

AFFCO recognizes that suppliers also need to plan ahead, and as part of the Loyalty Programme had introduced a forward booking commitment where a farmer can book his processing space one month in advance of the space being required. While this applies to all species, it will be of real value to lamb producers who will be able to plan their drafting, shearing and drenching dates with absolute certainty.

This processing space request will be signed off by a Regional Livestock Manager who had an appreciation of a supplier's individual circumstances.

Planning ahead is also high on AFFCO's agenda. For this reason Sunday trucking is an area where we are looking for supplier support. To ensure Monday's production at plants is underwritten, the AFFCO Loyalty Programme will incentivise Sunday deliveries when necessary, especially in periods of tight supply. Remember, Sunday trucking is never cancelled or rescheduled.

Suppliers who are members of the AFFCO Select Farm Assurance Programme will for the first time receive financial recognition for their participation in the Programme. This will occur when AFFCO is processing lamb for the pre-Christmas and pre-Easter sales plans, and this incentive will be grade and weight range based.

## SOFTWARE AND HARDWARE SYSTEMS THAT ADD TO YOUR BOTTOM LINE



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