

## PRESS RELEASE

For further information please contact:

Carole McCormick – Marketing Manager  
Phone +61 2 9486 5463  
Email [Carole.mccormick@dematic.com](mailto:Carole.mccormick@dematic.com)  
Web [www.dematic.com.au](http://www.dematic.com.au)

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### Quality products, solutions and service wins Colby award for Storwell

Storwell Storage Systems was nominated Colby Storage Solutions 'Distributor of the Year' at the national storage equipment group's recent annual conference.

Based in Laverton, Storwell has represented Colby for almost 20 years, creating a strong reputation for quality products, solutions and service in the Victorian manufacturing and distribution sectors.

Storwell principal, Gary O'Donnell, was thrilled to receive the award in what was a difficult 12 months for the storage equipment market in Australia.

"The economic climate over the past couple of years has seen new warehouse construction in Melbourne contract by around a third," he said.

"This obviously had a significant impact on the market, with intense competition for what business there was."

Key to Storwell's success is its long-term relationships with customers and "our can-do attitude," said Mr O'Donnell. "We originally started the business in Geelong more than 20 years ago, and still have a strong manufacturing and distribution customer base in the area."

Storwell is in the final stage of installing more than 1000 bays of Colby pallet racking for one of Australia's leading fashion distributors, which has combined several smaller warehouses into a new distribution centre (DC). Once completed, the DC will provide the retailer with the ability to store up to 12,000 pallets in support of the group's national and international operations.

The 'can-do' attitude Mr O'Donnell prides Storwell on has seen the group also tackle international storage equipment projects for customers, for whom it has also implemented warehouses in New Zealand and Singapore.

"We also handle jobs throughout Australia, working in conjunction with other members of the national Colby Storage Solutions network," he said.

Other key projects over the past 12 months have included rack installations and upgrades for customers in the food, retail and industrial sectors. "The efficient new Colby Drive-in Rack design has proven very popular with our high volume manufacturing customers, and Colby's innovative Protect-a-RACK system has given us a big advantage in the marketplace, with customers recognising the immediate safety and longer-term cost benefits that Protect-a-RACK delivers," added Mr O'Donnell.

A key contributor to Storwell's success over the past year was its brave decision to relocate from its previous base at Sunshine to new premises at Laverton. "A lot of people thought I was crazy. While others in the industry were looking at ways to contract their operations, we decided to invest in the business by moving into new premises that offered us about twice the space we had previously, and significantly better storage and handling facilities," he said. "This has enabled us to carry a



wider range of products and increase our stock on hand, giving us the ability to meet even the tightest of deadlines.”

“The support we have received from Dematic has also been first class,” he said. “The design team led by Dr Murray Clarke has developed an excellent reputation for the integrity of their engineered solutions. Together with Dematic’s advanced manufacturing plant in Sydney, we are able to beat anyone’s lead times when it comes to custom-design and supply.”

Colby Storage Solutions’ General Manager, Tony Woodlock, said: “Storwell typifies everything we want in a distributor. They are customer-focused and service-oriented, and this has helped the business weather what has been a perfect storm for the storage equipment industry in Australia.

“The tight economic conditions in Australia for the past couple of years has resulted in new warehouse construction falling from around \$3.3 billion in 2008 to about \$1.4 billion this year. However, the improving economic situation means available warehouse space in Melbourne and Sydney is now drying up. A 4% improvement in new construction over the past quarter is a promising sign that we will soon see building activity in the warehouse sector return to pre-GFC levels,” he said.

Further information:

Storwell Storage Systems, 21-29 West Circuit, Sunshine West, Vic, 3020. Tel: (03) 9311 5455.

Fax: (03) 9311 5466. Web: [www.colbywestern.com.au](http://www.colbywestern.com.au)

Colby Storage Solutions, 24 Narabang Way, Belrose, NSW 2085. Tel: (02) 9486 5304. Fax: (02) 9486 5511. Web: [www.colby.com.au](http://www.colby.com.au)

### **About Colby Storage Solutions**

*Colby Storage Solutions is one of Australia’s best known and respected suppliers of innovative, high quality storage solutions. With more than 40 years experience in providing reliable and cost effective solutions, Colby combines the flexibility of a national network of independent distributors, with the resources of global materials handling specialist Dematic.*

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### **About Dematic**

*Dematic is one of the world’s leading suppliers of logistics systems and solutions. Dematic provides automated materials handling products, systems and solutions for retail and wholesale distribution, consumer direct, grocery, food and beverage, and manufacturing industries. As a systems integrator, Dematic delivers a full range of products and services, from individual products and systems to complete turnkey solutions, as well as comprehensive after-sales service and support. Its Real Time Logistics group delivers best of breed, integrated logistics IT systems. Its storage division, known in the market as Colby Storage Solutions, provides outstanding value and service through a national network of storage professionals. Dematic’s expertise has been acquired over decades of innovative logistics solution development. Dematic Pty Ltd is part of Dematic Holding S.à.r.l., Luxembourg. Globally the company employs around 3,000 people and has a business volume of around \$1.4 billion. For more detailed information about Dematic, please refer to [www.dematic.com.au](http://www.dematic.com.au).*

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