

Damar

Industries Ltd

December 2008 Newsletter



***On the road
to 2009***

Reflecting on 2008

2008 has been a year of consolidation for Damar Industries. The new management team has come on board and have implemented numerous changes to the way the business is run; that we believe will lead to a better service being provided to our customers. Damar is now well placed to face the challenges that 2009 might bring.

One of the main areas of focus in 2008 has been on strengthening Damar's core capabilities; specifically ensuring that we are running efficiently and performing to our potential. We believe Damar's core competencies include:

- Liquids & Slurries blending.
- Powder blending and filling, e.g. laundry powders, fertilizer & industrial powders.
- Aerosol products; everything from food to veterinary products.
- Putties and fillers

As we enter 2009, analysts are forecasting unprecedented tough economic times ahead. The businesses that not only survive but thrive in this economic climate will be the ones that can innovate and adapt in the face of adversity. Damar recognizes this and has put together a team that can help develop new products, offer solutions to problems and help customers overcome challenges they may face.

Please don't hesitate to contact us to see how we could help your business.

Thanks for your support throughout 2008 and we look forward to partnering you in 2009.



Industrial and Consumer Solvents/Chemicals/Fuels and Treatments

After a few years of relative quiet, ANDREW brands will be extending its offering in both consumer and industrial sectors. The brand will be having a bit of a face lift in the next six months, so look out for the new "look" (seen below).

ANDREW recently launched its first aerosol product, a spray-on wood oil product called Revamp, as well as an All Purpose degreaser sporting the new "look". Acetone was also recently added to the solvents offering. More new products are in the pipeline for 2009 in an effort to extend the ANDREW range.



New ANDREW 1 & 4L All Purpose Degreaser along with REVAMP Outdoor Furniture Reviver.

On the Industrial side of the business, Damar has invested in a new sales rep, Wayne Cockburn.

Wayne will be looking to really come to terms with his customers needs in the new year, part of which will involve providing them with some new products. The first new Industrial product to be introduced this season is ANDREW Truck Wash - a heavy duty vehicle cleaner for commercial operations.

In the future, the more customer input we can have in terms of what new product might interest you, the better; so Wayne is keen to hear any ideas you might have.



ECOMIST®

Enhancing your Environment

Ecomist is now kicking into its Insect Control season with a hiss and a roar. Dispensers and cans are flying out the door with the help of our new television commercial and national mail drop. Ecomist's new products are also going well, the Bug Bullit personal insect repellent is proving to be a big hit and the new Linen Sprays are making popular presents in the Christmas season.

Ecomist is also providing insect control for the high profile Yellow Pages Restaurant Treehouse in Warkworth and is working with a number of schools and clubs around NZ by generating fundraising through the sale of dispensers.



Also, you can now get an Ecomist dispenser for cheaper than ever! Dispensers start at only \$48. Let your Ecomist with natural Pyrethrins keep you insect and bug free all summer long!

Keep your eyes peeled for some more great products available soon. Call 0800 75 75 78 to order or get more information visit www.ecomistsystems.com



Rarotonga Holiday from Poolpride over Summer

Poolpride is celebrating the arrival of summer with an exciting competition whereby anyone who purchases a Poolpride product can enter to win a family trip to Rarotonga for seven nights including accommodation and tropical breakfasts!! Poolpride is sold at various supermarkets as well as Mitre 10.

Go to the Poolpride webpage on the Damar website to check out the details www.damarindustries.co.nz



When driving over any of the major roads in New Zealand recently, you will have noticed these "Rumble Strips" (right) on the edge, yellow no-passing and in some cases the centre lines.

Damar has worked with the New Zealand Transport Agency (formally Transit NZ) to develop this process. Rumble strips are the latest and most cost effective piece of ammunition in the road industries battle to save lives on the NZ roads. Areas treated so far are showing up to a 67% reduction in fatal & serious loss of control & head on crashes and a 72% reduction in the social cost of these crashes.



Staff

In an effort to improve contact with and service to it's customers, Damar recently appointed three new account managers, Wayne Cockburn (forestry industry and Industrial products), Susanne Alexander (consumer products) and Adrian Crothers (road marking).

Damar has also invested in the growth of its own brands by employing business development manager, Nicholas Schnell.

Team Profile: Customer Service

The Customer Services Team at Damar takes care of all aspects of customer interaction including taking orders, handling customer enquiries, providing technical information and anything else that might be required. They pride themselves on being "superfast, superefficient and super friendly" says team leader Carey Baker.

Carey Baker heads up the Customer Services Team. She has been with Damar for just over a year and hails from South Africa with 15 years experience in customer service and sales within the steel industry. Carey says, "nothing gives me more pleasure than helping customers!" She loves the great outdoors life style that Rotorua has to offer and spends a considerable amount of time mountain biking with her two sons.

The Customer Service Team: Carey, Sommer, Mandy and Graham.

Sommer Cook's main area of focus at Damar is road marking. She was in the banking industry in Auckland prior to moving to Rotorua in April with her partner. She loves Friday afternoon's and is also a bit of a chocolate addict!

Mandy Mitchell is a recent addition to the CS team, Mandy is from the UK and came to NZ 3 years ago with her husband and son. She has had extensive CS experience in the UK working for corporate clients such as Yorkshire Water and has been in the Forestry and Transport Industry in NZ in CS roles. Mandy has a love of anything sparkling (mostly diamonds) and is also partial to chocolate and red wine.

Graham Lowe is has been with Damar since July '05. He's married with two young kids and loves the running, fishing and reading in his spare time.



Christmas Shut Down

The manufacturing plant at Damar Industries in Rotorua will be closing for the Christmas / New Year break as follows:

Last production day '08: Thursday 18th December
First production day '09: Tuesday 6th January

Virtually all staff will be on leave from Friday 19th Dec until Monday 5th Jan 2009. However, the Sales Office and Warehouse will be open and operating with a skeleton crew to process your orders throughout the break, other than statutory holidays and weekends.

Contact us

For more information or to enquire about how we can serve you phone our customer service centre on 0800 33 44 75 or email orders@damarindustries.co.nz. Alternatively, our website has useful information on it about our company - www.damarindustries.co.nz

We are located on the Eastern shores of Lake Rotorua
800 Te Ngae Road
Te Ngae
Rotorua

Have a safe and happy Christmas and New Year