



Waste Disposal and Water Management in Australia

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MASTEC

An Australian Success Story

A far cry from its humble beginnings in the mid-1980s as a small family-owned waste equipment business, MASTEC Australia Pty Ltd has not only grown to become one of the country's leading manufacturers and suppliers of MGB's (Wheelie bins) and 4-wheel bins, it is also leading the way in bin assembly and distribution services for councils and collection contractors throughout Australia.



Indeed, even though MASTEC proudly remains a family-owned and operated business, over the past five years – thanks to a combination of product development, high-tech manufacturing capability and the introduction of a fully-integrated national Assembly and Distribution (A&D) service - this Adelaide-based company has proven itself to be a genuine Australian 'success story'.

Importantly, this remarkable success story looks set to continue, thanks to a number of recent major developments. From its success on the contract front (with a number of new bin supply and A&D contract wins) and the company's first international distributorship in New Zealand, through to the recent introduction of a range of new products (including the launch of the new MASTEC® range of 4-wheel bins), all indications are that it will be 'full steam ahead' at MASTEC for some time to come.

MASTEC

A Brief History

The MASTEC story started with the establishment of Waste and Recycling Supplies (SA) Pty Ltd by the Brixton family some 18 years ago.

While the company originally marketed and supplied a wide range of collection equipment, including waste and paper collection vehicles, it was in the areas of supplying bins and supporting products (such as liner bags, bin stands and accessories) and providing bin assembly and distribution services for residential collection contracts where the company had its most significant successes. With that in mind, Managing Director, Michael Brixton, saw a major opportunity for expansion, and in 2001 the company started

planning its entry into bin manufacturing.

Following an extensive product design, planning and testing phase, the company was ready to commence manufacturing the first of its own line of bins – all that remained was to establish a brand for the new product line. The MASTEC name was selected and a new brand was born.

With the product design finalised and the new brand established, the first of the MASTEC® 240-Litre MGB's were manufactured and marketed in 2002.

As the new bins gained acceptance in the marketplace, the associated strong sales growth led to a decision by the company to further expand both its bin range and manufacturing facilities.

Representing a capital investment of over \$10 million, the company officially launched its high-tech manufacturing operation, Maxiplus, in 2004.

As well as boasting the latest in world-class manufacturing equipment, the Maxiplus facility is supported by an array of expertise in the fields of plastics molding, toolmaking and engineering services. Importantly, Maxiplus and its component suppliers utilise strict quality assurance systems to monitor critical features including wall thickness, colour, dimensions and appearance - a key factor in enabling MASTEC to offer a comprehensive 10-year

product warranty on its product range.

In what proved to be somewhat of a 'defining year' in the company's history, 2004 also saw the launch of the MASTEC® 140-Litre 'Squat' MGB design - a product which has gone on to become one of the company's 'flagship' lines. Since that time MASTEC has continued to expand its manufacturing capabilities, with the establishment of a dedicated 'Hot Stamping' facility and a second dedicated bin lid manufacturing line at the Maxiplus facility.

The most recent major 'watershed' moment in the company's history occurred in June 2006 when it officially changed its name from Waste and Recycling Supplies (SA) Pty Ltd to MASTEC Australia Pty Ltd, further building on the strength of the MASTEC brand - both throughout Australia and internationally.

In 2006, MASTEC also appointed Perth-based company G.C. Sales (W.A.) as its Western Australian distributor for the full range of MASTEC products. Established for over 20 years, GC Sales is well respected through the west as a leading supplier of bins and accessories.

Together with its main manufacturing facility in Adelaide, MASTEC now has sales and distribution centres in Victoria, New South Wales, Queensland, Tasmania and Western Australia.

What's in a Name?

Three-time Melbourne Cup winner 'Makybe Diva' isn't the only well-known Australian with an 'acronym name' derived from people's names.

The same is true for the origins of the MASTEC® brand. The name MASTEC is actually an acronym made up from the first letters of the first names of the members of the Brixton family, namely: (M)ichael; (A)dam; (S)hirley; (T)ammy; (E)ven; (C)hantel.





Focus on Quality

While there are no doubt a range of factors associated with any company's success, it is also clear that MASTEC's commitment to the manufacture and supply of high quality products, together with its focus on the development of new innovative products, are both key factors in the company's continued success and growth. MASTEC Australia Pty Ltd's Managing Director, Michael Brixton, explained:

"From the outset, our primary focus has been on supplying high quality products that our customers can rely on. This is particularly important when it comes to products such as bins because of the 'down-stream effect' that occurs if there is a problem with the bin in the field."

"If something goes wrong with the bin, it not only affects the end-user/householder, it also affects the contractor or council providing for the service. Put simply, faulty bins can have a significant and wide-spread negative impact. With that in mind, we realised that product testing to 'real-world conditions' was of paramount importance. After all, we wanted to be absolutely sure that our bins are able to withstand even the harshest conditions," he added.

Together with the strict manufacturing controls that it has in place - including guidelines relating to the quality and type of materials and components used and the manufacturing process itself - MASTEC also conducts a series of rigorous physical tests on its product range, including:

- Bin Drop Strength Test
- Lid Strength Test
- Hinge Pin Strength Test
- Physical Sampling and Testing of Bin Wall Sections

Another key component in MASTEC's Quality Control Program is the 'physical bin-lift' performance testing program. As well as being tested for 'comb lift' systems and against the dimensional requirements of the European EN8401 Standard, all MASTEC® MGB designs are also subjected

to the rigorous PED:TC0010 Bin Lift Cycle Test developed by Macdonald Johnston Engineering Company Pty Ltd (MJE) using a 'grab lift' side-loader unit.

The PED:TC0010 test was developed by MJE to not only ensure that MGB's are compatible with their grab-arm system, but also as a method of testing the MGB's ability to withstand the rigors of field service. The test involves repeatedly subjecting an MGB (which is pre-loaded to a specified weight) to the grab-arm lift cycle. The PED:TC0010 test provides a realistic indicator of an MGB's ability to cope with conditions in the field when emptied using a grab-arm type side lift collection system.

The PED:TC0010 Bin Lift Cycle Test was first conducted on the MASTEC® 240-Litre MGB, which was loaded to a weight of 75kgs throughout the test process. The MASTEC® 240-Litre passed the test without any structural or functional defects. Even

after 10 years of simulated lift activity under load, the bin only showed minimal signs of wear and tear. The MASTEC® 140-Litre 'squat' MGB was also subjected to the PED:TC0010 Bin Lift Cycle Test, with a total of 65kgs of weight loaded into the bin. As with its 240-Litre counterpart, the MASTEC® 140-Litre 'squat' MGB passed the test with 'flying colours' in terms of appearance, condition and performance.

In keeping with its focus on quality, MASTEC Australia Pty Ltd is also currently developing a formalised documented management system in preparation for Third Party Product Certification of its 140-litre and 240-litre MGBs to the Australian Standard AS4123 Part 1(draft), Part 5 (draft), Part 6 and Part 7. As part of this process, MASTEC has also engaged specialist Quality Management company EQAS to prepare and implement full Quality Management Systems to ISO9001 Standard across all areas of the company's operations.



Accessories and Extras

Together with its extensive range of bins, MASTEC also provides a wide range of optional accessories and spare parts, including:

Rossetted Lids – to suit bottle and can recycling operations

Lockable Bins with Slotted Lids – ideal for confidential waste

Flip Top Lids – for litter bin applications

Fixed and Portable Bin Lifters

Bin Liner Bags – to suit 120/140-litre, 140-litre 'squat' and 240-litre bins

Key-Lockable Bin Stands – prevents bin removal

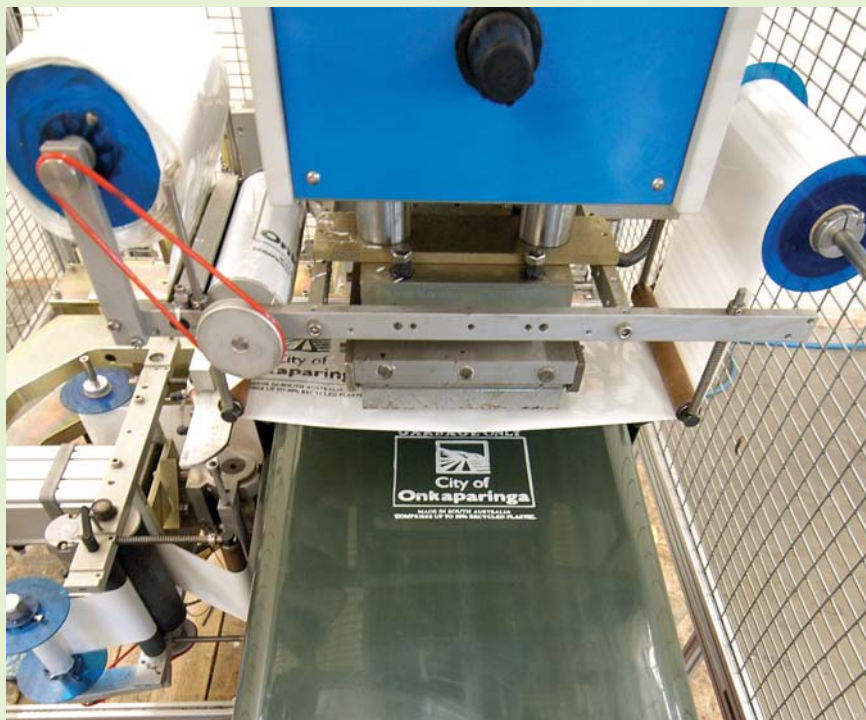
Replacement/Change-over Lids

Replacement Wheels and Axles

Hot Stamping – The Permanent Alternative

MASTEC offers a full Hot Stamping service for bins and lids of all sizes. Together with logos, names and serial numbers, 'hot stamping' usage and contents guides on the bin lids provides an economical, attractive and permanent alternative to stickers and labels.

Working from either hard-copy artwork or soft-copy graphic files, MASTEC develops a customised stamp template which has been specifically designed to meet the clients needs.



Reliable Performance - Innovative Design

With well over 1.2 million MASTEC® MGBs now in service throughout Australia and New Zealand, MASTEC's range of bins and components have not only earned an enviable reputation for quality, reliability and performance in the field. They have also been widely lauded for their innovative designs and features. An ideal example of this innovative thinking can be seen with the unique MASTEC® 140-litre 'squat' MGB, which delivers the ideal combination of capacity and physical size, and overcomes a number of significant collection challenges. Michael Brixton explained:

"While on the surface, using a combination of bin sizes and capacities in one area may seem to be a fairly straightforward task for services where a single vehicle collects a range of bins sizes, the physical size differential between a 240-litre MGB and the smaller size bins may cause a problem for some 'grab arms'."

"As an example, in many instances, if the grab arm has been set up to collect 240-litre bins, it may not exert enough pressure to pick up the smaller bins - even to the point where the bin can slip through the grab arm. At the same time, if the grab arm has



been set up to collect smaller bins, it could exert too much pressure for the larger 240-litre bins, and may damage both the bins and the grab arm," he said.

"With that in mind, we believe that our 140-litre 'squat' design delivers the ideal combination of capacity and physical size."

"By having a slightly wider girth, it reduces the size differential between the large and small bin, and as such, we believe that it can play a major role in helping to optimise grab arm settings so the one vehicle can collect both large and small bins without any problems," he added.

Not surprisingly, this focus on 'Reliable Performance Through Design' extends to all aspects of the MASTEC range. From the extra supports and webbing on the full-width rear handle for enhanced strength; and the heavy-duty cadmium plated axle which reduces lateral wheel movement and improves manoeuvrability; through to the high-performance UV stabilised HDPE which has been specifically formulated to withstand Australia's extremely harsh UV conditions; all MASTEC bins have been designed and developed with a focus on providing long-term, robust and reliable performance in even the harshest conditions.

Perhaps most importantly, MASTEC's commitment to quality is further highlighted by the fact that it offers a 10-year manufacturing warranty on all products in its 2-wheel and 4-wheel bin ranges.

New Bin Range Launched

In what is sure to be the latest chapter in MASTEC's on-going success story, the company has also recently launched its new range of 4-wheel bins, together with a new large-capacity 360-litre 2-wheel MGB.

Designed in accordance with the DIN30740 / EN840 Standards, the new MASTEC® 360-litre MGB is manufactured from high quality UV Stabilised HDPE that has been specifically formulated to withstand harsh Australian conditions. The new 360-litre bins feature a 'continuous handle' design which is formed with the body of the bin in a single moulding process to provide extra strength and easier handling, while the 'honeycombed' under-lip design also further boosts strength and support.

Designed with a focus on minimising noise during emptying and cleaning, the bin's smooth interior optimises performance. Indeed, the new MASTEC® 360-litre bins comply with the relevant EU noise protection directive and carry 'CE' acoustic level mark. The bins have been designed to accommodate data carriers and are available with a choice of either 200mm or 300mm diameter wheels.

Together with the new 360-litre bins, MASTEC has also introduced two new 4-wheel bins. Available in both 660 and 1100-litre capacities, the new MASTEC® 4-wheel bins are also manufactured from high quality UV Stabilised, 100% virgin HDPE that has



been specifically formulated to withstand harsh Australian conditions. The bins feature side trunnions as standard and comply fully with the DIN30740 / EN840 Standards. They also comply with the relevant EU noise protection directive and carry the 'CE' acoustic level mark.

Both the 660-litre and 1100-litre bin designs incorporate a total of four handles which are moulded as part of the main body for improved strength and manoeuvrability.

They also feature 200mm diameter solid rubber tyres on smooth-running heavy duty castors with a load capacity of 205kg per wheel. Individual brakes are fitted on two of the four wheels as standard. As with all bins in the MASTEC® range, both the new MASTEC® 360-litre MGB and the new MASTEC® 660-litre and 1100-litre 4-wheel bins are available in variety of lid and body colours and with an extensive range of accessories and spare parts.

An Export Success Story

While MASTEC has had a number of major export successes in recent years, the company's export business also looks set for a dramatic increase, thanks to the recent appointment of Stowers Containment Solutions Ltd as its authorised distributor for New Zealand and the Pacific Islands.

With offices in Auckland, Christchurch and Wellington, Stowers has been serving commercial and industrial clients throughout New Zealand and the Pacific Islands since 1972, and in that time has gained an enviable reputation for quality and service. As the authorised MASTEC distributor, Stowers will carry the full range of

MASTEC® 2-wheel and 4-wheel bins, together with an extensive range of accessories and spares.

Speaking about the new distributorship, Philip Allen, Export Sales and Marketing Manager with MASTEC Australia Pty Ltd, commented:

"We're extremely happy to have Stowers Containment Solutions Ltd on-board as our New Zealand distributors. They're a well known company, with an outstanding reputation for customer service."

"Perhaps most importantly, we believe that having Stowers representing MASTEC as a local presence in New Zealand and

throughout the Pacific Islands is about much more than simply boosting our presence in these important international markets."

"It will also play a critical role in helping us to reduce our product supply turn-around times, thereby ensuring that all of our customers receive prompt service, regardless of their location," he added.

For further information, please contact MASTEC Australia Pty Ltd, Phone: (08) 8447 2500, Fax: (08) 8447 2032 or email: info@mastec.com.au quoting "Waste Disposal and Water Management in Australia."