

# Crane Distribution Management Presentation

28<sup>th</sup> September 2011





- Crane Distribution profile
- Tradelink
- Crane Distribution New Zealand



## Crane Distribution is a specialist supplier to trade customers

### Tradelink & Mico Plumbing

- Specialist trade supplier of plumbing and related products
- Providing bathroom solutions to the trade and their customers
- Services the Trade Plumbing & Building, Commercial, Project Homebuilder and Specialty Plumbing segments

### Hudson Building Supplies

- Specialist supplier of timber products, building supplies & hardware
- Services builders and tradesmen in NSW and S-E Qld

### Cory's Electrical

- Specialist supplier of cable, lighting, switchgear and data products
- Services electricians in the domestic, industrial & commercial segments in NZ.

### Mico Pipelines

- Specialist supplier of water main, drainage and pipes & fittings
- Services civil, infrastructure & agriculture customers and projects in NZ



- 2830 People (FTE's)
- 32K active trade customer accounts
- 90%+ of revenue generated from these trade customers
- 350 branches across the networks
- 1140 vehicles
- High customer service expectations:
  - ▶ Delivery within 1-2 hours
  - ▶ Fast in-store service
  - ▶ Core stock availability – no backorders





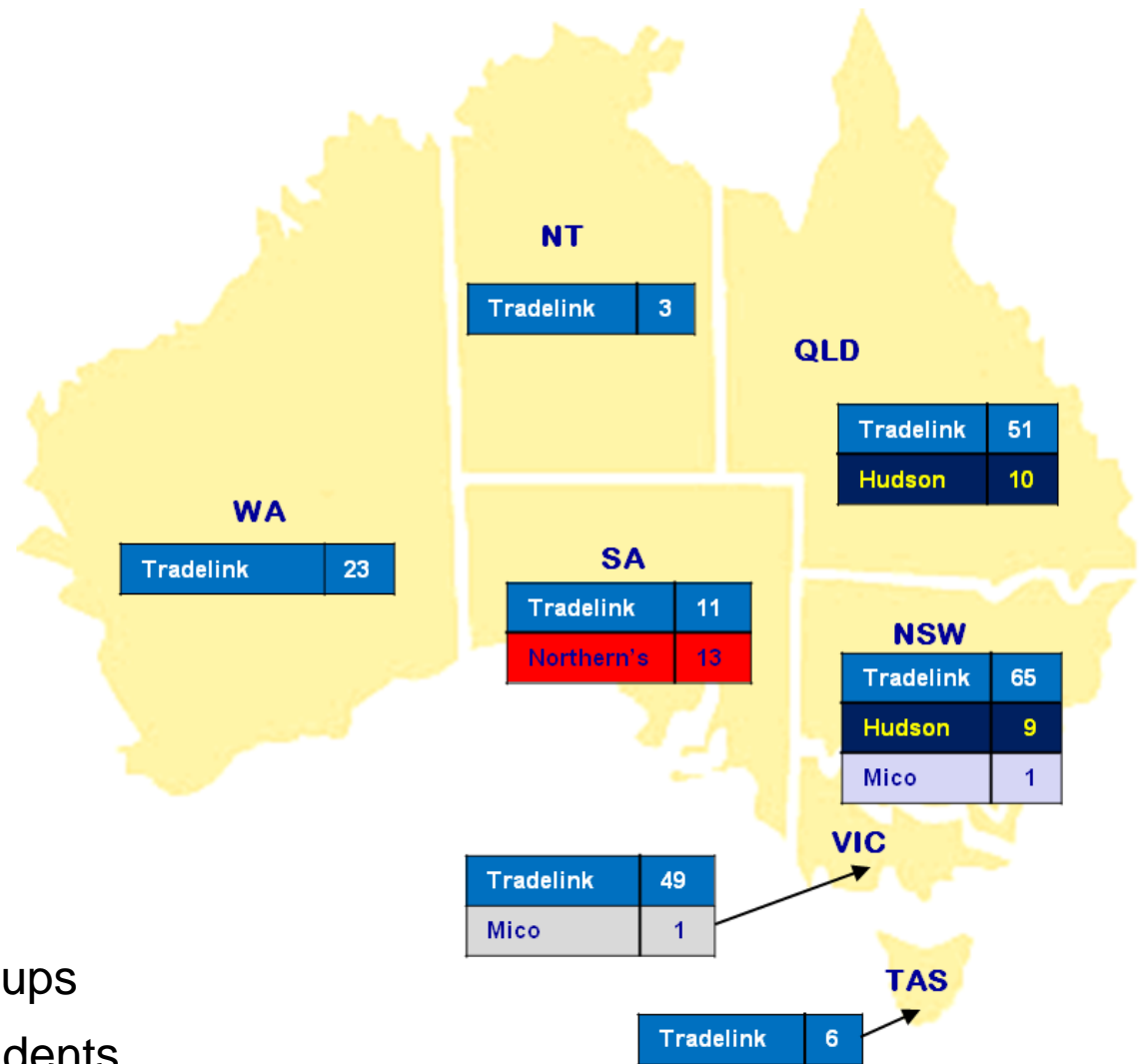
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- Tradelink, is the 2<sup>nd</sup> largest plumbing supplier
- Northern's Plumbing Supplies compliments our offer in SA
- Mico Design is our national specification offer
- Hudson Building Supplies services Trade & Project builders
- Major competitors:
  - ▶ Plumbing: Reece, Buying Groups
  - ▶ Hardware: Bunnings, Independents





	Retail / DIY	Trade	Commercial	Project Home Builders	Specialty
Customer Profile	Small renovators Consumers (cash sales)	Small / medium plumbers, gas fitters & builders	Medium / large commercial plumbers, builders and contractors	Home builders with plumbing spend >\$150K	HVAC / mechanical contractors Civil contractors Large gas fitters
Customer needs	Bathroom solutions Leading brands Showroom displays Website / planner Competitive pricing	Stock availability Fast in-store & delivery service Competitive prices Relationship with staff Convenient locations	Competitive prices Stock availability Strong service – quote to delivery Product range Relationship with staff	Competitive prices Coordinated service Stock availability Product range / exclusives Communications	Product range Product expertise Competitive prices Delivery DIFOT Relationship with staff



- A core focus on trade customers
- Grow & optimise branch network
- Profitable exclusives
- Reduce supply chain costs
- Extend TradeDoor e-business offer

For fast and easy invoicing and quoting, click on TradeDoor

	Tradelink	Recco
Download invoices	✓	✓
View account status	✓	✓
View statements	✓	✗
Product search	✓	✓
Product pricing	✓	✓
Invoice tracking	✓	✗
Create list of products	✓	✓
Client quotes	✓	✗
Client invoices	✓	✗
Maintain client list	✓	✗
Phone & email support	✓	✗

## TradeDoor on-line business system



**viega** Crane Copper Tube

**Propress®**  
BRASS  
Propress®  
WATER

For pressing DN15 to DN25

Light weight gun for pressing DN15 to DN25

Available from: **Tradelink**

**Crane Copper Tube**  
404 1108 46 91  
A Division of Crane Enfield Metals Pty Limited  
PO Box 319, Penrith NSW 2751  
Tel. 02 4720 5350  
Fax 02 4720 5390  
sales@crane-copper.com.au  
www.crane-copper.com.au

**Fast Installation**  
Completed joints in less than 4 seconds means installation time is reduced by 50-75% or more.

**Superior Joint Strength**  
Joints are cold pressed – not brazed, so the copper tube is not locally annealed, giving the joint double the inherent strength and also reducing corrosion potential as the copper is not oxidised. Joints are very consistent as the automated pressing cycle ensures the same result every time.

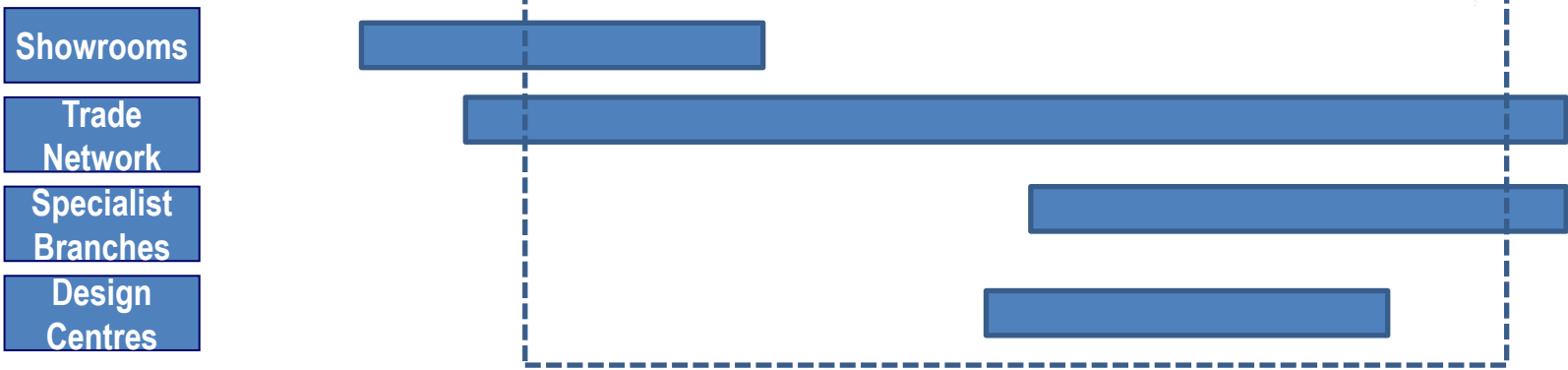
**No Flame... No Heat... No Damage**  
Joints can be pressed with water in the line and no flame means no risk of heat or flame damage to other services or the structure. No gas and no gas bottles means faster and safer installations.

## Exclusive Viega Propress system



*A core focus on the trade*

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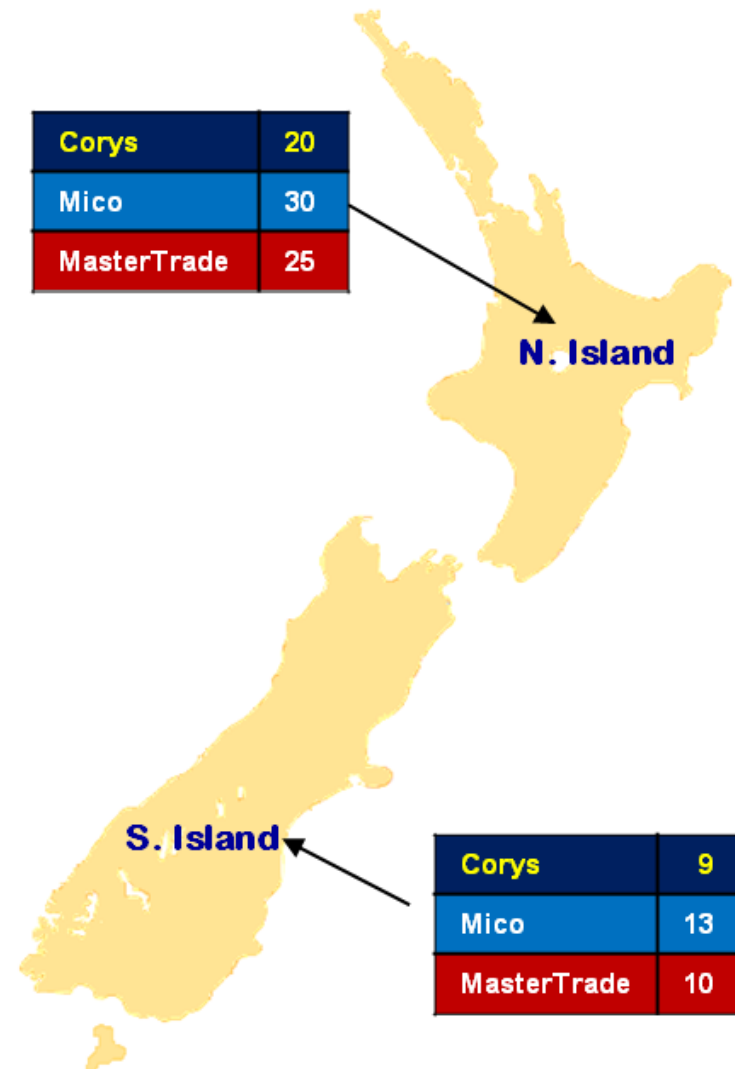
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- Mico & Mastertrade combined are the largest plumbing & bathrooms supplier
- Mico Pipelines is a specialist offer to civil, infrastructure and rural projects
- Cory's is a specialist trade electrical & lighting supplier
- **Competitors:**
  - ▶ Plumbing: Plumbing World, Independents
  - ▶ Electrical : Powerbase; the Redeal Group





- Optimise branch network - Convert MasterTrade into Mico Plumbing or Cory's Electrical branches
- Focus on specialist trade banners - Mico & Cory's
- Secure Christchurch re-build opportunities
- Leverage FB and Crane combined purchasing power



Mico Antigua St ChCh



Corys Paraparaumu



## Tradelink (Australia)

- ▶ The 2<sup>nd</sup> largest plumbing supplier with a national network of 229 branches.
- ▶ Specialist trade supplier of plumbing & gas products, hot water services, bathroom ware, & roofing products;
- ▶ Providing bathroom solutions to retail & trade customers through showrooms, selection centres and the web;
- ▶ Brands: Tradelink; Northern's; Mico Plumbing; Mico Design; MasterTrade & Bathroom Basement
- ▶ Servicing the trade, commercial, homebuilder, specialty and retail segments

## "Projects" Business Unit

- ▶ Services large and medium customers in the Commercial, HVAC and project and medium density housing segments;
- ▶ Offer includes national specification, sales, estimating; and coordinated delivery from a dedicated network;

## Tradelink Waterloo



- ▶ Services large and medium customers in the Commercial, HVAC segments in Sydney;
- ▶ Leading offer to mechanical and hydraulic contractors;