

# High standards help drive Fenner Dunlop

A LEADING INDUSTRIAL conveyor belt manufacturer recently reiterated its commitment to workplace safety when it opened a stunning new facility in Western Australia.

Speaking during the official launch of its ultra spacious and modern \$70 million premises in Kwinana, executive director of Fenner Dunlop Conveyor Belting Australia, David Landgren, repeated the company's mantra regarding the well being of its employees.

"No injuries to anyone ever – that is our safety goal, it is our mission and it is something we take very, very seriously," he said.

"We've got 500 odd people in Fenner Dunlop in Australia now, of which 300 or so are working everyday in probably the most dangerous conditions endured by any of our employers – on mine sites in WA or on the east coast of Australia.

"So safety has to be number one for us. We have no choice."

## Challenges met

At the time of the opening of the new manufacturing facility – which was attended by Australian Deputy Prime Minister Julia Gillard – the Fenner Dunlop operation in WA had run 222 days without any injury amongst its 120 employees.

Around 150,000 man hours went into building the new premises, which was established in just over one year.

Landgren said the demand for steel cord belting in Australia, and particularly in WA, was perhaps the most severe in the world.

"To make the best hi tech steel cord



Fenner Dunlop's new premises have been designed to meet the growing demands of the mining industry.

belt, you need the best hi tech equipment," he explained.

"As well as that, you need to be operating in a country that has high quality standards, as well as a staff of well trained people (who) can use their own initiative and develop a product consistently every single time.

"Australia has those skills – we are very proud of our workforce here ... we're proud of them on the east coast.

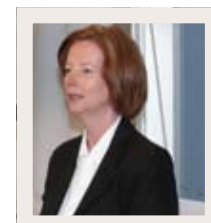
"They do a great job, they do a safe job, but we don't have to watch over them when it comes to making sure that the quality of the product is as per the customer's expectations. They demand it for themselves."

During her brief speech, Gillard (who had just flown in from Iraq) said the Federal Government was fully aware that when WA was doing well, the whole nation was in good shape.

Companies like Fenner Dunlop,



David Landgren



Deputy PM Julia Gillard

which were prepared to think over the long term and not just about where the economy was today or tomorrow, were crucial to the country's growth.

"It takes a belief by those ... who want to manufacture in this country that if you bring a preparedness to invest in world class technology, then that will show a dividend," Gillard noted.

"We've got all of that on display here."

## Keeping score

Over all, Landgren noted, there were a number of crucial points which underpinned Fenner Dunlop's corporate strategy.

"Firstly we must continue to strive for no injuries to anybody ever – it must be our first priority," he stressed.

"Secondly, we want to make sure that we stick consistently with our philosophy of thinking global, but acting local.

"We want to think big and we want to act small – and we want to get into the detail, and we want our customers to understand that we are there for all of their small problems as well as their large ones.

"We will buy globally and manufacture locally.

"Lastly our philosophy is that we will never over promise or under deliver."



The company remains a strong global force in the steel cord conveyor belt manufacturing sector.

By Mark Fraser