

ATRAXIONS

AVIATION & LOGISTICS WEIGHING TECHNOLOGY NEWS

Trusted in over 80 countries worldwide



Kevin Maurice

President/
Managing Director

Atrax Group NZ Ltd is the world leader in the design, manufacture, integration and support of a full range of approved Weighing, Measurement and Material Handling Control Systems for the Aviation & Logistics industries.

The majority of Atrax branded product comprises of Baggage, Cargo and Express Courier weighing technology solutions which are in operation in over 80 countries worldwide.

Atrax, the name you can trust

“ There’s no doubt that the market today is very competitive and that means all of us are working harder than ever to secure available projects. But even in the current economic climate, the wheels of progress are still turning and airports are still being built and refurbished.

Better still, the early signs of economic recovery are on the horizon. One thing we’ve learned over the years is that everything is cyclical. Projects that have been delayed will re-emerge. And now is a great time to prepare for the inevitable upswing.

At Atrax we’re preparing by way of two key drivers. First, reducing costs without reducing value. Second increasing value without increasing cost. Through dedicated, focussed research and development we’re already seeing the benefits of these undertakings.

Our intention is to continue this improvement initiative no matter what’s happening in the economy. And that’s just one of the ways we’re striving to add even more value to our offering to you. ”

Inter airport China – Atrax Hall 8B Stand 714

This years inter airport china will be held 14-16 September 2010 in Beijing, People’s Republic of China.

This is one event none of us can afford to miss. With the government announcing investments nearing USD 60 billion in airport construction and expansion, Atrax just has to be part of the action.

In a departure from exhibiting more traditional Atrax airport weighing technology products, this year we’ll have a fully functional Rotating Volume Scanner System (RVSS) on show.

The RVSS can be used anywhere it is necessary to accurately and quickly measure small, medium or large items but particularly in materials handling and air cargo situations. The high tech device automatically and rapidly measures the smallest enclosing cuboid space of an item in terms of its height, length and width. No matter how irregular the shape.



The world’s premier airport exhibition

With a minimum object size of just 20mm x 20mm x 20mm and a maximum of 3m x 3m x 3m, the RVSS is versatile enough to handle most measuring tasks and any object surface. The machine is also scalable and can be extended if future needs change.

Why not come and see the RVSS in operation at Hall 8B stand 714. Prepare to be amazed at the speed and accuracy of the RVSS! Kevin Maurice, Alf Lomberg and Hannah Mao will be at the Atrax stand to welcome you.

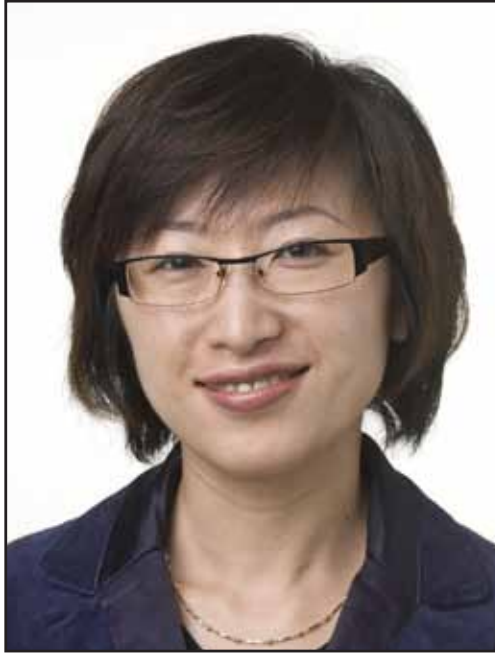


Atrax People... Hannah Mao Logistics and Sales Support

Hannah Mao could be described as one of life's quiet achievers who has gained the well deserved respect of Atrax customers and staff alike. She manages to efficiently cope with the never ending demands of logistics and at the same time provides sales support where she is highly regarded for her attention to detail and friendly nature.

Originally from Shanghai, Hannah spent nearly 5 years working in China for an engineering bearing company mostly in customer service and sales. In 2001 Hannah emigrated to New Zealand, quickly settling in to the 'Kiwi' way of life.

In New Zealand, Hannah worked in the building related industry for some years when, upon qualifying in logistics, she moved on to a logistics and customer service role for a fresh food exporter. Hannah also holds a business degree majoring in Marketing.



Hannah's background has equipped her well for her Logistics and Sales Support role at Atrax.

And she's passionate when it comes to dealing with customers "I believe the customer always comes first. That means listening carefully to what they have to say and seeing things from their point-of-view. Customers deserve honesty, speed of response and 100% effort and that 's what I give them. And I've learned over the years to follow-up everything. I want all my customers totally happy with our service".

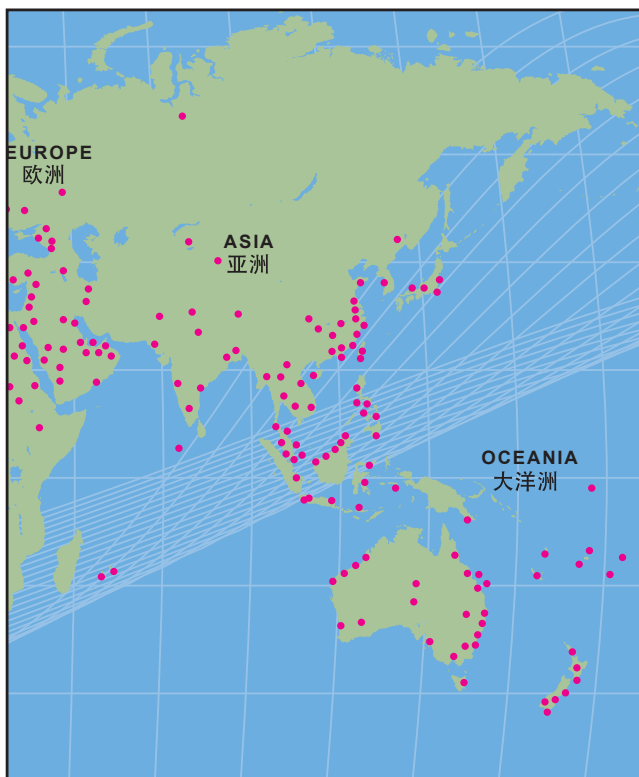
Hannah keeps fit by walking early each morning and swimming as often as possible with her husband and daughter. Keep up the good work Hannah!



Project Destinations... Italy, India, Iceland and more

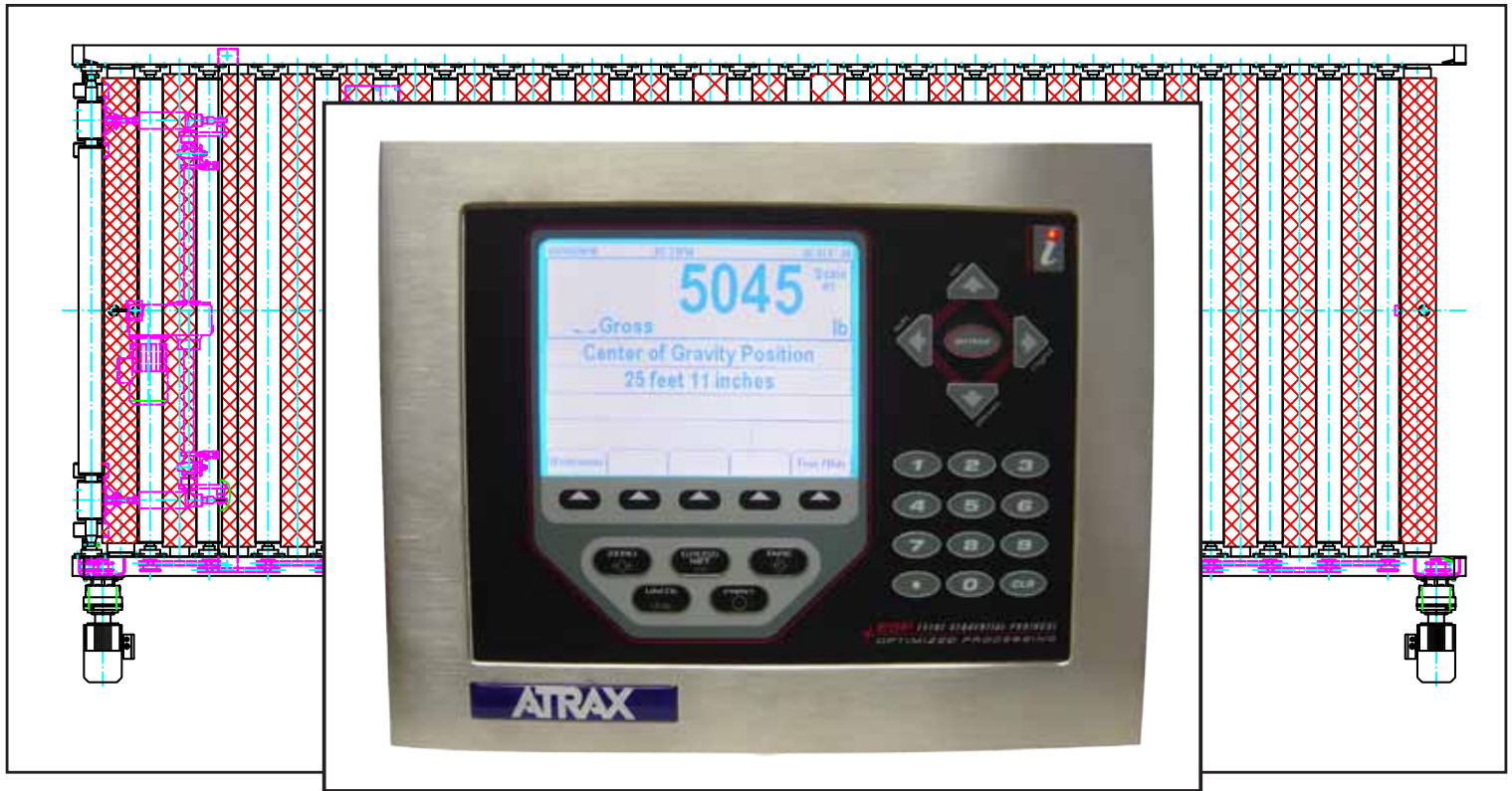
You'll find Atrax branded aviation weighing products all over the world for one primary reason...trust. Atrax baggage and cargo scales are thoroughly proven, approved, reliable, fully supported and of course, very cost effective.

And that all adds up to trust. The kind of trust that results in an ongoing stream of projects from Iceland to India and beyond.



| COUNTRY | PLACE | PRODUCT |
|--------------|------------------|---------------------|
| Australia | Melbourne | 13 x Baggage Scales |
| Australia | Perth | 15 x Baggage Scales |
| Australia | Ayres Rock | 7 x Baggage Scales |
| Bahamas | Nassau | 55 x Baggage Scales |
| Bahrain | Sakhi Airbase | 2 x Baggage Scales |
| Botswana | Francistown | 6 x Baggage Scales |
| Gibraltar | Gibraltar | 16 x Baggage Scales |
| Iceland | Reykjavik | 2 x Baggage Scales |
| India | Coimbatore | 24 x Baggage Scales |
| Indonesia | Kalimantan | 10 x Baggage Scales |
| Indonesia | Pekanbaru | 19 x Baggage Scales |
| Indonesia | Padang | 5 x Static Scales |
| Italy | Fuerteventura | 33 x Baggage Scales |
| Japan | Tokyo | 1 x Cargo Scales |
| Nassau | Nassau | 1 x Baggage Scales |
| New Zealand | Christchurch | 54 x Baggage Scales |
| Norway | Rygge | 4 x Baggage Scales |
| Poland | Hvan Rooij | 21x Baggage Scales |
| Qatar | Doha | 5 x Baggage Scales |
| Qatar | Doha | 2 x Cargo Scales |
| Roma | Pristina | 9 x Baggage Scales |
| Saudi Arabia | Narjan | 9 x Baggage Scales |
| Sudan | Khartoum | 2 x Baggage Scales |
| Ukraine | Kharbov | 6 x Baggage Scales |
| Vietnam | Danang | 37 x Baggage Scales |
| Vietnam | Ho Chi Minh City | 6 x Cargo Scales |

Centre of Gravity Scales A Critical Solution



There's a lot more to Atrax than it's flagship handling weighing systems. And the Centre of Gravity (COG) scale is just one of a very long line of specialist weighing systems purpose designed for the Aviation and Logistics Industries.

So what is a COG scale used for? It has two main applications. First, when large, heavy items such as trucks or containers are being loaded onto a transport aircraft. Second, when those same large, heavy items are being prepared for a parachute drop. In both cases knowing the centre of gravity is absolutely vital.

Typically, COG scales are 10m-15m in length and comprise either 2 or 3 scale platforms. Each scale platform has a load cell located at it's 4 corners and all load cells are then linked into a central Atrax processing unit and a 920i indicator unit.

The indicator unit simultaneously displays the items weight and centre of gravity. The display is clear and easy to read and the data can be communicated to a remote location or printed out.

The COG scale has a maximum load of 30,000kg and an accuracy of $\leq 0.5\%$ of load ≤ 1 inch centre of balance. It complies with weights and measures regulations around the world and satisfies the requirements of OIML, NTEP and Handbook 44.

An innovative and useful product no doubt but is there much demand? At time of writing this article a shipment of another 6 are on their way to the USA. The message is, no matter what the application, if it's to do with aviation or logistics weighing technology, Atrax is willing, ready and able to help!

**Need help or
More information?**
Please call Alf Lomborg
DDI: + 64 9 526 9637
Mobile: + 64 21 733 276
Email: a.lomborg@atragroup.com

ATRAX

AVIATION & LOGISTICS WEIGHING TECHNOLOGY

Trusted in over 80 countries worldwide

ATRAX GROUP NZ LTD.
Worldwide Headquarters
PO Box 11087 Ellerslie
390a Church Street, Penrose
Auckland. New Zealand
Phone: +64 9 634 5337
www.atragroup.com

You have received this email as a valued Atrax client.
To instantly unsubscribe [click here](#). View it on your browser [click here](#). Forward to a friend [click here](#).