

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.

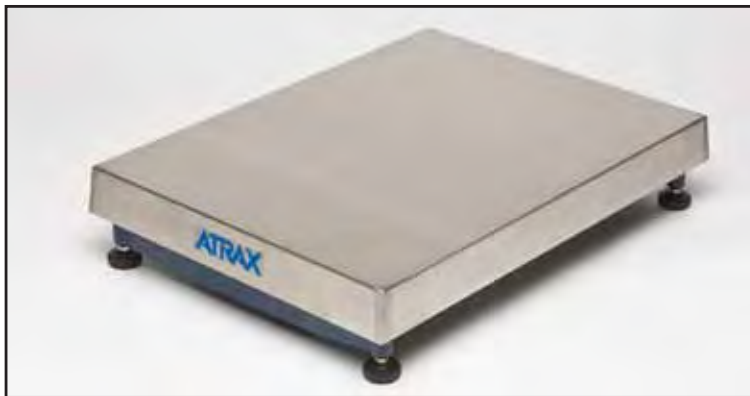
Atrax, the name you can trust

“ It’s fair to say that every member of our team is proud of the Atrax brand, it’s reputation in the aviation and logistics industries and the fact that our products reach all corners of the world.

But just as important as the Atrax brand, are the people behind it. The people who, through their effort and dedication, bring the brand to life and do their utmost to serve you, our customer.

At Atrax, we have an outstanding team and I’m as proud of them as I am of our brand. ”

Static Baggage Scale Platform



The Atrax Static Scale platform is a well engineered unit built to withstand the rigorous demands of busy airports. Designed to adapt to virtually any baggage handling system, it is available as a single load cell unit for small to medium size platforms, or as a four load cell unit for medium to large size platforms.

Fitted on top of the scale base is a heavy duty stainless steel pan which provides an attractive and durable weighing surface. Static Baggage Scale Platforms can be installed directly onto the floor, on a raised platform, in a stainless steel shroud or bag well, or in any combination needed.

All single and four load cell designs can also be fitted with non-powered rollers to the weighing surface if required.

Platforms are available free standing or built-in, fixed or portable. You name it, we’ll build it.

SPECIFICATIONS:	1 X LOAD CELL	4 X LOAD CELL
Maximum Size:	800mm x 600mm	2,000mm x 2,000mm
Minimum Size:	500mm x 400mm	600mm x 600mm
Maximum Capacity:	200kg	600kg

Volume Scanner Measures up at Inter Airport China

Alf Lomborg was part of the Atrax contingent recently exhibiting a fully operational RVSS Rotating Volume Scanner System at inter airport in Beijing.

Alf comments: "Exhibiting the RVSS was a first time event for Atrax and it certainly attracted lots of interest. Using eye safe laser technology and measuring numerous data points through a single 360° rotation, the RVSS calculates the smallest cube which will contain the item being scanned.

The rotating scanner and touch screen display got people's attention and once they could see what was going on, many were keen to stand under the scanners to have their volume and weight measured.

Visitors had fun with measuring themselves but the point wasn't missed that fast, accurate measurement of items being transported has the ability to release otherwise potentially lost profits".



The world's premier airport exhibition

Atrax People – Alf Lomborg

International Sales Manager

Alf Lomborg is a man with both feet firmly on the ground...that is when he's not in the air on his way to visit Atrax clients and support teams around the world. And as International Sales Manager he'll be doing plenty of travel, so it's just as well he enjoys it and thrives on interacting with people from different countries.

Alf has a wealth of International Project experience having worked in a diverse range of project related industries including Pulp and Paper, Water and Wastewater, Recycling and Aviation and Logistics. He is a graduate Engineer who also has a B.Com to add to his 25 years industry experience.

Having been in the technical sales area for over two decades, Alf is very enthusiastic about his role in Atrax. **"My philosophy is that business is about developing and fostering excellent relationships with clients and as we all know, relationships are built on trust. So it's about really listening to what clients want, coming up with the right solution and then delivering on promises made.**

In short, doing what you said you would do. Trust is the foundation of successful ongoing relationships".

Alf is a keen follower of soccer and rugby who by amazing coincidence just happened to be in Hong Kong on business while the Hong Kong 7's (7-a-side international rugby) were being played. And yes, he managed to squeeze in a game or two! I wonder if he'll be in New Zealand when the All Blacks win the Rugby World Cup in 2011? Anybody's guess I suppose!



A Simple Product... Used Worldwide



Within the Atrax range of products, the Cabin Baggage Test Unit is about the least complex, but it's certainly not without demand.

It's now used in many of the world's airports in check-in areas, airport lounges, travel agents and even luggage shops.

Used to check the dimensions of cabin hand luggage, the unit may also be used to check weight with the addition of an optional scale.

The white powdercoated and chrome tubular steel unit is fitted with a panel to give details of all size and quantity restrictions for hand luggage and suit carriers permitted on the aircraft.

The Cabin Baggage Test Unit is also fitted with robust wheels for easy relocation. Perhaps that's why they just keep rolling out the door!



Project Destinations...

Australia, China, Saudi Arabia and more



Australia
Melbourne



China
Guangzhou



India
New Delhi



Saudi Arabia
Al Baha



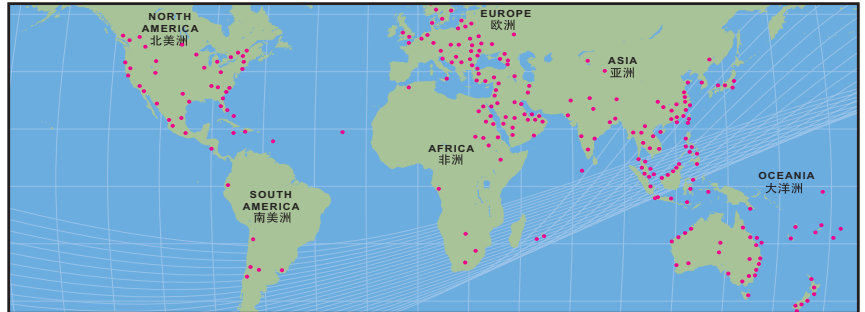
Ukraine
Kiev



Vietnam
HCMC

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 Australia to Saudi Arabia and beyond.



**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](#).