

# ATRAXIONS

AVIATION & LOGISTICS WEIGHING TECHNOLOGY NEWS


Atrax Group NZ Ltd is the world leader in the design, manufacture, integration and support of a full range of approved Weighing, Volumetrics 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.



“ As you'll read later on, I've been fortunate enough to receive the NZ School of Export 2009 Distinguished Exporter Award. The award was a bonus, the aim of my studies was to gain a recognised qualification in export.

My hope is that what I've learned along the way will help me to better represent Atrax and to be of more service to my customers. In the final analysis, that's what matters.”

## ACI World and Asia Pacific Conference and Exhibition

 This outstanding event is almost upon us, 2-4 November '09, to be held in beautiful Kuala Lumpur.

The Airports Council International, the international association of the worlds airports, is holding the 19<sup>th</sup> ACI event which is being hosted by Malaysian Airports.

Delegates and exhibitors from all over the world will be there and amongst those organisations exhibiting will be Atrax Group.




You'll find us at stand 22 so why not call in and say hello... it would be great to catch up.

In her written address Angela Gittens, Director General, ACI World, reminds us that even in the current economic climate, 4 billion airline passengers are expected this year. She goes on to challenge all of us in the industry to "Rise above the turbulence".

In our opinion she's got it absolutely right and rest assured, the team at Atrax are doing our very best to do just that.

## Atrax brand now in 89 countries

 You may have noticed that we've recently updated our world map to reflect the growing number of countries in which Atrax aviation and logistics weighing technology is to be found.

Before updating the map, which is also posted on our website [www.atraxgroup.com](http://www.atraxgroup.com), we used to show all Atrax locations with dots as well as by name. But the graphic became so crowded we had to revert to red dots alone to denote location.

Atrax first entered the international scene in 1986 with projects in Australia and rapidly expanded its presence into other regions. The count currently stands at 89 countries worldwide and yes we will liberate some bubbles when we hit the 90 mark. But the big one will be reaching the 'magic 100' target. That will be something really worth celebrating.

So our sincere thanks to you, our valued customers, who've helped make our expansion and success possible.



## Atrax People...Charlene Matthews Sales and Logistics



Charlene Matthews is an indispensable member of the Atrax team, something our customers are very well aware of.

The reason is simple, Charlene's job starts with taking enquiries and orders and doesn't stop till the goods arrive at their destination.

The balancing act she performs on a daily basis is co-ordinating Atrax production, shipping availability, completing all necessary documentation and liaising with the customer so equipment arrives when and where it's needed.

Charlene attends all production meetings to identify any issues before they become critical, resolves them and if necessary reprioritises the production schedule to make sure we deliver on promise to all customers



The really good news is that Charlene thrives on the challenge of her job, "I just love working with our customers. It's their global nature, learning about their different cultures and their way of doing business. Ensuring their expectations are constantly met is exciting too!"

With a family of five children, Charlene doesn't have a lot of spare time. But it certainly explains why she's such an accomplished multi-tasker.

## Projects in Delhi, Toronto, Botswana and Egypt...



Following is just a sample of some of the project destinations to which Atrax has supplied weighing technology

solutions over recent months. You'll find Atrax branded aviation weighing products all over the world for one primary reason...trust.

Atrax baggage and cargo scales are well 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 Delhi to Egypt and beyond.

And our sincere thanks to all our valued customers who make it possible for us to supply these and all our other projects.



New Zealand	Queenstown	Baggage Scales x6
Sudan	Al Fasher	Baggage Scales x6
Cyprus	Larnaca	Roller Deck Scale x1
Angola	Lubango	Baggage Scales x9
India	Indore	Baggage Scales x16
India	Raipur	Baggage Scales x10
India	New Delhi	Baggage Scales x27
Jamaica	Kingston	Scale Base x4
Turkey	Antalya	Baggage Scales x31
Canada	Winnipeg	Baggage Scales x34
Taiwan	Taoyuan	Cargo Scales x12
Taiwan	Kaohsiung City	Cargo Scales x11
Egypt	Sohag	Baggage Scales x9
Australia	Melbourne	Baggage Scales x8
Botswana	Gaborone	Baggage Scales x17
Canada	Toronto	Baggage Scales x13
Australia	Albury	Baggage Scales x8
Chile	Iquique	Baggage Scales x10
Libya	Bnini	Baggage Scales x8
Australia	Brisbane	Cargo Scales x2
Indonesia	Padang	Static Scale x4
United Kingdom	Luton	Baggage Scales x3

## Out of Gauge (OOG) Scales – they're everywhere!



Every airport has at least one OOG Scale, with larger facilities having multiple units in-situ. OOG Scales are designed to weigh oversized or unusually shaped baggage such as golf clubs, skis, surfboards, bicycles and strollers. Essentially any items that can't be processed through the normal baggage check-in system.

Available in standard sizes from 800 x 800mm to 1200 x 1200mm or any combination thereof in 100mm increments, the Atrax OOG Scale offers suitable dimensions for virtually every application. The scales height is also optional ranging from 'floor level' with no plinth, 'low' at 250mm height and 'medium' at 300mm, with a further  $\pm 10$ mm height adjustment available on all options.

The Atrax OOG scale can be calibrated to 150, 300 or 600 kg and incorporates a rugged 4 load cell design meaning it can readily cope with uneven weight distribution and the most arduous operating environments. Customised sizes and weight capacities are also available on request.



The unit can be supplied with either an attractive stainless steel flat pan or fitted with static (non-powered) rollers. The OOG Scale is also fully compatible with all Atrax baggage or cargo scale electronic display readouts.

In summary, the Atrax OOG Scale is engineered to last, is available in a wide range of options, is very cost competitive and easy to maintain. Ask the good people at Hong Kong's prestigious Chek Lap Kok International Airport, where their 16 Atrax OOG Scales have been operating for over 10 years and are still performing as well as the day they were installed.

## '2009 Distinguished Exporter Award' for Ian Walton



For the last few years Atrax Vice President Ian Walton has been working away to complement his many years of practical export experience by studying for the internationally recognised New Zealand School of Exports Diploma of International Trade.

Given Ian's punishing overseas demands, successfully gaining this qualification is, in itself, quite an achievement. But Ian got the 'double' when he was also presented with the 2009 Distinguished Exporter Award.

Dr Romuald Rudzki, NZ School of Export Director, shown congratulating Ian on his achievement, commented "Atrax is a wonderful example of a New Zealand company with world-class products and Ian has been responsible for continuing to grow Atrax's sales internationally. His ability, professionalism and knowledge gained from many years on the road are second to none – that is why he truly deserved the 2009 Distinguished Exporter Award."

The entire team at Atrax congratulate Ian on achieving an outstanding export accolade.

### Need help or more information?

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# ATRAX

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Trusted in over 80 countries worldwide

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