

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.



Ian Walton
Vice President
Aviation and logistics

“ There’s no doubt that 2009 will present many challenges for the aviation industry and indeed for industry in general around the world. But we’ve all faced challenges before. What’s important is how we respond.

At Atrax we’re not content to sit still. We’re upping the ante across all aspects of our business and resources so we can work harder than ever for the project opportunities that exist and for our customers.

We’re determined that when we look back on 2009, it will be at a challenge well met. ”

Sign of the times ... The 4166 Remote Display

You won’t find the Atrax 4166 LED Remote Display at Times Square, but you will find it at many of the worlds leading airports and logistics centres. The 4166 is most commonly used as a remote scale weight display but it’s versatile design means it’s equally at home displaying LED signage for a number of diverse applications, indoor or outdoor.

Each unit has a display area of 120mm x 480mm and is designed to be read at a distance of up to 50m depending on font selection. A full range of alpha numeric symbols and graphics are available as standard.

Although most commonly used indoors the 4166 has some smart design elements that make it perfect for

outdoor use, even in bright sunlight. Such innovations include the use of super-bright, wide angle viewing LED’s and in-built screening louvres that act as sun visors to prevent the sun shining directly onto the LED’s.

As brightness control is often necessary in different environments, the 4166 can be either manually controlled or automatically controlled via an integrated light sensor. The higher the ambient light level, the brighter the LED display needs to be. Indoor or outdoor, in well lit areas or in places with lower illumination, the 4166 is designed to be seen.

The 4166 LED display unit is fully electronic, no mechanical/ moving parts and comes with UL/CE approvals. It could be just the solution you’ve been looking for!



Resounding success ... inter airport China

There’s no doubt that China’s airport development is in the midst of a massive growth phase. By 2020 China plans to have nearly 100 new airports, not to mention re-development of existing facilities.

As you might expect, inter airport China was an industry focal point in Beijing in early December 08. Kevin Maurice was there for the entire three days and was full of praise for the organisers for staging such a successful event.

In fact, he’s already looking forward to the next one...



See you at ... Passenger Terminal Expo 2009 – London

Look out for Atrax at stand 2005, we’ve been looking forward to this expo for a long time and now it’s just around the corner. Passenger Terminal Expo is in its tenth year and over that time has grown to become one of the largest and most influential industry forums in the world. So make time in March 09.

Why not catch up with us in the ‘swinging city’. Pint and a pork pie anyone?



**Stand
2005
24-26
March**

Atrax People Kevin Maurice. Founder & CEO Aviation & Logistics

Kevin Maurice is a well known and highly respected figure in the world of Aviation & Logistics. Not surprising when you consider he's been running his world leading specialist weighing technology organisation for more than 20 years.

Kevin remains up-beat about the industry, even in the face of a global economic slow-down. **"The industry is still in positive growth mode ... infrastructure projects take a long time to establish and sheer momentum tends to keep things going. In fact in some countries projects are likely to increase as Governments seek to boost their economies by spending more on infrastructure. We've lived through economic situations before and we'll live through this one simply by doing what we do best and by continuing to respond to our customers every need"**.



While Kevin is known to many for his tenacity and affable nature, what may not be so widely known is his love of the sport of cycling. He's currently in training for the build-up to the Enduro 09- event. That's twice around New Zealand's Lake Taupo ... a staggering 320km. A long enough trip by car!

The other loves of Kevin's life are, wife Teresa and children Cameron (15) and Kimberley (14). Closely followed by scuba diving for "Fat fish that are slow swimmers". Nice approach Kevin.

Projects in Kazakhstan, Libya, India and more

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 Kazakhstan to India 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.



Kazakhstan	Almaty	35 x ABS960 scales
Libya	Tripoli	5 x ABS960 scales
India	Various	72 x ABS960 scales
Egypt	Alexandria	2 x ABS960 scales
Turkey	Sabiha Gocken	96 x ABS960 scales
Croatia	Pula	12 x ABS960 scales
New Zealand	Nationwide (Kingfish)	46 x ABS960 scales
Australia	Cairns	22 x ABS960 scales
Australia	Mildura	7 x ABS960 scales
Australia	Port Macquarie	4 x ABS960 scales
Australia	Hamilton Island	3 x ABS960 scales
Australia	Harvey Bay	2 x ABS960 scales
Australia	Karrutha	8 x ABS960 scales
Australia	Learmonth	2 x ABS960 scales
Sweden	Stockholm	14 x Roller Deck scales
Sweden	Goteborg	7 x Roller Deck scales
Algeria	Oran	14 x ABS960 scales
South Africa	Durban	11 x Cargo scales
Jordan	Amman City	12 x ABS960 scales

The Kingfish project Air New Zealand's step into the future

Air New Zealand is involved in a multimillion dollar programme to dramatically reduce check-in time on its shorthaul routes. Integral to the project is online seat selection and boarding passes sent to customers mobile phones which will be scanned when boarding.

New high-tech kiosks will provide a faster process for self check-in of bags where passengers will print their own bag-tags and take their labelled luggage to a drop zone. Those with just a carry-on bag will avoid check-in altogether and go straight to the departure gate with their e.ticket or boarding barcode on mobile.

Atrax's Ian Walton comments: **"There were three major facets of deliverables from our point of view. First, we supplied standard Atrax scales for passengers to weigh their luggage prior to check-in if they wish to do so.**

Second, we provided scales that were modified to integrate into the kiosks infrastructure with their distinctive curves. Last, we provided specialised scales to double check the weight of bags while in motion on the conveyor."



"The Kingfish project was one that called for a high degree of consultancy. With Air New Zealand, the design architects, the kiosk manufacturer and the baggage handling company as well as ourselves all involved, continuous communication was critical. The end result was exceptional".

Need help or more information?

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