

NEWS RELEASE

13th July 2016

Technology and people deliver for materials handling and intralogistics industry

From manufacturing origin, to the importance of automation that allows growth to business, along with health and safety in the workplace sums up day two of CeMAT Australia, which demonstrated the best of what the industry can offer to help businesses stay ahead of the curve.



Emerging from the region's leading materials handling and intralogistics industry show today in Melbourne, was the key theme of developing both technology and human resources to maximise productivity. Despite an increase in computer based systems, people still remain very much at the core of the industry and exhibitors agree that not only does technology enable people to do their job effectively; it can also enhance their environment.

Matt Mullins, National Sales Manager from **Big Ass Fans**, said: "In today's warehouse and materials handling environment, people are vital for keeping computer and technical systems operational and we can't forget that. Therefore, in order to get the best out of people, so they're their most productive, their environment needs to be thermally comfortable and well lit."

Before any system is implemented, **Vivid Industrial**, a Greenearth Energy company, stressed the importance of people being the credible experts.

"We don't pre-purpose a solution without understanding a customer's operational and site requirements and it's only on getting those facts that we begin to discuss potential solutions," said Samuel Redmond, Head of Business Development for Greenearth.

Good systems underpin any business that operates to peak efficiency, says CeMAT Australia's Show Director, Sarah Haughey.

"The CeMAT showfloor has demonstrated the best of what the industry has to offer. I'm very impressed with what exhibitors have bought to their stands, but also how the show is acting as a platform to boost their business, and in turn driving the economy."

Aqualuma, an Australian manufacturer of LED lighting systems, which are exported all over the globe, are already seeing the benefits of being at the show, reporting that they've had strong contact with three leading companies, who have locked in for site visits.

Some of this success is owed to the systems being Australian made said Grant Amor, Director of Aqualuma.

“Even though there are many lighting systems, clients recognise the quality of Australian made products, not just here but globally,” said Mr Amor.

Ms Haughey of CeMAT also stressed the importance of being able to grow and adapt as a business in this industry.

KNAPP, a global leader among suppliers of intralogistics solutions, were evidence of this launching its new Open Shuttle at CeMAT.

Unlike older automated guided vehicles which require wires, magnets or mirrors to operate, KNAPP's new Open Shuttle does not. With this new technology, there is no need to create new tracks, the user simply updates the system and shows it where to go. This has significant time and cost saving applications says Robert Seiler, Managing Director of KNAPP Australia.

“The advantage of this system is the lower cost of installation and the flexibility of transport in the future. This means that because our system can be easily modified, without the need to lay tracks, it can be changed quickly at any time and adapt to a company's growth.”

Mr Seiler continued: “Our system differs from older type automated guided vehicles because we have so much intelligence on board, they're now autonomous and can learn from their environment.”

Ms Haughey said: “One thing is clear – businesses are growing and their systems need to be able to adapt to their growth.”

The final day of CeMAT Australia at the Melbourne Convention and Exhibition centre is tomorrow, with business leaders from the global community of materials handling and



intralogistics industry meeting, demonstrating and learning about new, acclaimed and innovative systems to help keep their companies operating at peak efficiency

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Notes to editor:

- **CeMAT AUSTRALIA** will take place **12-14 July** at **Melbourne Convention and Exhibition Centre**.
- In Europe, **CeMAT AUSTRALIA** is held every two years in Hannover, Germany and is the must-attend event for the fast-evolving European intralogistics industry.
- **CeMAT AUSTRALIA** has a global presence and is also staged in Russia, Asia, India and South America.
- In its second year, **CeMAT AUSTRALIA** is proud to have the support of key industry leaders including Dematic, CHEP, Swisslog, Kuka Robotics, Retailquip, Bastian Solutions, Vanderlande and TVH
- **CeMAT AUSTRALIA** is presented by Deutsche Messe – the world leader in bringing innovative, inspiring and effective business events to high level decision makers.

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