



Ullrich Aluminium

SERVING THE SOUTH
PACIFIC **FOR 50 YEARS**

Ullrich Aluminium

ULLRICH ALUMINIUM: SERVING THE SOUTH PACIFIC **FOR 50 YEARS**

ULLRICH ALUMINIUM WAS THE
FIRST TO INTRODUCE COMMERCIAL
ALUMINIUM TO THE SOUTH PACIFIC



CEO OF ULLRICH ALUMINIUM, GILBERT William Ullrich, recalls his father returning home from WWII with a novel idea: to use the shiny aluminium he had seen cladding the various vehicles used in the war as an affordable construction material for homes and businesses. Beginning with aluminium pressed rooftops, Ullrich Aluminium quickly expanded across New Zealand, Australia, and now to the other island nations spread out across the South Pacific. In fact, Ullrich Aluminium may very well be single handedly responsible for introducing aluminium to the South Pacific.

Offering a vast range of aluminium products for marine, industrial, commercial, domestic and designer applications, Ullrich Aluminium is keeping abreast with the latest in technology, believing that improvements in metallurgy, quality and finish promise to revolutionise the industry.

Gilbert Ullrich entered the aluminium business in



Ladders are a popular product



IT'S A WRAP

One of the most distinctive elements of the Wharewaka building in Wellington, New Zealand, is the folded roof and canopy design that is reminiscent of a traditional Maori korowai, or cloak.

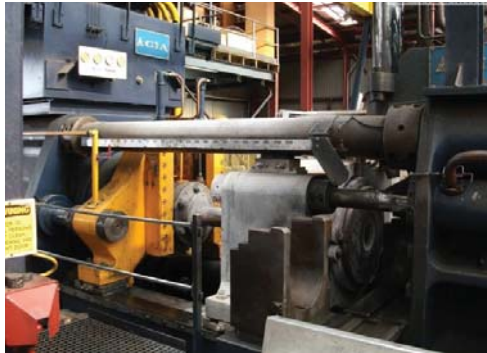
Ullrich Aluminium manufactured, supplied and installed all of the cloak screens.



Ullrich Aluminium are suppliers of a wide range of aluminium products for the **BUILDING INDUSTRY**

the 1970s to take the reins from his father after working in the structural steel industry. "When my father was looking to retire he approached me and said 'son, the aluminium age is coming! If you get into it now, it will continue to support you,'" says Ullrich. "It's been like riding a surfboard since I've been in the business, we just stand on top and the wave carries us along!"

Ullrich Aluminium now employs 770 people



MANUFACTURING

across 43 branches throughout Australia and New Zealand, and the company exports to 23 South Pacific Island nations, marking Ullrich as the aluminium leader in the region. 2011 also marks the company's 50th anniversary.

A MULTICULTURAL BUSINESS

In serving the various island nations throughout the South Pacific, Ullrich recognises the need for diversity among its workforce. Gilbert Ullrich asserts, "We employ about 20 nationalities and we all work together. We don't have any



The **MARINE INDUSTRY** plays an important role in Ullrich's business



Ullrich Aluminium fabricated walkway

divides on issues such as religion, and are seen as a very multicultural equal opportunity employer." Ullrich's reputation for island-hopping around the South Pacific in search for new markets has even earned him the nickname, "Marco Polo."

Ullrich Aluminium has a specialised export department that features multilingual employees. This allows Ullrich to maintain a high level of customer service so nothing is lost in translation.

MANAGING EMPLOYEES AND THE SUPPLY CHAIN

To service the vast South Pacific, Ullrich Aluminium has employed a hub-and-spoke system. Distribution centers store and ship products among their radius, and Ullrich's fleet of 80 trucks is always on the move.

The company employs various strategic management strategies, such as Six Sigma, to further improve operations. However, when it comes to managing the company, Ullrich states, "Most of our management is hands-on,

DISTRIBUTION



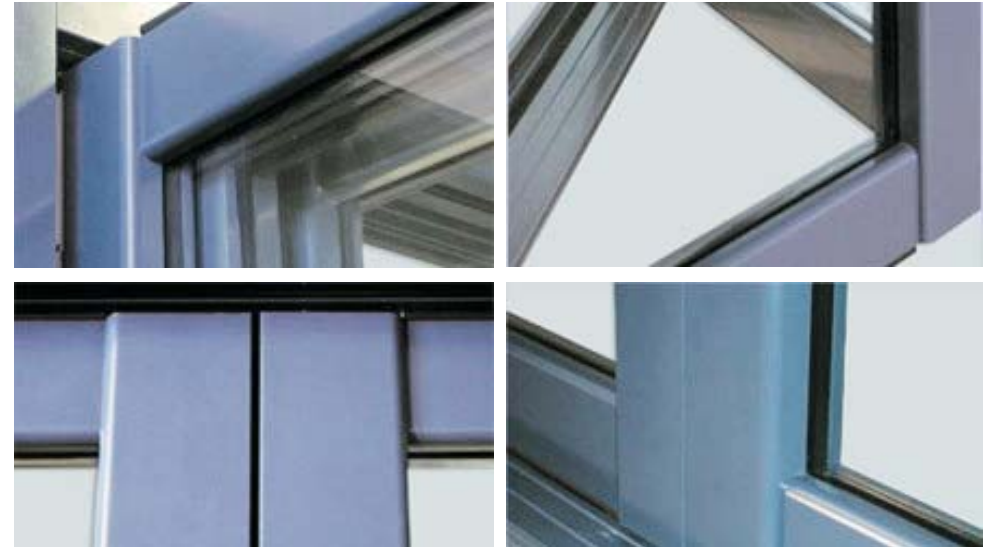
Australian branch



New Zealand branch aerial view



ARCHITECTURAL DESIGN



Ullrich supplies the aluminium for Wintec's window and door systems

so we generally know if there is a problem. We've tried using outside consultants on occasion, but they have rarely produced great results. We've found that addressing management internally by staying involved at all levels works best for us."

Ullrich Aluminium provides internal training, and employees can look forward to advancing within the company. "Many of our branch

FABRICATION



Cast Aluminium Hinges

managers, including a member of our board of directors, started at lower-level jobs such as 'storeman.' Several employees have risen to the occasion, taking on greater responsibility and improving their position within the company," says Ullrich.

The company also uses an open-door policy to keep employees and management in direct contact. This helps manage timetables, and as Gilbert Ullrich says, "you can always get a 'yes' or 'no' answer."

ALUMINIUM AND THE ECONOMY

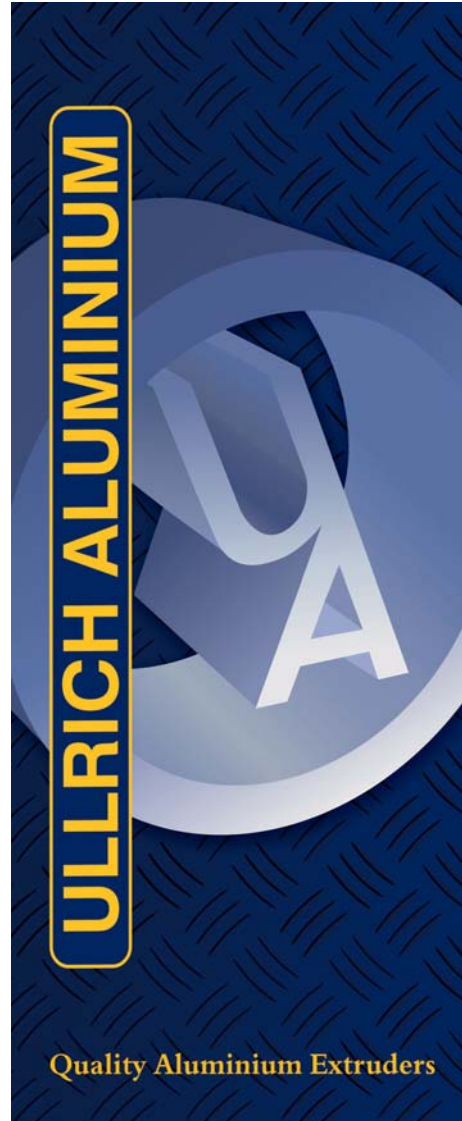
In an ever-changing economy, Ullrich Aluminium is prepared to evolve as needed.



Carole Park Office, Queensland, Australia



Manukau Office, Auckland, New Zealand



Gilbert William Ullrich, CEO

Gilbert Ullrich says, "We're pulling out of some markets, but re-entering others with better technology on-hand for a better return. We're looking to offshore some production in Malaysia to meet market demand, and we're preparing to step back if need be."

But stepping back doesn't seem



The **TRANSPORT INDUSTRY** is another important contributor to the company sales



Ullrich takes pride in its attention to detail

likely for a company that has proven itself successful time and time again. Claiming little economic fallout amidst the international recession, Ullrich Aluminium has enjoyed double-digit growth in recent years and boasts annual revenues of roughly \$200 million.

Now, Ullrich Aluminium is pursuing advanced technologies markets to boost revenues. Microlight aircraft design, refrigerated pallets for food shipment, and lightweight car and truck bodies are all sectors the company is actively involved in. "We're constantly



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GILBERT WILLIAM ULLRICH, CEO

looking to see what materials aluminium can serve as a substitute for. The aluminium industry touches on virtually every sector,” says Ullrich.

50 YEARS IN THE MAKING

In celebrating its 50th anniversary, Ullrich Aluminium is holding a series of events at the company’s main



Aluminium Roof Access and Roof Walkway



Aluminium Roof Access and
Roof Walkway

Aluminium Fabricated Ladders

locations. Clients will be recognised, and products and prizes will be featured, as well as promotional activities. The company hopes to usher in another 50 years of continued success, as it demonstrates to its clients and employees just how grateful it is for their loyalty.

STATISTICS



Name:
Ullrich Aluminium

Countries:
Australia
New Zealand

Employees: 770

Est: 1961

Revenue: \$200 million

Industry:
Manufacturing

Premiere service:
Aluminium products
manufacturing

CEO:
Gilbert William Ullrich

Website:
www.ullrich.com.au
www.ullrich.co.nz



Phone for your nearest
ULLRICH ALUMINIUM SALES CENTRE

AUSTRALIA - 1300 650 075

NEW ZEALAND - 0800 500 338

- ALUMINIUM EXTRUSIONS
- ROLLED PRODUCTS
- FASTENINGS
- LADDERS
- SCAFFOLDS
- ULLTRACLAD CLADDING
- WINTEC WINDOWS & DOORS
- BUILDING PRODUCTS
- DECORATIVE METALS
- TEKNA MACHINERY

Map key:

- + MANUFACTURING
- SALES & DISTRIBUTION
- * EXTRUSION PLANT



Representative and franchised operations throughout the South Pacific

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