

We are ORAFOL Australia: Our strength, consistency and performance is our commitment to you.

It has been a difficult year for everyone across the country and in many markets, not just our industry. I am pleased to report that as we all emerge from the COVID restrictions, and many have weathered the COVID storm, we see that many companies will adapt and be successful in the new year.

We have taken the time during the crisis to examine our business and restate our strategies in line with the post COVID business climate. I am confident we will see a strong business landscape in 2021.

As part of our changes for now and the coming year, I am pleased to announce that we have recently relocated our ORAFOL NSW facility to larger corporate office and distribution facility in Erskine Park, NSW.

As ORAFOL Australia has grown significantly over the last year, it became necessary for us to move our existing business from Eastern Creek, NSW to a larger 4000+ sqm facility where among other initiatives we will be launching a hub and spoke distribution system. This enables us to provide best practice customer service, increase our order fulfilment rates and to have a robust inventory management program to service our client base across all divisions and regions including Graphics Innovations, Reflective Solutions and Industrial Tapes.

Our Queensland operation has a large footprint and will allow us to have overflow inventory in that location. We are also in the process of implementing several software programs and platforms to improve our value proposition across the entire business.

Early in 2021, we will relocate our SA and WA premises to larger facilities to accommodate our growing business in these regions.

Part of the rationale in the move to larger premises in NSW is to be able to establish a formal product and application training area. The team are currently working on this and will launch early next year. This will be an area where our product specialists will be able to provide our customer base with application training on our wide range of products, including vehicle wrapping, window applications, interior design applications, reflective solutions and industrial tapes. We will also have a significant display area showcasing our product range.

As part of our strategic plan to grow our business, and increase brand awareness for the ORAFOL brand, this strategy has been successful. During the last 12 months, we have experienced a significant increase in sales across all divisions and a high level of brand awareness in the marketplace. To this end, we have invested in an aggressive marketing campaign and training programs for our entire sales team. We are currently engaged in several high-profile projects and have seen a solid increase in our general business.

Recently we have appointed several high performing and industry experienced individuals into key positions in the company to add to our already talented national team.

Meet the new team



Alistair Rathbone, Business Development Lead:
Fleet & Transport Solutions
Graphic Innovations, NSW



Jay Leonard
Sales & Marketing Director -
Graphic Innovations



Rebecca Mangion
National Marketing Manager



Scott Dauth, Senior BDM
Graphic Innovations, QLD



Mark Jansen
BDM – Graphic Innovations, VIC



Clicia Carrijo
National Customer Services
Manager



Brock Reddacliff
BDM Graphic Innovations,
QLD

As the COVID-19 situation continues but with some light at the end of the tunnel, I am pleased that along with the ORAFOL Australia Senior Management Team we made the conscious decision in March to ensure that we kept the doors open for business as usual of course within the restrictions. This also applied to reassuring all ORAFOL Australia employees that we would not go into a short week or reduced working hours situation or redundancies. We utilised this time to provide our sales team with a structured solution selling training program and other value add projects for the duration of the lockdown. On reflection, I am pleased we undertook this initiative. With the team across all aspects of the business, they have emerged highly motivated, and are passionate about our brand and the success of our company, now and for the future.

Our long-term plan is to be an employer of choice, and our HR team are working hard to promote this internally and externally.

We look forward to the new year and sharing our success with you.

Alex McClelland
Managing Director
ORAFOL Australia Pty Ltd