



Cement Australia Pty Limited
ABN 99 001 085 561

Media release

Head Office
Level 19, 111 Pacific Highway,
North Sydney, NSW 2060
PO Box 491, North Sydney, NSW 2059
Tel: 02 9956 8811 Fax: 02 9956 7311
www.cementaustralia.com.au

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DANKS names Cement Australia “Supplier of the Year- Building Products”

A solid commitment to partnerships through service and support has earned Cement Australia a prestigious hardware industry award for the second year running.

The DANKS Group, at its recent 2009 National Trade Show and Conference which celebrated 150 years in the industry, again named Cement Australia “Supplier of the Year for Building Products”, ahead of other high profile suppliers.

The award is voted by all DANKS stores nationally and judged on product quality, packaging, service, support and in-store representation.

Cement Australia’s Packaged Products Business Manager Michael Schwarer said winning the award for the second time paid tribute to the successful partnership Cement Australia had developed with the DANKS Group.

“DANKS is a valued customer and revered name in the hardware industry, servicing over 600 independently owned and operated retailers which includes Home Timber & Hardware and Thrifty Link Hardware,” Mr Schwarer said.

“Over recent years we have tailored our system to be able to support companies like DANKS, from their Head Office to the individual stores. This approach enables us to promptly and efficiently deal with any problems or requests for help at all levels with common language and understanding.”

Mr Schwarer said the award truly endorsed Cement Australia’s commitment to providing user-friendly products and packaging, effective merchandising, sponsorships and value-adding activities for customers, including in-store trade nights and BBQ’s.

“When Cement Australia first entered this market we were operating in an extremely competitive commodity market where the majority of customers valued price as the deciding factor. Service and in-store activities were under-valued,” he said.

“Whilst we still operate in this market, we have certainly reshaped attitudes and elevated our standing. Cement Australia is certainly now viewed as a quality supplier who the major resellers in our industry are keen to partner with.”

Cement Australia would like to acknowledge each member of the Packaged Products team for their award-winning performance from the manufacturing sites, warehouses and delivery drivers, right through to customer service and sales and marketing.

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For more information, please contact Chloe Bryce on 0400600833 or by email at Chloe.Bryce@cemaust.com.au