



> ON TRACK <

ISSUE 16 | AUGUST 2018



A note from the Boss

Brad Oats, Director

Another month has flown by, and here we are again with another edition of On Track.

July saw some significant advances in our business, firstly with Trackspares finalizing the acquisition of Aftermarket Earthmoving Parts. As part of this acquisition, we added the significant talents of AEM Director, Darren Storm to our Team in a Sales and Business Development capacity. Darren brings with him a wealth of experience and a loyal customer base, which we look forward to connecting further with in the coming months. With Darren on board, we are focused on growing the Rossi Earthmoving Parts range to cover more makes and applications than ever before, and his years of experience with undercarriage sales only strengthens us in this space as well. We Welcome Darren and are excited to see him taking this new direction with great enthusiasm. You can read more from Darren below.

Also rolled out in July was our brand new cultural initiative, fittingly branded 'Don't Let 1% Break the Chain'. This is a companywide program we are implementing internally across our whole business, with a focus on getting the 'One Percenters' right'. We feel that a fresh approach, and keeping the program front of mind via signage, training, incentives etc. we can continually improve in all aspects of our business. We

aim to set a standard whereby any task, big or small isn't let down by a tiny element we have overlooked or not applied the right amount of focus or attention to. This is another way to display our commitment to constant improvement, and ensuring our customers are getting the best of us in all we do. We think the logo as shown below is a great symbol of our determination to set the standard in our industry.

We were also very proud to conduct our first Mid-Year Sales Conference recently, for all of our Sales & BDM Staff from both QLD & WA in attendance. This was a fantastic event, highlighted by some very well respected guest speakers, and presentations from our QLD & WA General Managers. With all of the Team in one room, it was a great opportunity to see first-hand the high caliber of people we have representing the business every day across the country. We're very proud of all of them, and their achievements in contributing to our continued growth. We followed the conference up with a celebration that included our Warehouse and Trackex Workshop personnel. Everyone involved took the time to relax, take stock of how hard we have worked so far in 2018, and reset in order to take on the rest of the year with the same focus and determination to succeed. It's obvious everyone enjoyed themselves. The event was also a chance for everyone in our QLD Operation to connect with interstate colleagues including WA General Manager, Rodney Irvine. Also in attendance were Rodney's BDM Team, Kristy Simpson, who has joined us recently, and Rob Gallagher who has been with us for some time and recently taken on a BDM role. NSW BDM Mark Wickham was also in attendance. There is more on our relatively new recruits further on below, please familiarize yourself with them and feel free to make contact if there is anything we can assist with.

Of course, our marketing initiatives continue to set us apart in the industry. We recently took delivery of a shipment of Trackspares branded reusable coffee cups from Keep Cup, the most recognizable and best quality brand on the market. Make an appointment to meet with one of our BDM Team and they might even bring you one filled with coffee! We continue to look for new and innovative ways to market our business, whilst still actively engaging in tried and tested means like print media. You can see our most recent KBJ undercarriage specials outlined below, and look out for our ads in Machinery Trader, & Earthmover & Excavator magazines monthly.

Until next month, enjoy the latest edition of On Track!

Major Announcement - Trackspares Acquires Aftermarket Earthmoving Parts

Trackspares Australia are pleased to announce the acquisition of Aftermarket Earthmoving Parts. As part of this acquisition, we are fortunate to also secure the services of AEP business director, Darren Storm as from July 9th 2018 in a Sales and Business Development capacity

Darren brings a wealth of experience in the earthmoving parts and undercarriage supply space, as well as a strong business acumen built over the past 9 years of running his own successful operation. With Darren's experience and Trackspares resources, inventory and marketing ability, we see this as a perfect partnership through which to grow our business. Darren certainly agrees.

"I am looking forward to continuing the work I have done with my customer base over the past 9 years under the Trackspares umbrella. I have had a long term business relationship with Trackspares and their team, including Brad Oats, and I am looking forward to being a part of what is certainly a driven and dynamic team environment. I see significant opportunity to add my experience and product knowledge across the business and am excited in particular to work on expanding the range of Rossi Earthmoving Parts available through Trackspares with Glen Blakely".

We welcome Darren, and encourage our customers to contact him for any of your undercarriage and repair & maintenance parts requirements.

Darren Storm - Mobile: 0437 969 778 Email: dstorm@trackspares.com.au



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Phone: (07) 4699 1900

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Phone: (08) 9405 0900

www.trackspares.com.au





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NEW INITIATIVE

Whilst, as experienced professionals, we're all capable of getting the job 99% right, there is not a person, process or product within our operation that can't be improved.

**DON'T LET
1%
BREAK
THE CHAIN**



NEW MERCHANDISE

Check out our new reusable coffee cups from Keep Cup!



2018 Mid Year Conference and Celebration

Reflect, Reset and Refocus...then Enjoy Yourself!



NEW FACES OF TRACKSPARES



Rodney Irvine- GM WA
M: 0417 177 326
E: rodney@trackspares.com.au



Kristy Simpson- BDM WA
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Rob Gallagher- BDM WA
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**Justin Raarth- Trackex
Workshop Manager WA**
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Mark Wickham- BDM NSW
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KBJ
UNDERCARRIAGE
MANUFACTURING

KBJ UNDERCARRIAGE SPECIALS



D10N/R/T SF Roller
6Y0889G

- With genuine CAT® seals
 - MORE THAN 250 IN STOCK NOW!
- \$ POA



D375-5 SF Roller
195-30-01411

- MORE THAN 150 IN STOCK NOW!
- \$ 800.00 + GST ea



D10N/R/T DF Roller
6Y0890G

- With genuine CAT® seals
 - MORE THAN 250 IN STOCK NOW!
- \$ POA



D375-5 DF Roller
195-30-01421

- MORE THAN 200 IN STOCK NOW!
- \$ 825.00 + GST EA



45L Heavy Duty D6R/T Link Assemblies

Part no: 8E9037

\$ 3850.00 + GST EA



40L Heavy Duty D5H Link Assemblies

Part no: 1102976

\$ 2900.00 + GST ea



Komatsu 45L PC300 Link Assemblies

Part no: KM959/45

\$ 2700.00 + GST EA



43L D9N/R/T Link Assemblies

Part no: 1995525G

- True PPR Design w/Gen CAT Seals

\$ 9500.00 + GST EA



Komatsu 45L PC200-5 Link Assemblies

Part no: KM782/45

\$ 1850.00 + GST EA



CAT 325 Link Assemblies

Part no: 6Y0853

\$ 3000.00 + GST EA



Did you know?

Trackspares initiated the first domestic freight charter out of Toowoomba Wellcamp Airport back in 2017. More than 10 tonnes of undercarriage components from this wonderful facility in our own backyard en route to Weipa in Far North QLD for Rio Tinto. We're very proud of this achievement, and the way our entire team pulled together to fulfill a time critical customer requirement!



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