

Global Experience Brings EJ Know-How to Australia



Innovative product a focus at the European Sales Conference.



Over the past few years, EJ has been globally focused with its net being cast far and wide to acquire foundries and manufacturing plants in France, Italy, Germany, Ireland, UK, Spain, USA, the Middle East and the Asia-Pacific, of course.

But strategic factory acquisition is only part of a success story. People are behind the real success in any forward-thinking company. Which is why EJ invests millions of dollars annually in coaching and training its people to think globally, act locally.

Asia-Pacific National Sales Manager Ian Maddocks, has just returned from the latest rigorous training event – the European Sales Conference – primarily based in France at EJ European Operations Headquarters.

The aim of this conference was to not only learn about new and evolving, innovative EJ product but also to share problem/solution experiences peculiar to each market globally. Ian's involvement included visiting one of the latest EJ family company acquisitions in the UK, Peter Savage Company, where he explored product that may be applicable in his Asia-Pacific market. In exchange, Ian shared his extensive knowledge of Australia's roof and floor drain range which may have meaningful application in European markets.

At a three-day Sales Conference, Ian mixed with his colleagues from around the European region where the global strategy for the year ahead was revealed and discussed. And as the French foundry at Picardie produces an extensive range of product for the Asia-Pacific market, Ian presented to his network colleagues, how the product is enthusiastically used in many applications. The 2016 Top Performance Award: Picardie Capacity Utilisation, was accepted by Ian on behalf of the Australian based team. Simply put, Asia-Pacific was responsible for the largest amount of new volume through-put in Picardie in the 2016 year.

Ian's whole overseas journey concluded with a tour of the Picardie foundry where he learnt about new product development and witnessed testing machinery and systems. He was also able to put faces to email addresses and through building personal bonds, consolidate more streamlined and productive transactions.

To talk directly to Ian about any of his findings, please call head office in Brisbane 07 3216 5000.