



# CAPABILITY STATEMENT



QBCC Licensed  
Public Liability Insurance  
Contract Works Insurance  
Professional Indemnity Insurance



## ■ CAPABILITY STATEMENT

### **Who we are**

National storage system specialists combining Elbowroom, Colby, Correct Installs, Inspect-a-RACK and REA.

### **What we do**

Consult, design, select, supply, install, inspect, relocate and service quality storage systems.

### **Our history**

Since 1973, our family business has remained focused on superior quality and customer satisfaction.

### **How we do it**

Fully licensed and accredited industry leaders developing and utilising the latest technologies and the highest safety levels.

### **Associations**

Working in association with other leaders to ensure highest standards in product, methods, environment and safety.

### **Welcome**

Thank you for your interest in our capability as the Biggest, Strongest and Safest provider of storage systems in Australia.



## GROUP OVERVIEW

Our group comprises multiple businesses, activities and brands to provide total coverage of customer needs within the storage systems industry.

Elbowroom and associated group is Australian owned and operated. We are dedicated to confidently consult on, design, select, supply, install, inspect, relocate and service quality warehouse, industrial, back-of-store and office storage systems.

Our preparation is your success, underpins the strong foundation of our business and represents our capability to undertake projects of the largest scale in Australia to date.

Elbowroom design, supply and install custom storage systems for customers across Australia and beyond, as far away as Cairo, Egypt.

Our continued efforts in the pursuit of innovation have delivered many unique opportunities. Vitaly, our experiences have shaped us into the professional company we are today, to confidently commit to your next project, anytime, anywhere.

We are fully licensed and accredited utilising the latest technology and the highest level of compliance, safety and professionalism.

### **Our Mission**

- To care for our customers and colleagues;
- To grow our successful business;
- To lead in innovation and design in our industry.

### **Our Vision**

- To grow our premier project management company;
- To provide superior products and services;
- To be a progressive leader in our industry;
- To ensure safe work practices;
- To expand and diversify;
- To give back to the community;
- To drive business excellence in our industry.

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Whilst Elbowroom undertakes critical foundation tasks such as consultancy, research, custom design, engineering and administration of procedure process, it is well supported by a dynamic team of partner companies and industry experts.

Each partner company provides expertise in its own right, offering extensive knowledge to the other, in a collective and genuine effort to ensure the best outcomes for the customer.



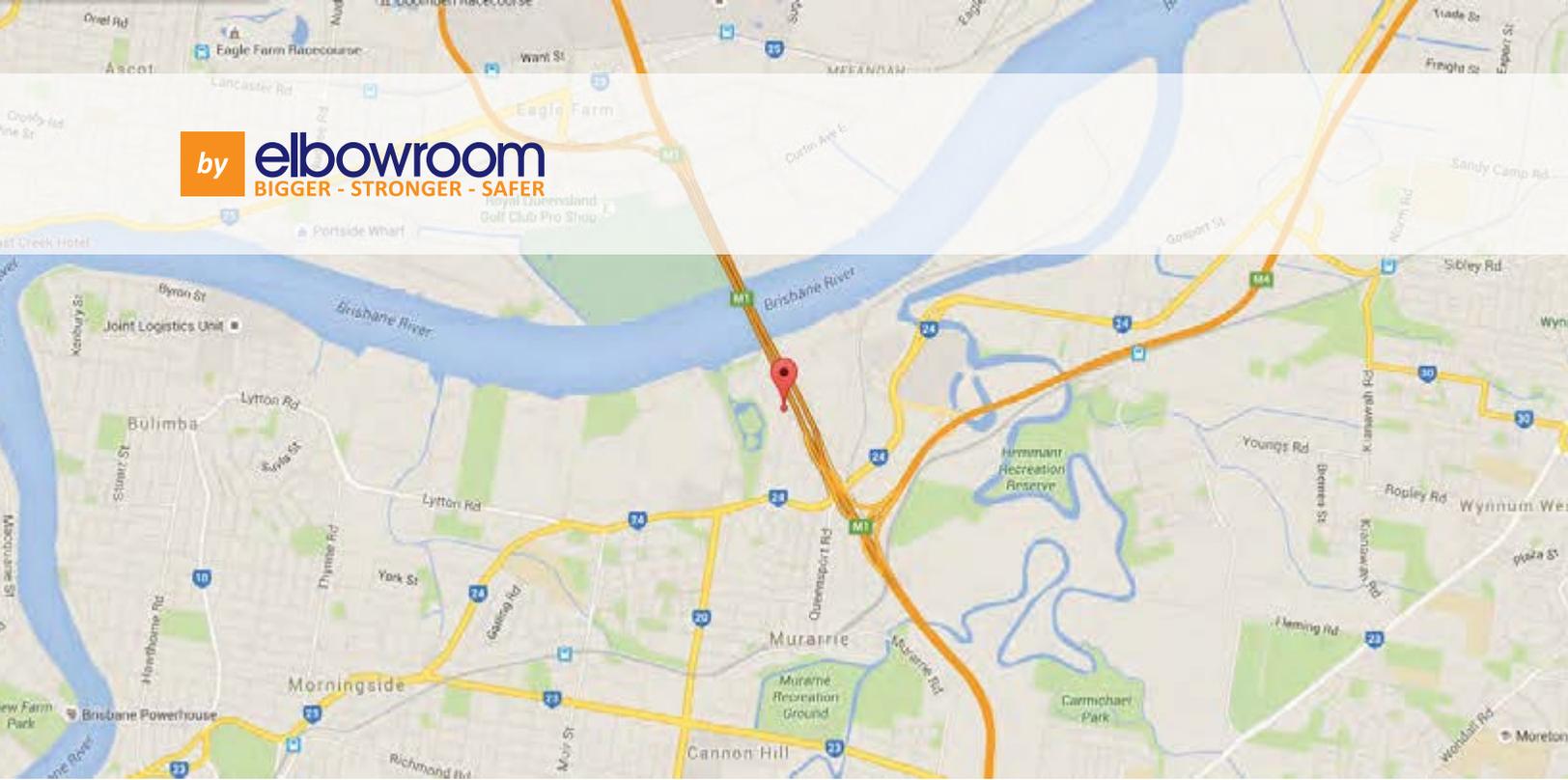
**Correct Installs** is Elbowroom's newest addition. Correct Installs' role in the partnership is focused on the on-site management and construction of projects undertaken by Elbowroom. It also offers support and services to external industry companies like Dematic Logistics.



**Colby** is Elbowroom's primary brand of choice for warehouse storage products such as pallet racking, conveyors, state-of-the-art order picking systems – voice pick and pick-to-light, to name a few. The Colby brand leads the industry in engineering, design and manufacture of the safest and most innovative storage products in Australia. Dr Murray Clarke heads up the engineering and design of Colby's products and he is a committee member of FEM, the European Federation of Material Handling.



**Inspect-a-RACK** is the fastest-growing and critical business unit within Elbowroom's portfolio. It was established in 2009 to cater to the ever-growing need for warehouse operators to maintain more accurate rack inspection data and records. Delivering a high level of innovation, intelligence and accuracy, this unit is a working display of our commitment to safety and innovation.



CONTACT DETAILS

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**Websites**

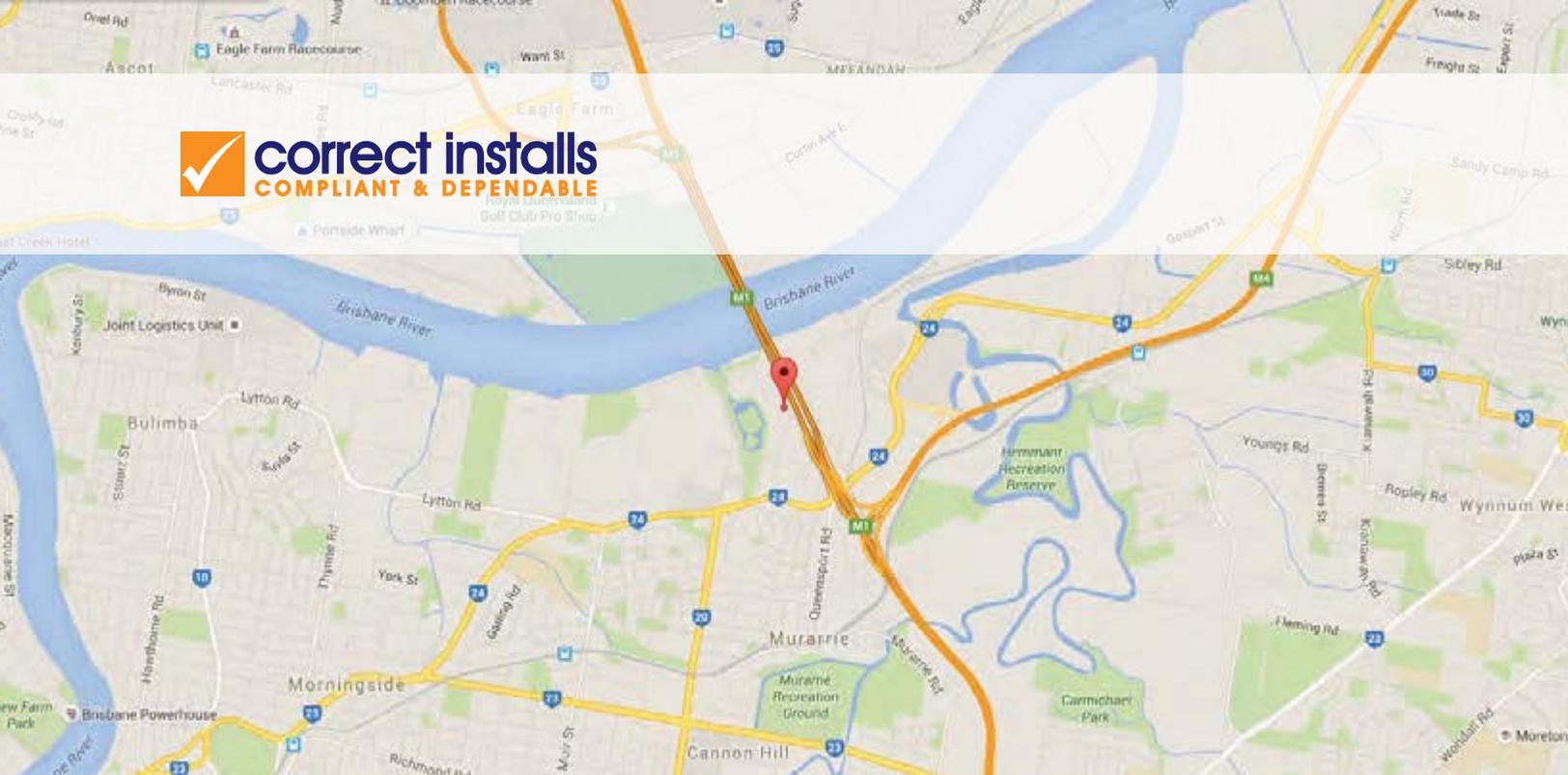
[elbowroom.com.au](http://elbowroom.com.au)  
[inspectarack.com](http://inspectarack.com)  
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Refined since 1973, Elbowroom's processes accelerate the realisation of your idea, clearly and responsibly.

### **Understanding**

Careful analysis of your specifications, desired outcomes, budget and operational processes provide Elbowroom with grounded beginnings. The critical process of understanding your goals is our first and most important undertaking.

### **On Site**

We provide accurate data sourced by trained system designers and estimators. Our experts liaise with all stakeholders to assist and guide concept development.

### **In House**

Historical references are analysed for successful applications to "like" scenarios. Our experts promote cross-discipline brainstorming between service, installation and supply personnel for sustainable development of new products and to find solutions for unique situations.

### **Concept Development**

Industry wisdom meets the latest in computer-aided design - our system capabilities are logically relayed in all media to inform and educate. System data is made available to your team for seamless synergy.

### **More than Industry Standards**

Accurate and industry-specific drafting specifications follow a methodical approval process through to project conclusion. Our certified designs developed in conjunction with leading structural engineers, ensure our strategies employed on YOUR site are compliant and safe. Our final design process employs a method of qualifying and quantifying, thereby providing all stakeholders with certainty in all respects.

*"Answers often lie within the problem. Elbowroom's process of continued engagement guarantees that client expectations are satisfied."*

- Mark Althaus, Director



## ■ SELECTION + SUPPLY

Elbowroom is positioned to offer an unbeatable selection of quality products and components. Customer's can rely on a one-stop shop in meeting their goals, with advice from industry experts.

Elbowroom is not limited to or constrained by way of product brand, which ensures our product selections are best suited to meet and enhance our customer's specific expectations. Ultimately, our superb range is our customer's informed and suitably considered selection, based on our refined and safe offerings.

Elbowroom's quality control trials have cultivated our offerings. Our strict refinement of suppliers is aided by our multi-disciplinary team combining engineers, product designers, system designers and various other experienced staff. Where a gap exists in quality product availability, we develop and produce our own products to fill those gaps.

Elbowroom combines the best of the best to offer a complete and unbeatable selection of goods and services. Our capabilities are measurably well ahead of any stand-alone manufacturer in the industry, resulting in the delivery of an unbeatable selection of goods and services.

*"All Elbowroom products are stringently tested and perfected by a plethora of qualified professionals and endorsed by our loyal customers. We let the superiority of our brands and quality manufacturing, speak for itself."*

- Michael Webster, Elbowroom Expert

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## ■ INSTALLATION + INSPECTION + SERVICE

The installation, inspection and servicing of your storage systems can be undertaken with your genuine confidence. From the first bolt to the last swipe of the dust brush - your project is covered by our extensive know-how, our licenses and our accreditations.

### **Installations**

Every client installation is orchestrated and controlled through qualified and experienced Project Managers, Site Supervisors and Team Leading Hands.

We produce project-specific work method statements for EVERY project undertaken.

### **Inspection**

Legislative requirements aside, inspections keep you informed and ensure maximum safety for your staff and limited risk for operators and management. We work closely with workplace safety authorities and your staff to ensure your storage systems remain safe and compliant (OH&S Australian Standards).

Our safety inspectors can identify damaged components and reduce the risk of collapse. We provide nationwide inspection and audits through a team of qualified inspectors.

Elbowroom can provide inspection training packages for your staff, to educate on how to better identify damaged and potentially dangerous situations and environments.

### **Service**

Our 24hr on-call emergency assistance and planned maintenance programs ensure your system remains in peak efficiency - around the clock.

We are trusted maintenance suppliers to major national companies Australia wide and major stockist of spare components - industrial and commercial - for most non-counterfeit brands.

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## ■ TRAINING + SKILLS + RESOURCES

Our Group provides and orchestrates an extensive list of training programmes targeted at employee development and storage system operational requirements.

Elbowroom's comprehensive training programmes are fully documented and provide evidence of invitation, attendance, completion and endorsements where required; certification; and licensing.

### **Safety**

- Personal safety
- Workplace safety

### **Customer Service**

- Communication
- Processes and documentation
- Quality assurance

### **System Design and Consultation**

- Product range and features
- Design concepts, inc. limitations
- Engineering software applications
- Material take-offs

### **Plant and Equipment**

- Elevated lifting platforms
- Forklift and materials handling equipment

### **Tasks**

- Project planning and management
- Site assessment and preparedness
- Tool and consumables selection
- Assembly, installation, service and repairs
- Project sign-off and handover

### **Leadership**

- Performance goal setting
- Assessment and acknowledgment
- People and communication skills
- Awareness and action
- Skill set training



## ■ TRAINING + SKILLS + RESOURCES

Whilst Elbowroom has an industry recognised high level skill set, we remain practiced at assessing and improving individual skill sets and the discovery and implementation of improved business proficiencies and competences.

Elbowroom's approach towards the recognition, acquisition and implementation of resources – both internal and external – is active and open to ensure maximum satisfaction and compliance towards the desired outcomes of all stakeholders.

The results of this dynamic approach to improvement lead to superior outcomes for our customers and Elbowroom alike, with real results in personal growth and job satisfaction.

*"We improve the sustainability, competitive systems and disposition of Elbowroom staff by teaching our people to pro-actively identify opportunities to evolve operational processes through lateral and creative thinking."*

- Michael Webster, Elbowroom Expert

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**Since Althaus Industries in 1973 there have been many comings and goings, name changes, glory times and some troubled times.**

We have seen many changes since those early years. We were not as much a recycling society as we were a refurbishment society; steel storage cupboards, metal shelving, pallet racking, metal lockers, and mobile compactus, were bent back into shape, repainted with modern colours and reused by the original owners.

Back then, our installed pallet racking structures were mostly installed by men who climbed up the rack frames and walked along beams upon a surface area of 2 inches (5cm) wide. These structures were seldom higher than 12 feet (3.6m) and pallet racks were often left unanchored (to the floor).

Over the next 20 years or so, technology advanced substantially. There were also vast improvements in our focus on safety in terms of methods, equipment, training and a zero tolerance attitude. Elbowroom has grown concurrently with increased employment opportunities, territory covered, sales turnover, resources, stock holdings, infrastructure and industry acknowledgment.

In 2015, Elbowroom is still a family business, over 40 years later. Luke Althaus, Mark's son has been in the business for 10 years and is responsible for the design, engineering and conceptualising of many customer projects. Luke's experience in the field with installations and project management has provided the grounding for his role as General Manager of Correct Installs. One day, Luke's two sons may play a role in the Company we proudly call Elbowroom.

- *Elbowroom is a recognised industry leader in storage system design, installation services and system inspections, audits & certification;*
- *The storage systems designed and sold by Elbowroom are expertly designed to the highest standards and are authentically endorsed by genuine engineers;*
- *Our documented and practiced safety and installation methodologies are second to none;*
- *Pallet racking installations of around 11m (36') high are common place and 30m (98') high racks are becoming less occasional;*
- *Elbowroom's own StorTite® mobile shelving systems are being sold and installed as far away as Cairo in Egypt;*
- *We are environmentally engaged. Where redundant product becomes our responsibility, we either reprocess reusable products through our partner company Ware Hows, or we ensure unusable raw materials are appropriately recycled.*

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■ BIG + SMALL - **BUSINESS ALIKE**  
BIG + SMALL - **PROJECTS ALIKE**

Whilst our extensive capabilities allow us to perform concurrently on multiple large installations around the country and globally, we remain engaged with small business and projects initiated by our family business customers.

Our service and velocity for small business customers, is the same as that provided to our large corporate clients; like Woolworths, Coles and Coke Amatil.

We like to see small business customers prosper and enjoy the new functionality they gain with their purchases. Whatever the size of your project, we enjoy a challenge and appreciate new experiences whilst making friends along the way!

*"It is an enjoyed experience to have interactions with our new customers who are often trying to find ways of making their smaller operations more efficient. Over my years at Elbowroom, I have established many friendships with customers and suppliers alike and have seen more than a few of those smaller operations grow into much larger and successful businesses."*

- Garry Smith, Elbowroom Expert for 25 years

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## SAFETY MANAGEMENT

### **BIGGER - STRONGER - SAFER**

It's more than a catch cry – it's our entire philosophy!

As responsible owners, managers, supervisors and operators, it is our duty to ensure that every person we oversee remains safe in their workplace at all times.

We believe effective management can help avoid injuries and damage to stock. That's why our team at Elbowroom provides only safe storage solutions and services for your workspaces.

*"My colleagues call me Captain Safety because I don't compromise on quality assurance or process. When we follow stringent processes and methodology correctly, we are doing it safely. The important part of my job, is to ensure everyone goes home to their families at the end of every day. Safety is our doctrine."*

- Jorge Soriano, Operations Manager, Correct Installs

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## ■ ENVIRONMENTAL MANAGEMENT

Elbowroom is committed to honouring its environmental obligations. This commitment includes the management of waste materials that are created during the installation process.

Elbowroom's Project Manager prepares a Site Waste Management Plan (SWMP) for each project installation.

The SWMP ensures the correct disposal of materials through the following strategies:

- **Avoidance** – to reduce the generation of waste.
- **Separation** – of materials for reuse or reprocessing.
- **Treatment** – To reduce the volume and toxicity of remaining wastes.
- **Minimisation** – Recycling, source separation and efficient collection of waste.

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## ■ QUALITY MANAGEMENT

Our Quality Management System complies with relevant national and international standards, in particular AS/NZS ISO 9001:2008. We believe effective Quality management is the shared responsibility of all involved.

Without limiting that responsibility, we expect:

### **Directors and Senior Management**

Demonstrate their responsibility and commitment by providing the leadership and resources necessary for effective quality management.

### **Management**

Implement, maintain and improve systems which promote Quality outcomes.

### **Supervisors**

Ensure all works are conducted in compliance with our extensive quality policy. Supervisors also ensure employees receive adequate instruction, supervision and training to perform tasks accordingly.

### **Staff**

Co-operate and assist in the active maintenance of a quality environment.



■ LICENSED + ACCREDITED

To protect you, the public, product, employees, property and ourselves, the Elbowroom Group maintains a broad range of insurance cover, accreditations, registrations and memberships.

**PUBLIC LIABILITY**

20 million - Public and Product liability cover

**QBCC**

Queensland Building and Construction Commission  
Licence #1179594

**QBAS**

Queensland Building and Asset Services supplier  
registration #851057

**CONTRACT WORKS COVER**

1 million per project

**AIG**

Australian Industry Group membership #0005209

**GITC**

Government Information Technology Contracting  
registration # Q-3659

**DEEWR**

Department of Employment. Compliance with  
Building Code 2013 - #27442

**CCIQ QASSURE**

Accredited government supplier by CCIQ QAssure.  
Trading and interacting with Queensland Govern-  
ment regarding ICT Contracts. Accreditation #11768

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## ■ RISK MANAGEMENT

### **Risk Management**

All tasks and project elements are assessed to uncover any potential risks. One at a time, all potential risks are scored using our risk scoring matrix, to determine likelihood and severity of the potential risk.

From this point, all stakeholders determine the best method to illuminate the risk. This entire process is undertaken at the performance location of the task; documented, agreed and signed by all stakeholders prior to the task being performed in accordance with the agreed method/s.

Where new risks are discovered during performance of the task, the agreed method is processed in accordance with the above, prior to task performance continuing.

## COMMUNICATION + RELATIONSHIPS

### **Communication and relationships**

What comes first is our genuine effort in getting to know our customer and discovering our customer's expectations. The very foundation of a successful relationship.

Only a genuine understanding of expectations and desired outcomes can be converted into a genuine communication process. That being a process of articulated communication between and including all stakeholders. The final result is the communicated and targeted delivery of our customer's expectations and positive outcomes for all stakeholders.

## RESPONSIVENESS

### **Responsiveness**

We pride ourselves in our ability to respond to the challenge – pragmatically and with velocity.

We practice velocity in every aspect of our business practices, including in our response to customer's enquiries and needs.

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## GOOD?

You could settle for good, but we insist on improving outcomes for our customers.

## BETTER?

Innovation has made us industry leaders and has provided better products and services for our customers.

## BEST!

Our Group's commitment to continued improvement provides the very best outcomes for all.

### Associations

Elbowroom understand the need for businesses to commit and contribute to social, charitable and community events. We are supportive of various charities and community projects where we consider our contribution can make a positive difference.

*"We follow up our clients to ensure we evolve from their invaluable feedback. My boss (Mark) requires me to search for anything resembling a misgiving. He says a customer's complaint is worth its weight in gold".*

- Michelle Edgeley, Online Shop Manager



## EXECUTIVE SUMMARY

### Summary

Your product, your people and your ideas are our priority. Since 1973 our family company has assisted Australian and International businesses of all sizes to create safe and efficient storage systems specific to suit their needs no matter the industry or budget.

*"We provide the best quality, strongest and safest range of storage solutions available globally. Our commitment to businesses of all sizes and the versatility of our range is to our success today.*

*Our passion and ethos set us apart from our competitors - every client is not only important and valued, every project has dedicated experts who drive successful outcomes. We think bigger, stronger, safer.*

*We don't dream about success, we work for it."*

- Mark Althaus, Director

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**by** **elbowroom**  
BIGGER - STRONGER - SAFER

