



Robit[®]

Bulletin

Robit Plc Customer Magazine

2 | 2016



DTARobit
Added value through service

Mega Dealer Meeting
New tools for growth

BulrocRobit
From family company
to global operator

Dear reader,

Growth, growth, growth! That will be the all-encompassing theme for this year and the next one. With three quarters of 2016 already behind us, we have been working very hard: the recruitment processes for the product offering side, sales staff and the new executive management team have now been wrapped up and are ready to respond to the challenges of new growth. The cornerstones of our sales – Top Hammer and Down-The-Hole – now form complete product lines with a full range of components. Backed by our new executive management team, we will seek growth more aggressively than ever! The current year got off to a brisk start, and the theme of growth will be a mainstay for us going forward.

The acquisitions of Bulroc and DTA were realised within a very short time frame – usually M&A processes are very long projects that can take even years to conclude. Although a number of matters related to closing the transactions were naturally prepared well in advance, both the DTA and Bulroc acquisitions were closed in quick succession. We managed to complete our product range in the DTH Strategic Business Unit all in one go.

Previously, casing systems were manufactured in Finland and complemented by DTH hammers and drill bits (particularly for mining customers) from Australia. In the UK, Bulroc's DTH hammers, drill bits and casing systems have been important especially for piling customers. In 2011 we acquired the South Korean company YoungPoong CND, which manufactured drill rods and shank adapters for rock drilling – that became a true success

story in the Top Hammer unit, and we are hoping the same happens with DTH.

People are our most important resource, and Robit's team has grown considerably. We are gaining new resources along with these new professionals: 45 from Bulroc and 69 from DTA. I warmly welcome all of our new employees to the Robit team.

We wish you a happy year of growth in 2017!

Mikko Mattila
CEO



Robit



Robit Bulletin is the customer magazine of Robit Plc.

Editor-in-Chief: Jari Silver

Text and layout: Markkinointiviestinnän suunnittelutoimisto Mainio

Print run: 3250 Printed at: PK-paino

The next Robit Bulletin will appear at the beginning of year 2017



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 Chairman, Robit Plc
Rowan Melrose -
 VP Business
 Development, Robit Plc
Antti Husa -
 Senior Associate,
 Borenius Attorneys Ltd
Teresa Mlikota -
 CFO, Ausdrill Limited
Kalle Reponen -
 Board Member, Robit Plc
Ron Sayers -
 Managing Director,
 Ausdrill Limited

DTARobit's General Manager Brian Bowler: "Added value for customers through good service"

Mining sector service provider Ausdrill sold its Australian drilling tools business to Robit. The sale was in line with the company's strategy – to focus on its core business.



▷ DTA will continue manufacturing operations at its Canning Vale facility under a leasing arrangement with Ausdrill. All employees transferred to DTA. The transaction gives Ausdrill the opportunity to crystallise considerable value on a portion of the group's earnings and allows the company to further pay down debt. Ausdrill has a long-term arrangement with DTA on the supply and further development of drill consumables. The sale includes DTA's drill bit manufacturing and distribution business, but excludes its oil, gas and spare parts business, which will transition to another division of Ausdrill. As Robit is a renowned global manufacturer and distributor of quality drilling products, it will be able to serve Ausdrill's drill consumable needs into the future.

"We manufacture and sell drilling products out of Perth, Australia," says DTA Drilling Tools' General Manager in Australia, **Brian Bowler**. "Our support services cover both our Australian and international customers".

Based in Perth, Australia, DTA manufactures and sells consumables for DTH drilling, providing support to customers in Australia and abroad. The service locations in Kalgoorlie and Brisbane offer customers a range of services, including delivery.

Ric Goebel, Product Manager, Engineering R&D, stresses that when it comes to DTA's personnel in Australia, the most important consideration is not just bringing value to customers, but also the safety of the employees. They follow the "One safe, all safe" principle, which provides a framework for continuously developing a positive culture of safety. It means that everyone must take care of their own safety while working, as well as look after the safety of those around them.

"We are strongly committed to ensuring that our mining employees fully understand and carefully comply with our safety guidelines. We solve our customers' problems as we sell our products. It's about giving our customers added value! Environmental awareness has also become an important issue, so product recycling is important," says Goebel.

The business was established in 2004 as part of the Ausdrill Group. Although growth was excellent in the early years, it hasn't been immune to the general slump in the mining sector in recent years. Bowler is pleased, however, that DTA has been

able to get itself back on track over the past few years. Having well-trained and committed personnel improves productivity and lowers the risk of injuries among those working in our industry.

"Our team plus our ability to offer technical solutions on short notice are key factors in the market and bring clear added value to clients – it is one of our key points of difference," says Bowler, adding, "DTARobit has proven itself as a supply partner that adds value and aligns itself with our customer goals."



The company's main entrance. DTA manufactures and sells drilling consumables, especially for DTH drilling, in Perth, Australia.



The company's production portfolio includes DTH hammers and bits for the mining industry.



DTA's automated manufacturing facility is located in Perth, Western Australia, and has a staff of 70.

The BulrocR



Managing Director Jonathan Hurt of BulrocRobit Ltd. in Chesterfield, UK, is following in his father's footsteps in the company, and he sees major opportunities in BulrocRobit being able to take advantage of its own history, including the production plant in the UK, market sectors and new product lines. Speaking at the Mega Dealer Meeting in Tampere, Hurt said there is good reason to be proud of his company's 50 years of production history.

Robit story –

*from family shop to
global operator*



▷ Although it has taken three and a half years for Bulroc to become a part of Robit, the integration was very natural. Now there are possibilities to further expand the business.

“Robit has been especially skilful with the Bulroc acquisition,” says Jonathan Hurt. “The company created a dedicated team of professionals and the aim, of course, is to maintain that momentum going forward.”

Bulroc, a world-leading manufacturer of Down-The-Hole (DTH) rock drilling equipment, has a long history of making all products in the UK according to the highest standards.

The company’s ISO 9001 certification is further proof of this.

A high level of quality is an absolute must in all production and sales processes. Quality control and performance assessments are carried out each year to meet the highest international standards.

Bigger markets now open to BulrocRobit

Thanks to additions to the product range, BulrocRobit has achieved more prominence in Hong Kong and the Middle Eastern markets, among others. Customers can now choose from a complete product portfolio, including large DTH hammers, drill bits and casing systems. The hammers are used across the globe for various applications, such as gethermal drilling, mining, quarrying and piling.

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Nearly 90% of the sales come from outside the UK home market, with the Middle and Far East being particularly important. Saudi customers typically use Drilltech USA's drilling rigs with large diameter BulrocRobit hammers.

"We have an excellent dealer on the Saudi Arabian water well market, with co-operation that dates back more than 10 years. The operations currently account for around 30% of our sales. "The Saudi business faces fierce competition from several Far Eastern suppliers, but according to our local dealer, 'The hammers from the Far East do not strike as hard and are less effective!" Hurt says.

The United States is another major market area. Most of the products exported to the US are hammers of various sizes and shock absorbers, mainly for nationwide construction applications. Europe too offers a large and varied market area and also a few long-term Bulroc customers, most of them in foundation drilling and quarrying.

The company has a number of product development projects in the pipeline, including a 30" DTH hammer expected to be launched at Conexpo 2017 in the US. BulrocRobit's newest product, the CDS-R5 overburden drilling system, features patented Airflow technology and has become very popular in construction industries across the globe. All of the company's products are manufactured in the modern Chesterfield plant to the highest standards, using the latest computer technology in its design and manufacturing facilities. Extensive research and development is a part of the company's DNA now and in future.

From tight family business to global player

"Bulroc was always my father's big love, so I have nothing but praise for the Finnish Robit team and how they have gone about the acquisition. My father no longer participates in the daily operations and I must admit that it feels slightly strange not working together in the same office as him after so many years," says Hurt Junior.

“ Extensive research and development is a part of the company's DNA now and in future.

John Hurt and his business partner **John Weaver** established a general engineering design company focused on mining in the UK in 1969. He was a young man full of great ideas but with little money. In those days, bankers were extremely wary of giving loans for 'dubious schemes'. However, within a year Hurt bought up his partner's shares and three years later **Tony Hawkins** became his new business associate. Because of Bulroc's long history as a family company it always was going to tug on the heart strings selling the business but the trust gained between Bulroc and Robit was always strong so giving it up was not too difficult. The potential now for BulrocRobit is clear so exciting times ahead, says Hurt.

Bulroc's history is full of many colourful episodes: Long experience and a great track record with the production and delivery of a wide range of DTH products both domestically and globally. In



<< BulrocRobit's Director, Jonathan Hurt, presented Bulroc's history to dealers at the Robit @ MEGA Dealer event at Tampere Hall in September.

Bulroc perfectly complements Robit's DTH product offering. >>



1989, the company adopted the name Bulroc and launched a new DTH product. BULROC ASIA DIRECT was established in 2005 to respond to the growing demand from the Asian markets and turned out to be a true success story. In 2012, a brave decision was made to shift to much larger and more modern production facility. The company grew out of the previous production plant, which posed a challenge to operational security.

"Right now it feels like the company has found a good new base for its operations", says Hurt, adding: "We're located very centrally in the UK, with several traffic routes and major motorways nearby".

"This has always been a family business at heart, one where we've been proud of our production plant and our many long-standing employees. You better believe it has cost us a few golden watches as a reward for loyal service," Hurt laughs.

BulrocRobit today

"We currently employ around 45 people. In terms of head count, we have always been a small but focused company. Many of our employees are multi-skilled, which of course makes it easier to manage the workload day to day and especially helpful during holiday seasons. There will no doubt be changes along the way, but for the most part, we will carry on with our current personnel," says Hurt.

The first DTH hammer was introduced in 1976 and was followed by additional sizes and versions. Further development brought

various supplementary products such as shock absorbers, drill tubes and other ancillary products. During the last ten years, there has been a strong emphasis on large diameter hammers, casing systems and button bits. Small-scale business has also attracted more attention during recent times.

"In addition to our regular product lines, we can also supply smaller batch products or tailor-made products on demand. We would like to think of ourselves as big enough to have operational muscle, but also small enough to respond flexibly to requests from our customers. The company has always had a strong background in R&D, and we have always had a keen eye to the future. It's clear new ideas today may someday become new products," Hurt believes.

BULROC - WHERE DID THE NAME COME FROM?

John Hurt, the founder of Bulroc, promised to himself in 1970 that if he started making good money in rock drilling, he would buy himself a sports car – a Lamborghini Espada. When the money started coming in, it was time to make good on his promise. Hurt got an idea from the bull figure on the Lamborghini's bonnet. "This is just perfect," he thought to himself. The bull is, after all, a powerful symbol, precisely what he had been looking for in a company name. Pairing the bull with rock was a natural next step – and the name BULROC was born!



AUSDRILL'S SUCCESS STORY

“Blood, sweat and tears”

Developing DTA's drilling consumables to their current level of excellence was a long and hard learning curve. Looking back, it was all well worth it. These days Ausdrill is the one to raise the standards to its competitors.

▷ **David Hart**, Area Manager at Ausdrill Ltd, recalls being one of the first customers to use DTA's products:

“When I look back on the whole process, I realise now that this could not have been done without some 'blood, sweat and tears', and also not without close co-operation between Ausdrill's and DTA's personnel. The tight relationship between Ausdrill and DTA was a stroke of luck! DTA was able to make improvements and changes to the products on short notice, and Ausdrill was able to trial those changes just as fast. This made the whole experience less painful than it could have been. There was some frustration, but also satisfaction along the way to producing and developing a product that today will hold its own against the competition. It was a great learning experience!”

At the Super Pit operation we are required to drill approximately 190,000 metres per month. The size and depth of the holes vary, as does their purpose; we have 20,000 metres of grade control holes, 50,000 metres of probe holes and the remaining 120,000 are blast holes. Grade control holes are designed to define the ore body boundaries within each bench



KCGM Kalgoorlie Super Pit – Ausdrill has been the production drilling contractor at the Super Pit for many years.



David Hart, D&B Area Manager, Ausdrill Ltd

- Moved from New Zealand to Australia in 1991 to work in the earth moving industry
- First job as a bulldozer operator on the salt lakes near Kambalda to support exploration drill rigs in search of gold deposits deep below the surface
- Five years of experience operating various earth moving machinery in the Super Pit gold mine
- Five years of experience supervising drill & blast operations in open cut mines
- Started at Ausdrill Ltd in 2003
- Customer of DTA ever since the start of drilling consumables manufacturing in Perth
- Based in the Ausdrill Boulder office, in charge of the Northern Territory, Queensland, South Australia and WA

prior to blasting. The blast holes are loaded with explosives and the blast fractures the soil into pieces suitable for loading and hauling. Probe holes are designed to define the border between safe ground areas and potentially unsafe areas, where old underground workings are present.

“Prior to Kalgoorlie becoming the ‘Super Pit’ in the late 1980s, there were many different gold leases owned by different prospectors and lease holders in the area. The majority of the individual gold operations across the Golden Mile (now the site of the Super Pit) were underground operations. The combined length of the underground workings is over 2,000 kilometres, and the size of each mine varies according to the era and methods used at the time. In the 20-plus years that Ausdrill has been working in the Super Pit, I know of one case where a drill rig partly fell into some old underground workings. It couldn’t be retrieved, so it was blasted and dug up with the rock. The operator survived the incident,” Hart says.

Ausdrill uses DTA products at all of their 10 drill and blast sites in Australia and also on some exploration division drill rigs. The most common products are the 4- and 6-inch blast hole

hammers and bits used for drilling holes from 115 through to 165 mm. We additionally use a few 7- and 8-inch hammers for drilling hole sizes from 203 to 251 mm and reverse circulation hammers for grade control and RC exploration.

The manufacturing business in Australia is very challenging financially, and many companies have either left Australian shores and set up in India or China to reduce their costs or closed up shop altogether.

“Continuous improvement will be required to keep DTA’s products in the markets and to meet the competition head-on,” Hart believes. “A lot of competition stems from the price dumping due to hand-made products from China and India.”

DTA uses robotic machines to contain labour costs, while still maintaining high reliability and proven quality in production. While it is apparent that more and more competitors are entering Ausdrill’s market, the company is determined to stay focused and have fun along the way. It is “cost per metre and reliability” that will win out in the end, Hart concludes.



The Schramm drill rig uses three different-sized hammers and drill bits for drilling a 240-metre-deep hole.



Lucas Drilling Services relies on Bulroc's DTH drilling equipment in demanding conditions.

Strong hands in the Australian soil and market

Rolling grass plains and awesome rock faces rising up behind them – it's like a scene out of a western movie. A monotonous pounding can be heard beyond the mountains. Yet we are not in the prairies and the bangs are not from revolver guns. The source of the noise is a Bulroc Hyper 181 Down-the-Hole (DTH) hammer striking deep into Australian soil, more precisely the mineral deposits of Narrabri.



▷ Lucas Drilling Services, part of the Australian AJ Lucas Group Limited, is more or less halfway through a major coal mine project at the Whitehaven Coal company's Narrabri North mine. They have drilled around 50 holes down to the bedrock, the deepest ones extending to 240 metres. Around 70 holes remain to be drilled.

Lucas Drilling selected for the project T120XD and Schramm T685 drill rigs equipped with the Bulroc Hyper 181 DTH hammer. The contractor requested a brand-new 18-inch Bulroc 181 from the local Bulroc dealer in Queensland, Dilong Drilling, with whom Lucas Drilling had already successfully collaborated for several years. **Angus Simmons**, Drilling Supervisor at Lucas Drilling, describes the operation as follows:

"We've used our Bulroc Hyper 181 DTH hammer in a Schramm T130XD drill rig for more than fifty jobs now without a single problem. Some time ago we upgraded our equipment with new Bulroc Hyper 181 DTH hammers and we're now using them also in a Schramm 685 rig. We use the Hyper 181 model for hard and brittle basalt and other volcanic types of rock down to depths of 64 metres."

After that, a 14" DTH hammer will go further down to 200–220 metres to reach conglomerate of ancient petrified gravel. Finally, a 9" DTH will hammer away the rest, at a depth of between 220 and 240 metres.

AJ Lucas Group, listed on the Australian Securities Exchange (ASX), has more than 60 years of experience in the sectors of energy, water & waste water, resources and public infrastructure. Headquartered in Brisbane, Lucas Drilling has broad experience in engineering services, horizontal directional (HDD) drilling, drilling for oil, gas and coal, surface-to-inseam (SIS) drilling and many other areas of special expertise, making them one of Australia's largest and most diversified drilling service suppliers.

Dave Crane, sales coordinator with Bulroc, spared no praise for the quality of work at the Narrabri North mine:

"The workmanship at the mine is solid testimony of Lucas Drilling's know-how and experience, of Dilong Drilling's technical support and special expertise as well as of the power and reliability of the Bulroc Hyper 181 DTH hammer. It's truly a winning combo!"



Tools for growth – broadened product range, services and digitalisation

The Mega Dealer Meeting gathered Robit's global dealer network to Tampere Hall to ponder post-M&A strategies and the direction of internal R&D activities.

▷ A lot has happened in the company since the celebration of Robit's 30th anniversary in May 2015. The company's public listing on the Helsinki Stock Exchange's First North marketplace changed Robit's course permanently and set the pace for the entire partnership network's future development.

In September 2016, many of the dealer partners that have long been part of Robit's success gathered at Tampere Hall to hear about the successfully closed acquisitions during the year as well as the latest news on long-term R&D work. The main theme of the Mega Dealer Meeting was growth, the prerequisites of which were impressed upon the partners and related to the day-to-day work from a number of angles. The most noticeable aspect is acquisitions, as a result of which Drilling Tools Australia (DTA) and Bulroc UK became part of Robit in June and July 2016. Along with the acquisitions, Robit's annual net sales took a leap to roughly EUR 75 million all at once, and the range of consumables offered in the Down-The-Hole (DTH) category was broadened to cover the entire chain, from hammers to drill bits. The spotlight was on DTA and Bulroc on the first day of the event, and their full product range, personnel and extent of expertise was presented to the dealers.

As Robit's Chairman of the Board **Harri Sjöholm** and Managing Director **Mikko Mattila** pointed out on several occasions, the prerequisites for growth involve a lot more than just hardware. The seeds of growth must always be sown before the market is ready for it. Once things really take off, it's already too late. This largely explains Robit's long record of growth, and the principle has been carefully followed up on since the stock exchange listing. Due to low commodity prices and sluggish infrastructure construction, the global market situation has been anything but easy. Robit has nevertheless been investing in its personnel and R&D for the long term. The new SBU (Strategic Business Unit) directors are a good example of those efforts: **Tuomo Niskanen** (Top Hammer), **Rowan Melrose** (Digital Services) and **Olli Kuismanen** (DTH) played a big part in arranging the event and had the opportunity to interact with the entire global dealer network.

As the event clearly illustrated, Robit is now permanently global. The company has more personnel abroad than in Finland: in-house production in four countries in different time zones, and a total of 13 sales offices on all continents. The expanded operations are also reflected in the new business models. The second day of the event delved more deeply

into the topics of service orientation and digitisation. Guest speaker **Hannu Jokiniemi** (Director Infra, SSAB) shed light on the collaboration between Robit and SSAB in major pile drilling projects. The kind of service and product offering created by this business partnership could potentially be implemented outside the Nordic countries as well.

Erkki Ahola, VP of Sales and Business Development with the VTT Technical Research Centre of Finland, gave an excellent review of the current state of the Internet of Things (IoT), painting a backdrop for the presentation of Robit Digital Services. The most important issue raised was the offering of Robit Sense System to dealers. It enables the measurement and analysis of boreholes directly during drilling and thus significantly increases the efficiency and safety of the work. Digital Services SBU, with its many development horizons, is quickly becoming a symbol of Robit's future and technology leadership.

All in all, the Mega Dealer Meeting offered the entire global partnership network considerable food for thought and growth. The product offering, production and support networks, as well as the personnel resources and the competence of the dealers all indicate that the next chapter in Robit's story will bring to life the new strategy:

Robit – Let's grow together!





“ The seeds of growth must always be sown before the market is ready for it. Once things really take off, it’s already too late.



Robit's dealers and staff at the MEGA Dealer event at Tampere Hall in September 2016.



**Tuomo Niskanen –
Experience fosters
growth**

> **Tuomo Niskanen** graduated with an MSc. degree from the Helsinki University of Technology in 1981, specialising in mining engineering, mineral processing and geology. Since then, his career encompasses 25 years at Sandvik Tamrock, four years at Outotec, three years at VTT, and two and a half years at Alstom/GE. At Robit, he holds the title of Vice President, Top Hammer Business Unit. In practice, Niskanen oversees the unit's profitable growth, offering development and product management according to customer and market needs, the global price structure and the implementation of Robit's strategy. According to him, Robit is in a good

position to grow its market share, thanks to its high-quality products, flexibility and agility. The growth is supported by an upswing in the markets, both in construction and mining. Leaning on his extensive international work background, Niskanen is able to support and foster this growth.

Niskanen balances his office work with a range of physical activities during his free time, such as running, skiing and working out at the gym. In the past two years he has taken up dancing with his wife. Niskanen's family also includes three grown children and four grandchildren.

GET TO KNOW

Meet the innovative, multi-skilled people of Robit.
Read about their vast backgrounds and diverse interests.



**Olli Kuismanen –
knows how to relax
even when things get
hectic**

> In autumn of 2016, **Olli Kuismanen**, MSc., began working at Robit as Vice President of the Down-the-Hole (DTH) Strategic Business Unit. Kuismanen began his career by establishing a major project and portfolio management software distributing company for the Finnish market. When his ten-year career as an entrepreneur and consultant in project, innovation, product development and strategy leadership came to an end, he became a general manager at Konecranes, where his main areas of responsibilities were developing new product concepts and supporting strategic processes. He spent a total of six years at Konecranes. Now the focus of his job is on harmonising the products, sales models and sales

channels of the acquired companies, and supporting sales. Integrating the operations related to the acquisitions that took place in the summer presents its own challenges. All three companies – Robit, Bulroc and DTA – have operated according to slightly different methods and with different business logic, even if they did partly operate within the same markets. According to Kuismanen, once all the different parts are integrated, the future will be very bright.

Kuismanen spends his free time with his family – a wife and four children, ranging in age from five to 14. He also plays the bass guitar in a few soul/rock bands, and he exercises, meditates and does yoga. Kuismanen also loves to retreat to his island cottage in Lempäälä.



**Mika Leppänen –
global sales crucial**

> **Mika Leppänen** is a graduate of the Turku School of Economics. He describes himself as patient, curious and analytical, with an ability to see the overall picture. He is Robit's Group CFO, and his area of responsibility covers financial administration and ICT matters. He has previously been CFO at Rolls-Royce Finland, Aker Finnyards, Vacon and Kemppe. He joined Robit from the City of Nokia, where he was Interim City Development Director.

Getting the Group's financial administration and all of its related systems and processes running like clockwork is a challenge, and also includes introducing IFRS (International

Financial Reporting Standards) reporting. Another challenge is developing an IT management model in a rapidly growing company. Establishing efficient global sales and net sales growth are the most important matters right now.

When he's not at work, Leppänen can be found fly-fishing, hiking and golfing. In the autumn, he spends his leisure time picking berries and mushrooms and hunting elk; in winter, he goes cross-country and downhill skiing, is part of an exercise club for men, and enjoys cooking, literature and music. With his three children having flown the nest, Leppänen and his partner now enjoy following their academic pursuits.

> **Brian Bowler**, General Manager of DTARobit, began his career as a Toolmaker in the UK before moving into a Service Technician role in Northern England and Ireland. He acquired qualifications in Management & Supervisor on training courses outside of work, at which point he realised he wanted to build his career in this field. His first management role was with a Japanese business that took him to Japan for three months to understand Japanese culture and process. He worked with the Japanese business for five years, then joined Pepsi in both the UK then Australia to further develop his career as a manager and Leader. He joined the DTA team in 2013 following several years as State Manager for a chemical-based company in Perth. When he

joined DTA, the mining industry was experiencing a severe downturn and DTA was feeling the impact of the change. DTA has a fantastic team, and their commitment helped set the business back on track; according to Bowler, this commitment was recognised by the Robit team and showed that DTA were a great fit for the Robit family. He is currently steering the team through the integration process and says his team are excited by the challenges that lay ahead.

Bowler and his family settled relatively quickly in Australia in 2004. His children Jon & Kate are both working in their chosen professions after studying at university, and his wife Jan works in Educational Support at a local secondary school.



**Brian Bowler –
exciting times
ahead**

**Jonathan Hurt –
Bulroc's man from
the beginning**



> **Jonathan Hurt** started working in his father's company in 1990. Over the years, he held a range of positions and worked in many departments, from forklift lift truck driving, to time spent in quality control to packing and dispatch to sales junior!

He eventually ended up working in sales, where he could put his business knowledge and skills to good use. Being familiar with the different job descriptions gave Hurt a good overall picture of production. Over the past ten years, Hurt has held a number of management posts under different job titles.

The co-operation with Robit is off to a smooth start, and it is thanks to

good co-operation that an excellent dealer network has been established. According to Hurt, Robit was the absolute best choice of business partner.

During his free time, Hurt attends various events and spends as much time with his family as he can. His favourite activities are squash, running and golf time allowing! Hurt's brother in law owns and runs an Italian restaurant which is good news for all the family as any occasion is always a treat.

Robit's success factors



Jari Silver

Twenty years ago, **Jari Silver** established a one-man architectural firm, and simultaneously ran a small advertising agency. At about the same time, Robit needed help creating a presentation for the company's 10-year sales meeting to be held in Kuusamo. Back then, Robit only had around a dozen representatives. Robit's and Jari Silver's paths crossed, and their collaboration grew over the years.

Around six years ago, Silver's workdays were almost exclusively filled with assignments from Robit. Except for the occasional customer meeting, the work was pretty lonely. When Silver decided to inquire about a job at Robit, he contacted then Managing Director Jussi Rautiainen, who welcomed him aboard. And the rest, as they say, is history: Silver has enjoyed working alongside nice colleagues for several years now.

For Silver, no two days are alike – his work ranges from designing brochures to organising fair stands and even designing office changes for Robit.

In his leisure time, Silver enjoys spending time with his wife and two boys, getting a good workout at the gym or taking part in enduro, i.e. off-road motorcycling, speeding through the backwoods, sometimes getting stuck in a bog.

Silver does enduro with good friends at the weekend, year-round. He says it can get quite cold on the bike during the winter, until you get your blood racing. It's a great form of exercise for this 50-year-old, and a great way to clear one's head.

Mikko Mattila, Managing Director, Robit (Finland)::

Jari is very approachable. He is easy to work with and has a good rapport with all of the Group's personnel. Everything works smoothly with him, as he has a long career at Robit – he knows the company and the employees.



Byung Hoon Park

Byung Hoon Park hails from the city of Chungju, in the central part of South Korea, and has lived in the country his whole life. He majored in public administration at Chungju University and graduated in 1995. His first job did, in fact, involve public administration, at Youngpoong CND, from where he switched to Robit following its acquisition of the company.

Park currently heads Robit Korea's domestic sales as sales manager for Korea. He is located in Seoul. His key roles include growing Robit's market share in Korea and expanding the customer and partner network.

Park has two daughters, a son and a wife, and he has been happily married for 16 years now. In his spare time, he enjoys playing golf and football; while football is his favourite sport, he is also keen to improve his golf handicap. He plays football every week with his friends and golf every now and again, even at night sometimes.

Park has visited Finland only once so far, for Robit's 30th anniversary party in 2015. He says he liked Finland for its friendly people and clean nature. He also mentions that the Finns who have visited Korea seem to like Korean BBQ food and Kimchi (a side dish made of napa cabbage), and that he was thrilled to be able to find it at an Asian market in Finland.

James M. Kwack, CEO, Group VP Asia (Korea):

Park has solid experience. He is responsible for domestic sales and has performed well. He has had a positive influence on the company, dealers and customers alike. He also maintains good relationships with his colleagues and managers. Park is a professional in his field and he is also a nice person.

Here we introduce a few of **our cast-iron professionals**. Robit has given recognition to deserving employees every year. And now it's time to present the office employees of 2016!



**Kimberley
Welsh**

Kimberley Welsh has a long background in the mining industry. She began her career in 2007 at Ausdrill, initially providing assistance in accounting matters. She was soon faced with a big decision, however, when DTA and Ausdrill Northwest both offered her a full-time job. She chose DTA, and began working in production and accounting, and later as a production assistant. Thanks to the varied nature of her tasks, she was able to see the various stages of production first-hand.

Eventually her job involved solving the company's sales challenges and developing Pronto (the current ERP), the company's scheduling system.

Her family includes an older brother, younger sister, two step-sisters, a step-father and mother. Welsh says as soon as she has the time and opportunity for it, she would love to begin tending a garden and growing vegetables. She also has a passion for camping and road trips – something she does as often as she can.

Brian Bowler, General Manager, DTARobit (Australia):

Kimberley has had a major role in revamping production scheduling. Now, as part of Robit, she has a key role in rolling out the new ERP system. It is very important to us to succeed with our ERP. Kimberley has the skills and experience to make it happen.



**Carla
Richardson**

Carla Richardson launched her career in 2000 in Chesterfield by registering for a Business Administration course at her local university. Upon completing the course, she began a high-level Business Administration and Accounting programme, all the while working in the office of a local training company. She later became a bookkeeper for UK Coal Distribution.

After working at UK Coal Distribution for a few years, Carla wanted to advance her career, and she got a job as an accounts payable clerk for Bulroc UK. This gave her the opportunity to take on more responsibility as well as the next step in her career. With ten years at Bulroc under her belt, Carla has gained experience in producing invoices and freight, transport and export documents – not to mention waybills, which is her temporary assignment at the moment. During her time at Bulroc, her tasks have also included reception work, contacting customers by telephone, and setting up and participating in meetings. She is a team player who adjusts nicely to different roles and situations.

Carla spends most of her free time with her family, which includes a husband and five-year-old son. The family enjoys swimming and being outdoors – preferably in the local park.

Jonathan Hurt, Director, BulrocRobit (UK):

Carla has worked for the company for ten years. She works well both independently and as part of a team. She is highly motivated and gladly took on the challenge of learning a new role in the transport department, which is the complete opposite of her role as an accounts payable clerk. Carla returned to her position in mid-October. She is a valued member of the Bulroc team and is always willing to help out when needed.



The Robit® Steel Fist Boys football team at Football in the Park 2016.

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Vikkiniityntie 9
FI-33880 Lempäälä
Finland
Tel. +358 3 3140 3400
Fax + 358 3 367 0540
www.robbit.fi