


# Tradesales Capability Statement





Our products and custom solutions work to improve the safety, efficiency, and productivity of your operations.

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## MESSAGE FROM THE DIRECTORS

Dear Valued Customers,

As the directors of Tradesales, we wanted to take a moment to express our gratitude for your continued loyalty and support.

First and foremost, Tradesales is a family business, and as such, we feel a deep connection with our employees, suppliers, and customers who have helped the company achieve all that it has over the last 30 years.

Tradesales is also an innovation business. Innovation has been the cornerstone of our company since its inception. It drives us to constantly improve and provide our customers with the best possible products and services. Innovation is the key to staying ahead of the curve in today's rapidly changing business landscape. It allows us to anticipate and adapt to our customers' needs while remaining competitive in the market.

At Tradesales, we pride ourselves on providing high-quality products and exceptional customer service. We understand that you have a choice when purchasing the heavy-duty storage systems, workshop equipment and relocatable site solutions you need for your company, and we are committed to earning your business every day.

In these challenging times, we remain dedicated to ensuring the safety and wellbeing of our customers and staff. We have implemented rigorous health and safety protocols to maintain a safe and clean environment for everyone who enters our facilities.

We also continue investing in new technologies and processes to improve our product offerings and streamline operations. Our goal is to deliver the best possible experience for our customers from start to finish.

Thank you for your interest in Tradesales. We look forward to serving you for many years to come.

Sincerely,

Ben and James Judd





## ABOUT TRADESALES

Tradesales started as a modest company supplying the mining sector in WA in the 1970s. We have grown to become a world-class manufacturer of heavy-duty storage systems, workshop equipment and relocatable site solutions.

We developed key partnerships with the mining, defence, and oil & gas sectors and grown our engineering capabilities to meet their requirements better. Most of our products are designed and fabricated in-house at our 12,000-square-metre factory in regional WA. We now service all corners of Australia and have the capability to export our expansive range of products around the globe.

We may have come a long way since our humble beginnings, but our purpose remains the same: to increase productivity by creating safer, more efficient and organised workplaces.

No matter the job's size, this begins with understanding your operations and challenges. We ask questions, get to know your plans, and above everything, we listen (and try to have a laugh along the way).

Our team isn't afraid to get their boots dirty and will happily meet you face-to-face at your mine site, construction zone, or manufacturing facility to understand how we can make your work life easier and more productive.

→ **Purpose:** ○

To make workplaces safe, efficient, and organised.

→ **Vision:** ○

To design and manufacture world-class heavy-duty storage systems, workshop equipment and relocatable site solutions.

→ **Values:** ○

**INNOVATION**  
Think big, move fast

**INTEGRITY**  
Do what's right, not what's easy

**EMPATHY**  
Walk in their shoes

**SAFETY**  
Do no harm

**ENTHUSIASM**  
Go the extra mile

# HISTORY

1970s

Tradesales was established in **1976** in Welshpool by Peter Judd, who quickly established the company as a distributor for heavy-duty drawer cabinets.

1980s

**During the 80s**, Tradesales expanded into government agencies, including defence and education. The company also grew into the mining sector and was successful in servicing clients such as Mount Newman Mining, Woodside, Robe River Mining, Hamersley Iron, BHP, and HWE.

**In the late 80s**, the company built an office and warehouse in Canning Vale, and continued to add more products to its range, including dangerous goods storage, materials handling products, matting, and shelving.

1990s

**Around 1993**, Tradesales was engaged by one of its mining clients to manufacture what became the Tradelocker, a heavy-duty mine spec tool locker, which became one of the company's signature products. The shift towards manufacturing heavy-duty storage locally proved positive with Tradesales becoming the go-to name in this discipline for many of the major miners.

The company continued on this trajectory **until 2002**, when Tradesales purchased the Real Ezy business and started manufacturing hose reels allowing it to expand into new markets, including agriculture and firefighting.

2000s

A modern new factory was built in Midvale in **2006** to cater for the ongoing progress of the company and the following year the concept for the Lubestation – an all-in-one, relocatable oil dispensing unit – was developed.

**In 2010**, Tradesales launched the Maxa brand of modular high-density drawer cabinets & workbenches, and from 2012 onwards, the company ramped up its in-house design capabilities, resulting in developing a more comprehensive range of products. This period also saw a significant increase in manufacturing, including the launch of the company's first Site Storage Boxes and Collapsible Heavy-Duty Transport Cages.

**In April 2011**, Peter Judd passed away suddenly in a car accident. His two sons – Ben and James – who were already working in the business soon took over the day-to-day running of the company with assistance from a supportive group of employees.

**In 2015**, the company continued to develop the container modification aspect of the business, developing a range of relocatable site solutions such as the Hydration Station and Tradelocker Room.

**In 2017**, Tradesales formalised its long-term growth plans and has seen significant growth year on year from FY17 to FY22. Due to this rapid growth, the company moved its Perth office back to Welshpool in 2019, doubling the size of the previous location in Midvale.

The RETRA brand was split off into a separate entity **in 2019**, which was created to house the organisation's Real Ezy hose reel, Lubestation lubricant dispensing and fuel/oil storage tank products under the one fluid handling umbrella.

The company grew during the COVID-19 pandemic, proving to be quite agile and able to service customers.

**In 2022**, Tradesales secured the keys to a 12,000 square metre manufacturing plant in the Avon Industrial Park, which was a big step up from the company's previous factory in Cunderdin.

In the same year, and after extensive market research, Tradesales set up its Melbourne branch to service Victoria's prospering construction and civil engineering sectors.

2010s

2020s

## PRODUCTS AND SERVICES

Tradesales designs, manufactures and delivers heavy-duty storage, workshop equipment, and relocatable site solutions. These products are developed in close collaboration with Australia's heavy industries to meet the exact requirements of their operations.

We achieve the best outcomes for our clients through a combination of three key elements. First, we offer on-site consultations from our technical experts, who provide valuable insights and advice. Secondly, our in-house design and engineering team ensures that every project is executed precisely and meets specifications. Finally, our skilled manufacturing capabilities allow us to bring designs to life, delivering high-quality products that meet the client's needs.



### Heavy-Duty Storage



*Heavy-duty storage products that are built to last. Our lockers, cabinets, site boxes and more have been tried and tested in some of the most brutal conditions across Australia by thousands of people and are still going strong.*

- Cabinets
- Lockers
- Cages
- Site boxes
- Racks
- Shelving
- Dangerous goods storage
- Bins and hooks

### Workshop Equipment



*Our workbenches, workstations and other workshop equipment are strong, durable, and easy to maintain, making them a sound investment for your heavy-duty application. Plus, with options for height adjustability and full customisation to suit your needs, everything we build is made with you in mind.*

- Workbenches
- Workstations
- Trolleys
- Conveyor accessories

### Relocatable Site Solutions



*Whether it's for mining, industrial, or construction worksites – relocatable site solutions give you the quality you need to get the job done right. Packed with air-conditioning, PA doors, and three-phase power, right through to everything you need for a fully customised turnkey relocatable workshop, office, tool store, locker room, crib room and more.*

- Locker Containers
- Hydration Stations
- Tool Storage Containers
- Site Offices
- Crib Rooms
- Lubestations

# ENGINEERING PROCESS

## Collaborate

Once we fully understand your project, we gather a team of experts from across the company. We're firm believers in teamwork, and your project team could include representatives from sales, engineering, procurement, operations and, if required, outside consultants. No matter the size of the team working on your project, you'll always have the same central point of contact to walk you through each stage of the project, ensuring consistency and accessibility.

## Fabricate

After you have signed off on the design, our operations team leaps into action at our state-of-the-art 12,000-square-metre factory. Our skilled and experienced specialists, including boilermakers, painters, and electricians, are fully equipped to execute your project accurately and efficiently. We are committed to completing your project on schedule, within budget, and to the highest ISO:9001 quality standards.



## Listen

We start every project by listening carefully to your goals, asking questions to get a complete understanding of your plans, and working with you to determine the best way to make your work life easier and more productive. Our team uses all forms of communication, including face-to-face meetings, email, and video conferencing, to gather the necessary information to deliver a personalised solution.

## Handover

Once the operations team have completed your project, we invite you to inspect the finished product to ensure that you are completely satisfied with the result. During the handover, we provide you with a comprehensive engineering report that includes all the necessary information, such as working load limits, load ratings, and certificate plates. This report certifies that your project has been built to meet the highest standards, so you can have peace of mind knowing that your investment is safe and secure.

## Design

As soon as your project team has developed a plan, it's off to the design board. Before a single piece of steel has been cut, our engineering team use the most up-to-date technology to design, draft, render, test and analyse the end product. So there are no surprises along the way, we provide you with detailed assembly drawings and cost breakdowns for approval.

# MANUFACTURING CAPABILITY

## Cunderdin, WA

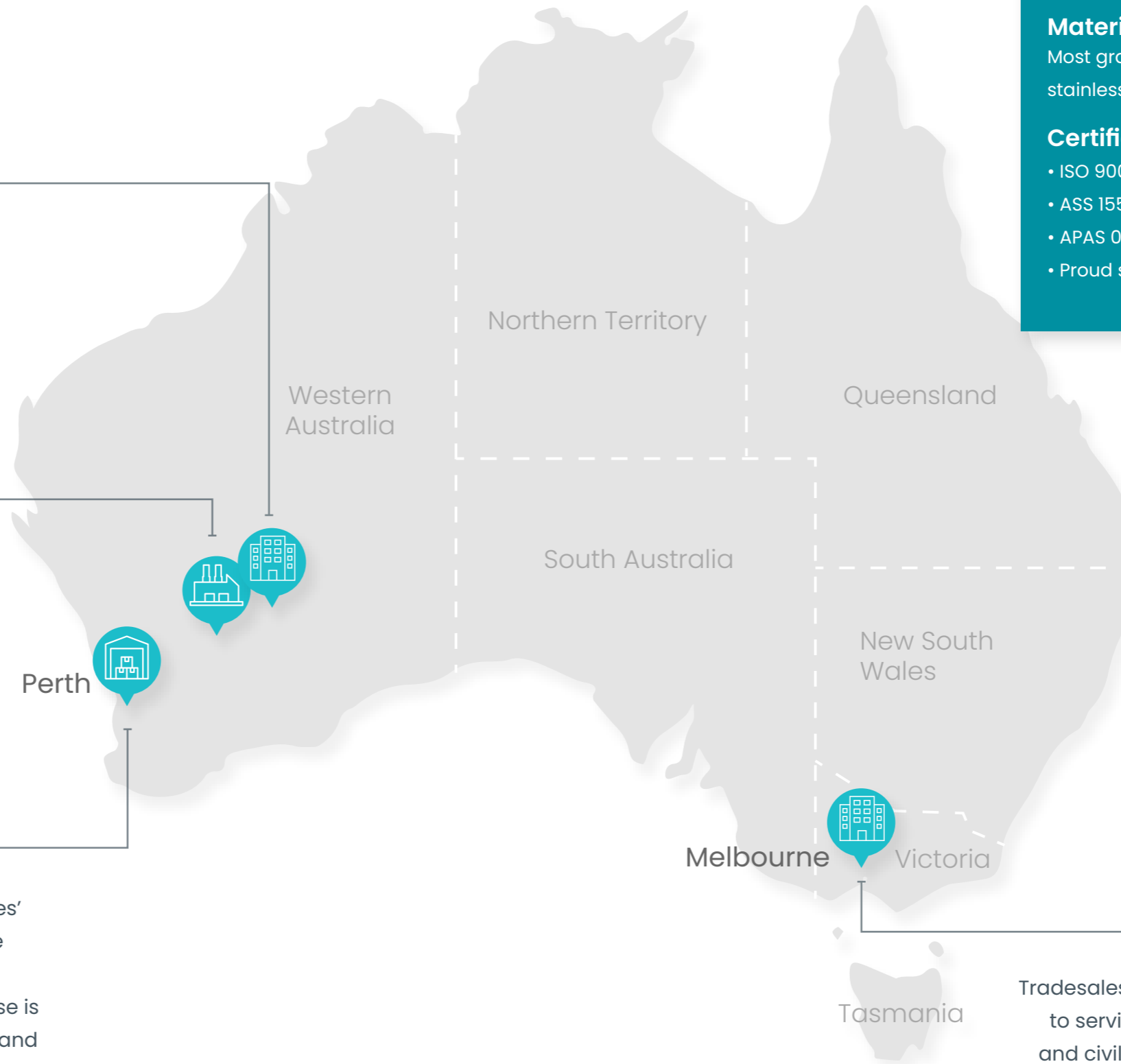
Previously home to the company's manufacturing division, Tradesales outgrew the Cunderdin Factory in October 2022. The facility continues to house the company's Wheatbelt sales office.

## Avon Industrial Park, WA

Tradesales has a large modern manufacturing facility with over 12,000 square metres of covered floor workshop. The facility is located approximately 90 minutes from the Perth CBD.

## Welshpool, WA

Located 10 kilometres from the Perth CBD, Tradesales' Welshpool warehouse is situated on a 4,000 square metre block, which features around 1,300 square metres of covered warehouse space. The warehouse is located less than 10 minutes from the Perth Airport and is close to arterial transport routes.



## Equipment

- MIG and TIG welding capabilities
- Container forklift
- In-house hydraulics fitting capabilities
- Fully compliant sandblasting booth (17m x 12m)
- Paint booth (Capacity up to 17m x 12m).

## Materials

Most grades of steel (250 to 360 MPA) including stainless steel and aluminium

## Certifications / Accreditations

- ISO 9001 - Quality Management Systems Certified
- ASS 1554 - Structural steel welding
- APAS 0502 - military coating certified
- Proud supporter of Veterans' Employment

## Keilor Park, Vic

Tradesales set up its Melbourne branch in 2022 to service Victoria's prospering construction and civil engineering sectors. The company's facility is located in Keilor Park, approximately 15 km north-west of Melbourne's CBD.



## QUALITY

Quality is a top priority for Tradesales, and we are fully committed to delivering exceptional workplace solutions. That's why we have implemented a quality management system that meets the strict ISO 9001:2015 standards and showcases our dedication to quality.

Our commitment to delivering quality products and solutions is demonstrated through our focus on meeting and exceeding our client's expectations.

Our quality approach is dynamic, focusing on continuous improvement and risk management. We regularly set and evaluate measurable performance objectives and targets and employ a risk-based approach to finding the best solutions for our clients. This commitment to quality is reflected in all areas of our business, from the development of our systems and procedures to the roles and responsibilities defined for our employees

### Our commitment:

- Setting and evaluating measurable performance objectives and targets.
- Utilising a risk-based approach to seek best practice performance solutions that are practical, effective, and regularly evaluated for managing and reducing business risks.
- Continual development and improvement of systems to meet changing business needs.
- Defining and communicating roles and responsibilities for performance.
- Implementing mechanisms to report on and respond to the performance of business systems.
- Exploring all opportunities for improvement.
- Holding all employees responsible for being committed and accountable for complying with and improving our systems of work.

We believe that our employees play a crucial role in maintaining and improving our standards of quality. That's why we encourage their input in the evolution of our systems and hold them accountable for complying with and improving our processes. Our commitment to quality is further demonstrated by our ongoing efforts to explore opportunities for improvement and implement mechanisms for reporting on and responding to the performance of our systems.

Tradesales is **ISO 9001** certified by **BSI** for excellence in quality of product and service.



## ENVIRONMENT

Tradesales endeavours to be a clean company, considering sustainability and credibility decisive parameters in its way of conducting business.

Tradesales will contribute openly and actively to the improvement of the internal as well as the external environment and work proactively for a safe and healthy working environment. As a minimum, Tradesales will comply with national and international environmental requirements. The efforts within this field will primarily be preventive. In all production companies, the means to this end is certified environmental management.

Within financially justifiable limits, Tradesales will endeavour to limit the environmental strain and the consumption of resources across the business through the development of new products and processes.

The environmental strain throughout the entire life of the product must be evaluated and described. Where possible, the products shall be designed with re-use or recycling in view just as care shall be taken to ensure that product and packaging can be safely disposed. Tradesales service departments shall receive repair or inform of disposal channels of worn-out products.

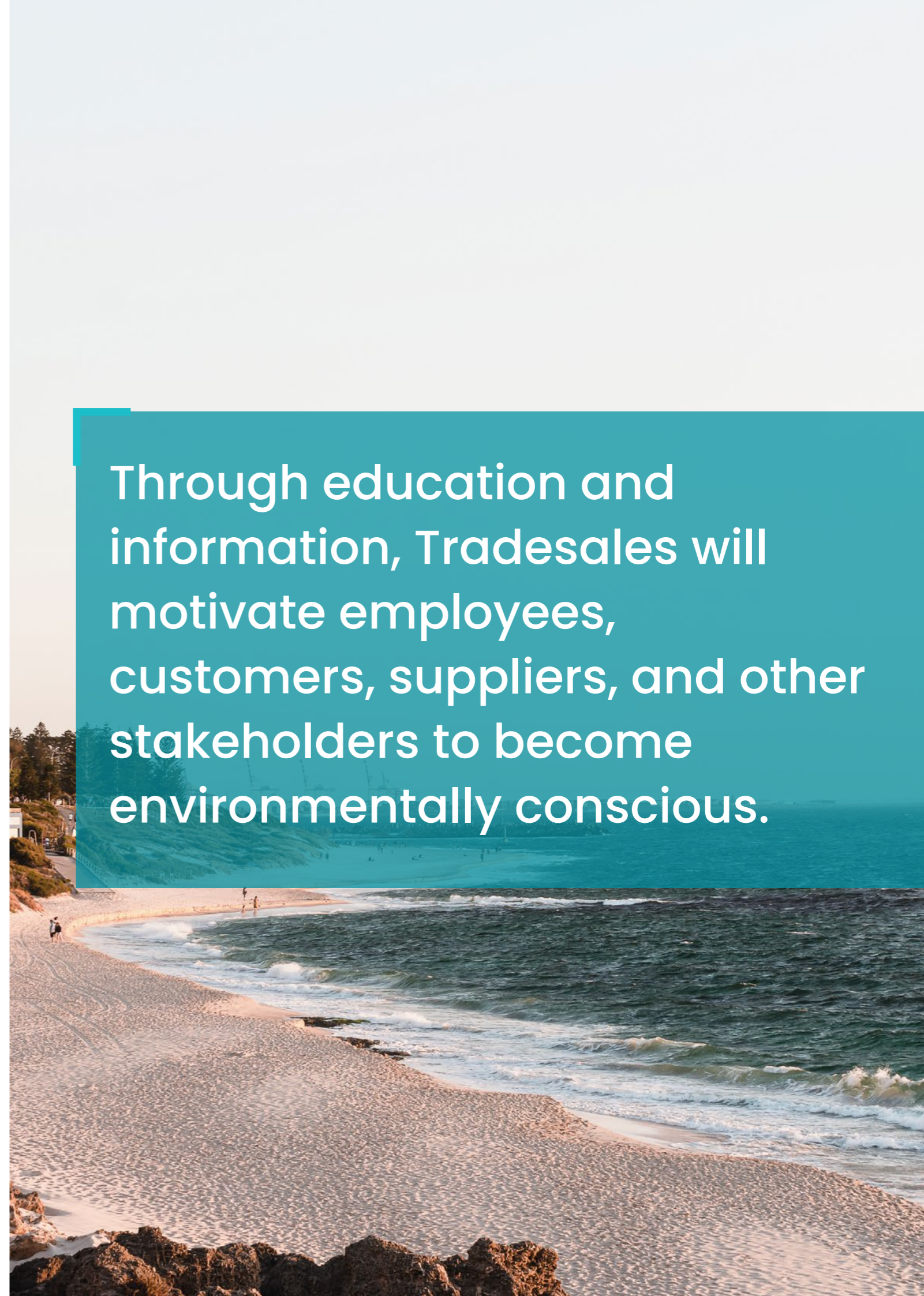
With due regard for the environment, Tradesales will aim at the most rational method of manufacture and apply clean technology where financially and technically possible. Purchases will be based on partnerships characterised by high ethics and the greatest possible consideration for the environment.

Buildings, plants, and technical equipment must be maintained to a high standard of safety and environmentally sound materials must be used. Contractors working for Tradesales shall obey the same environmental requirements as the company's own employees. When disposing of possessions, Tradesales will ensure that they are handed over in proper environmental condition.



**We are strongly committed to ethical purchasing, which is why we form partnerships with suppliers who share our values and care about the environment.**

**Through education and information, Tradesales will motivate employees, customers, suppliers, and other stakeholders to become environmentally conscious.**





“We are strong believers in trust and its role in fostering lasting relationships with our people, clients, and suppliers.”

## MODERN SLAVERY

At Tradesales, our values – Enthusiasm, Integrity, Empathy, Safety, and Innovation – inform more than just our internal culture. They guide how we interact with the communities in which we operate. We are strong believers in trust and its role in fostering lasting relationships with our people, clients, and suppliers.

Tradesales is committed to building and fostering a culture in which employees, customers and suppliers are treated with dignity, respect and fairness. Our Code of Conduct and Ethics requires that employees, including directors, agents, contractors and others who represent our business, must respect and support human rights.

### Current commitments

At Tradesales, when we are making decisions and taking action, risk is a primary consideration. This includes the nature of our relationship with suppliers, their geographic location, the types of goods or services being provided, and existing local human rights protections offered to workers.

We recognise that modern slavery does not occur as a stand-alone issue and, as a result, the supply chain process aims to holistically consider risk associated with:

1. Bribery and corruption
2. Modern slavery
3. Illegal logging
4. Environmental considerations
5. Workplace health and safety and
6. Cyber security

We work with our suppliers to assess whether they are meeting our standards. Many of our suppliers have processes in place for managing their own risks and are open to working with us to meet our minimum standards. Where we identify concerns about supplier performance, we engage with the supplier, seeking constructive dialogue and remediation of non-compliance with our standards in relation to labour practices, environmental, health and safety, and bribery and corruption risks as part of sustainability risks.

## TEAM PROFILE



### Ben Judd

#### General Manager & Director

Ben is the son of Peter Judd, the founder of Tradesales. He is the company's General Manager and one of its directors. He shares the management of the Tradesales with his brother James.

Ben was exposed to the company as a young age when he helped his father assemble drawer cabinets and shelving systems after school. His first job in the company saw him completing general admin tasks before moving into the manufacturing side of the business after the purchase of Real Ezy. He later moved into the sales department and was promoted to Sales Manager. He stepped into the General Manager position after his father passed away in 2011.

Ben is proud of how Tradesales rapidly grown its manufacturing and design capability over the last 10 years that meet and exceed customer quality levels, which recently landed the company its ISO:9001 certification.



### James Judd

#### Operations Manager & Director

James is the son of Peter Judd, the founder of Tradesales. He is the company's Operations Manager and one of its directors. He shares the management of the Tradesales with his brother Ben.

He first started working for Tradesales in his school holidays where he helped his father install some of the company's legacy products. His early years around the company taught him skills such as welding, fabrication and even design. His first official role in the company saw him working in the sales department and as the company grew, he moved into the operations side of the business.

James is proud of how the company has pivoted from being a distributor to becoming a genuine design and manufacturing, while maintaining its operations in the Wheatbelt.



### Jay McEwen

#### National Sales Manager

As the sales manager, Jay is responsible for the performance of our consultative selling team. He sets the standards and targets that ultimately enable the success of our major projects. Jay is a hands-on leader who assists his team at any time, personally manages key accounts, and conducts regular site visits.

Jay has been with the company since finishing his senior secondary studies and has played a pivotal part in shaping where the company is today. He has built long-standing relationships with WA's key resource industry players. His understanding of industry goals and consultative approach to sales enabled the significant expansion of Tradesales' in-house engineering capabilities.



### Chris Aviso

#### Design Team Leader

Chris is the senior member of the design team and is responsible for the day-to-day activities of all design projects. This involves coordinating costings, technical drawings, 3D rendered images, bills of materials, and structural analysis for each product/structure.

Chris finished his engineering degree in 2005 and shortly after started working in the international manufacturing industry. He has 15 years of experience in engineering diverse mechanical and structural products. In that same time, Chris expanded his expertise with certifications in TRUMPF CNC machines, ISO 9001:2000 auditing, and Solidworks.

When it comes to design, Chris believes the devil is in the details. As such, he takes a detail-oriented approach to his work, paying close attention to all the particulars of a project.



### David McEwen

#### Workshop Operations Coordinator

David is responsible for the smooth daily operations of our manufacturing facility and ensures products are delivered in full and on time. David emphasises the benefits of lean manufacturing by implementing 5S principles and practices that help Tradesales work smarter, innovate faster, and deliver more value to clients.

David brings with him over 20 years of experience in SMEs, previously working at Trufab Global, Domeselter, and Rapid Plastics. He is a certified boilermaker/welder and holds a Cert IV in Competitive Lean Manufacturing.



### Jonathon Bradford

#### Marketing Manager

Jonathon is responsible for coordinating and producing the marketing communications that best represent Tradesales and its unique value proposition. His role requires a varied skillset that sees him apply creativity, communication skills, organisation, and planning.

Jonathon started his career as a radio presenter and journalist before moving into a client-side marketing role with one of Abu Dhabi's biggest EPCMs. In 2016, Jonathon moved back to Australia, first working for a marketing and PR agency and then managing the national rebrand of Schlamm.



### Yogita Baswan

#### Management Accountant

Yogita is responsible for the finance department. Her duties include recording and crunching the numbers for monthly financial reporting, forecasting cash flow and ensuring all transactions are correct and in agreement.



## MAJOR CLIENT LIST

Albemarle Corporation  
Alcoa Corporation  
AngloGold Ashanti Limited  
Australian Army  
Australian Department of Defence  
BHP Group Ltd  
Blackwoods & Son Limited  
Byrnecut Australia Pty Ltd  
Calidus Resources Limited  
CBH Group  
CITIC Pacific Mining Management Pty Ltd  
Cummins South Pacific Pty Ltd  
Emeco  
Fortescue Metals Group Limited  
Glencore  
Goldfields Australia  
Hitachi Construction Machinery  
INPEX  
Linkforce  
MACA Mining  
Macmahon  
Mineral Resources Ltd  
Minjar Gold  
Monadelphous Group Ltd  
Mount Gibson Iron Ltd  
Newcrest Mining Ltd  
Newmont Corporation  
Northern Star Resources  
Northparkes Mines  
Norton Gold Fields Pty Ltd  
NRW Holdings Group  
Perenti Global Ltd  
Pilbara Minerals  
Pilbara Ports Authority  
Pirtek  
Regis Resources Ltd  
Rio Tinto Group  
Roy Hill Holdings Pty Ltd  
Royal Australian Navy  
Shark Bay Salt Pty Ltd  
Sodexo  
South32 Ltd  
SRG Global  
Talisson Lithium Pty Ltd  
Thiess Pty Ltd  
UGL Limited  
Ventia  
Westgold Resources Ltd  
WesTrac  
Woodside Energy Group Ltd

## CONTACT AND LOCATION DETAILS

### Business Name and Details

Atrada Group Pty Ltd.  
Trading as Tradesales  
ABN: 94 625 191 835 | ACN: 625 191 835

### Locations

#### Head Office and Warehouse

42 Adams Drive  
Welshpool WA 6106

#### Manufacturing Facility

Lot 13 Leeming Rd  
Grass Valley WA 6403

#### Melbourne Office

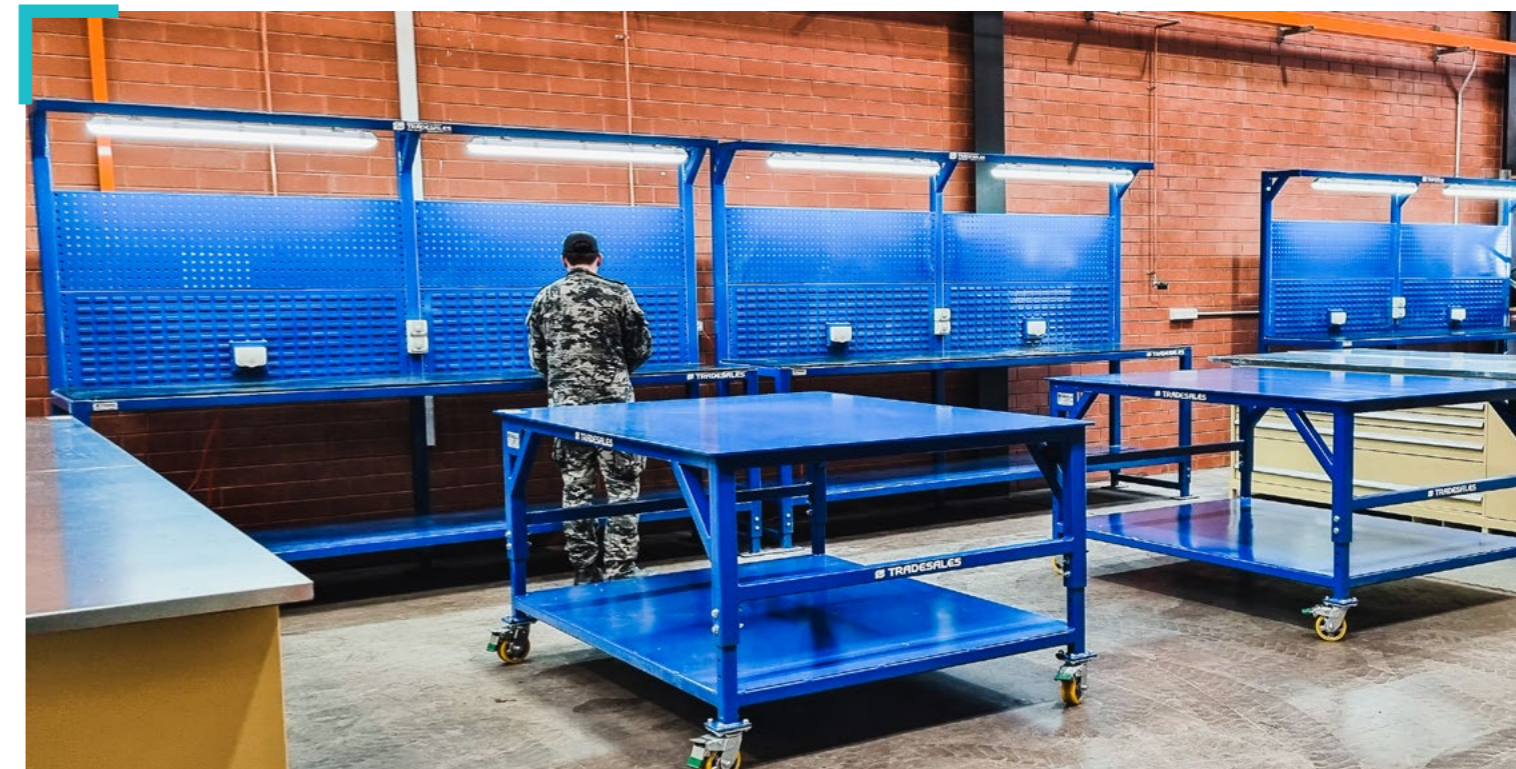
2 Richards Circuit  
Keilor Park VIC 3042

### Contact Information

[www.tradesales.com.au](http://www.tradesales.com.au)  
[sales@tradesales.com.au](mailto:sales@tradesales.com.au)  
1800 999 521

### Social Media

Linkedin: [company/tradesales](https://www.linkedin.com/company/tradesales)  
Facebook: [@TradesalesWorkplaceSolutions](https://www.facebook.com/TradesalesWorkplaceSolutions)  
Youtube: [@Trade-salesAu](https://www.youtube.com/@Trade-salesAu)



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