



# THE SILVER BULLET

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BY ROAD, BY RAIL, BY SEA. WE DELIVER



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## American Trucks Delight

Our new Western Stars have arrived and created a lot of interest across New Zealand and this is not restricted to within Hall's. Truck spotters have emerged across the country with many of our drivers stopped and asked to allow for pictures. Some of the more interesting stories have emerged from European visitors here in New Zealand for the Ruby World Cup who have not seen American designed and built tractor units before. Not only do they want photo opportunities outside the truck they want photos inside the truck, which is causing some amusement amongst our staff.

As the reader can see the new Western stars are a handsome vehicle and so there is little wonder that their presence in New Zealand is causing the interest it has.

The crowd interest is also not limited to the new Western Stars but also some of our existing Kenworths which still continue to attract interest. I am sure the reader will agree that the Kenworth still cuts a fine image.



# FROM THE CEO'S DESK

ALAN PEARSON  
CHIEF EXECUTIVE

"..we want a **vision** for New Zealand, we want **leadership**, we want **co-operation** and we want all people to shoulder our **collective responsibility**."

**The Rugby World Cup has descended upon New Zealand and the sheer excitement and rugby good time has benefited the whole country. You would not know that behind the scenes the world is experiencing another economic meltdown with confidence evaporating, shares falling and the risk of sovereign debt default almost guaranteed. The question is, are we protected in New Zealand? The answer is no and recent credit downgrades of New Zealand signal that those who lend to countries who spend more than they earn are going to get tougher.**

Despite living beyond our means it is not all doom and gloom. Unlike the USA who are embroiled in wars that consume huge amounts of cash and difficult to exit, our historical consumption was primarily driven by the general public with the government running a balanced budget. During recent years this has changed with government also running budget deficits in order to meet infrastructure commitments, Rugby World Cup commitments, KiwiRail commitments and other public works. Post Rugby World Cup this cannot continue.

It would be foolish for all of us to listen to any election hype and speech that promises more spending, less tax and any other sort of pork-barrelling regardless of what party this stems from. Quite simply we can't afford it. We have earthquake damage to address, public works to finish and our people to look after through medical and social obligations. It is time to get tough on people who exploit our tax social security loopholes and drain our community.

Hall's is short of drivers and so is every other transport company in New Zealand, yet those on social benefits has risen by alarming levels over the past 10 years. Some people would point to the relatively low unemployment rate and say that it is not so bad. The issue is, however, this is not where those people exploiting the system are residing. They were reclassified as sickness beneficiaries some 5+ years ago and these numbers have exploded. People have declared themselves medically unfit to work thus entering into a world of permanent dependence on the state. Gang members and others unwilling to work now join genuine people unable to work, therefore creating a large group of people who are a burden on New Zealand that make the task of growing and fostering New Zealand more challenging. It is time for change. So regardless of what your political persuasion is it is time to stand up and send a loud message to our politicians that we want a vision for New Zealand, we want leadership, we want co-operation and we want all people to shoulder our collective responsibility. No expensive election promises we cannot afford. No short term decision making, but initiatives that are in the best long term interest of our country.

It is time for all of us to step up and address our national problem together.

**Alan Pearson**, Chief Executive Officer

PS. Hall's are looking for professional, trustworthy, safety focused and dedicated drivers.



# HALL'S INTERMODAL

Hall's Intermodal and SimsPacificMetals have run a bailing operation mainly in the South Island since May 2010. This operation covers all of the South Island from Nelson to Invercargill. This operation has been a success for both companies and in July of this year we have now started a second bailing operation in the North Island. This will cover from Wellington, New Plymouth, National Park, to the far North to Kaitiaki, Ahipara, Houhora and the East Coast to Gisborne. It is also great for the clean green image of New Zealand as these bailers convert old scrap cars and white ware from transfer stations into transportable bales to go back to SimsPacificMetals to be converted into reinforcing bars and other products.



Hall's Intermodal were called upon to deliver two flotation devices to Tauranga to help with the re-floating of the stranded ship Rena.

# Our Road to Zero Programme

**I was surprised to hear from someone the other day what safety initiatives has Hall's implemented? My surprise was based on the fact that despite Hall's proactively implementing a range of safety related initiatives over the past few years we have failed to communicate these effectively and I will now address this.**

Hall's is a safety focused company that has zero harm as one of our key strategic goals and corporate values. We have zero tolerance to any unsafe act and we strive to continually learn and address causes of any unsafe act. We have solid Health & Safety Policy and Procedures, Site Safety Committees and Hazard Identification Programmes that try to develop and mature our safety culture throughout our organisation. We have not reached where we want to be, however we have started the journey.



Docks, yellow wheel chocks and flags at Easy Logistics. These are used by all drivers.

“ Hall's have found this programme to **significantly reduce injuries** associated with manual handling.”

## **Examples of some of the many initiatives we have introduced include:**

1. 90km/hour speed restriction on all trucks.
2. Investment in modern truck & trailer equipment with ABS, EBS and stability control technology.
3. DriveCam® video cameras in all of our 140 line haul trucks which record all “G” force events that goes to our full time driver trainer team for corrective action and coaching.
4. GPS technology in trailers for central control monitoring of truck movements.
5. Door opening recording.
6. Compulsory wheel chocks at all depots in conjunction with truck key control systems.
7. Occupational training on the correct manner to handle customer product.
8. Non slip rubber slip on gloves for shoes observed and borrowed from Nasby's ice curling rink
9. Zero tolerance to any form of Driver Log Book irregularity.
10. Regular drug dog searches
11. Compulsory drug testing for all new employees and existing employees on suspicion.
12. Three full time driver trainers.
13. Safety benchmarking with other organisations and free and open willingness to exchange all our ideas with others.

As I have previously stated we have not finished our journey, we have simply started down the road. The journey finishes when we have zero injuries, zero medical treatments, zero near misses, an embedded safety culture that employees take home and share with their families and a guaranteed SAFE place of employment for all employees and visitors at our depots, on the road and at our customer's premises.

# QUICK QUIZ

1

What is the maximum speed on the open road for a vehicle towing a semi trailer or multi-combination trailers?

- A 80 km B 90 km C 95 km D 100 km

2

Day 1. You start your work time at 6.00 am and work for 5½ hours, have a ½ hour rest break and work for another 5 hours then finish for the shift. When may you legally start work-time again on day 2?

- A 2.30 am B 3.00 am C 3.00 pm D 2.45 pm

3

'Drivers Daily Vehicle Inspections' includes checking that certain labels are displayed on the vehicle and are up to date. Which labels?

- A Road user charges (RUC'S) B Registration & COF C Loading Certificate D TSL Label E All of the above

4

Securing devices (lashings) must have a combined rated strength of at least \_\_\_\_\_ the weight of the load when cargo is not loaded against a headboard?

- A Equal B Twice C Three Times D 1½

5

In refrigerated transport, the aim of Pre-cooling the interior of a truck, trailer or reefer container is to remove residual heat from the?

- A Air inside the unit B Fridge Motor C Walls, Floor & Ceiling D Tyres

6

If you think an earthquake is happening while driving, you should?

- A Pull over and stop when practical C Turn on the radio and listen for news of any road closures or damage.  
B Stay in your vehicle for protection D All of the above

7

Take special care when following a vehicle(s) up to a railway level crossing. Some vehicle are legally required to come to a complete stop, even when there are no lights flashing or bell ringing. What vehicles does this apply to?

- A Vehicle carrying dangerous goods C Fuel tanker truck  
B Bus / coach D All of the above

8

You slip in the back of a trailer and land heavily resulting in painful ribs. Do you report the incident?

- A Never! I am tough C Straight away – it needs to be reported  
B Only if it hurt several days later D After I have been off on sick leave

9

At one of the customer sites you visit has what you believe is a hazard i.e. poor lighting – what do you do?

- A Nothing – not your problem C Tell a supervisor  
B Let the customer know D Complete a hazard identification form and send to Hall's head office

10

What is the Infringement penalty for a driver who is failing to wear a seatbelt?

- A \$50.00 B \$100.00 C \$150.00 D \$350.00

## The Midnight Swap

Quietly now, no engine brakes  
Just let her coast on down  
To a place called Rangitaiki  
Miles from any town

Down the drive to the truckers ground  
In seventh gear I creep  
Careful not to make a sound  
For the publicans are asleep

Handbrake, headlights, shut her down  
Don a Jersey and Beanie  
And emerge into a frozen land  
To stand stunned at what I see

The majestic landscape stands revealed  
Beneath moons full illumination  
A mystical sight – sublime and surreal  
And I marvel at Gods Creation

Absolutely still all around  
While perfectly clear in the skies

A brilliant white frost lay on the ground  
Beautiful to my eyes  
How long for I stood in awe  
Can't say for sure – dunno  
But I stood there till my feet were sore  
Out on the Volcanic Plateaux

Until I sensed a distant thunder  
Me mate would soon arrive  
It's time to swap our trailers over  
And carry on with my drive

He leaves before me, leaning forward  
Down the Napier Taupo  
Once more this place I look toward  
But I know I too must go

So although the pub was closed that night  
I'll always look fondly  
Upon a place I visited once  
Called Rangitaiki

**Ryan McLeod** (Hall's Intermodal)  
Winter 2011



# HALL'S STAFF

## NEW STAFF

### HALL'S REFRIGERATED

#### AUCKLAND DRIVERS

Danny Brouwers	Grahame Mills	Clinton Roberts	AUCKLAND STORE Junior Teremoana
Corey Ealand	Peter Pene	Brett Silby	AUCKLAND WORKSHOP
Andrew Judd	Phillip Powell		Kenneth Thompson
Toko Whare	Graham Whittaker		

#### AUCKLAND OPERATIONS

Nicole Campbell - Customer Services	Colin Burrow - Chief Information Officer	TRFD FROM HALL'S DIRECT Paul Shepherd
Dean Ross - Window Checker	Scott Burkhart - Analyst	Nevil Van Der Heyden

#### NAPIER DRIVERS

Kota Nuku	NAPIER OPERATIONS Wayne Holland- Operations Manager
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### LOWER NORTH ISLAND DRIVERS

James Bardell	Peter Remnant	Scott Walker
Alastair Harper	Wayne Ryan	

#### LOWER NORTH ISLAND OPERATIONS

Kerry Harland - Dispatcher	CHRISTCHURCH DRIVERS Leslie Goodman	CHRISTCHURCH OPERATIONS Aaron Turner - Metro Dispatcher
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#### CHRISTCHURCH STORE

Cody Henderson	Maurice Grant	Andrew Gilmour - Metro Dispatcher
Sololefai	Craig Stephens	Colin Webb - Operations Manager Branston St

#### INVERCARGILL / DUNEDIN DRIVERS

BLENHHEIM DRIVERS Jason Bates	Allan Turner	Blair Bennett
David Radbourne		Bruce Ferguson

### HALL'S DIRECT DRIVERS

Andrew Bryers	ROADWAYS DRIVERS Gene Teriaki
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Trevor Colson	Andy Mountford
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### ROADWAYS ADMIN

Gary Fearon	Rose Trenberth (covering Kelli on Maternity Leave)
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Mark Richards

# NEW GENERAL MANAGER

# DEAN MARTIN

Dean Martin has recently joined the Easy Logistics team as General Manager having worked for a number of years with Trans Otway, Goodman Fielder and Western Milling. An Engineer by training and experience he has vast experience in leadership and management of businesses connected with food production and supply chain logistics of food. A strong family man with a wife (Karen) and four boys (Hamish, Alastair, Gareth and Scott) he joined the company in August 2011.

## **So Dean how have you found Easy Logistics?**

The transition from Transport into warehousing has been made a little easier for me as the team at Easy Logistics have made me feel at home. The business has had huge growth in a very short period of time and hasn't handled the additional volume as well as expected. Having said that, we are now putting robust processes in place and training programmes for our staff to enable them to work across the business.

## **What do you think are the major challenges and opportunities for the future?**

The challenges and opportunities in the short term are around the technology in the business. The Board are in the process of approving RF scanning technology, however prior to this happening we are working on implementing sound processes so we have a seamless transition. Standardisation in any business is just as important as the people we have working for us, as we have three large warehouses on site, covering ambient, chilled and frozen it's important that the business works as one and staff can move around warehouses and understand that the processes are the same across all three.

## **What are the major challenges facing the industry?**

The major challenge is creating a difference in the market place that attracts customers to you, after all we are all in the real estate game when you get down to the nuts and bolts. Easy Logistics have the advantage because we are unique in that we cover all areas of storage and we aren't as rigid as some in the industry. Flexibility goes a long way, however it's important that this is managed.

## **What is important to Easy Logistics customers?**

That we provide a premium level of service at a competitive price and we should have the willingness to go the extra mile to assist them when required.

## **What is your vision for Easy Logistics?**

To be recognised by customers as a market leader for ambient and temperature controlled storage while maintaining the leanness and agility of a small company.

## **What do you do on weekends?**

Karen and myself are starting to spend more time together these days now that our sons have finished their schooling and moved onto their own careers. Prior to this Karen would be on one side of Auckland watching two of our sons play sport and I would be on the other. Cricket is a sport that I wasn't much good at but I do enjoy laying on the grass with a beer and watching it.



# AROUND THE DEPOTS

## ANNIVERSARIES



### 5 YEARS

Tracey Kay  
Rose Tuhura  
Shema Faasalafa  
Gayleen Staunton  
Craig Carlson  
Clinton Fleming  
Glendon Hay

### 15 YEARS

John Allen  
Darryn Simpson  
Terry Davie (pictured)

## Palmerston North

Can anybody guess who our touring Business Development Manager is?



# Dunedin

On 28th August, Hall's Dunedin put 6 trucks in the **RIGS FOR KIDS** Special Needs Convoy. This started from the Forest Bar Stadium, travelling through the outskirts of Dunedin, then back to the stadium which took just over an hour. It was very rewarding for the drivers to see the smiles on the faces of the kids. A big thank you to all drivers involved.



# Invercargill

**Ian Watson**, (below) a night shift driver between Invercargill and Palmerston was allocated the first company Western Star in the South Island.



# Auckland

Congratulations to **Kelly Jackson** and **Brendan Hickman** who got engaged on Saturday 22 October 2011.



Behind every man is a good woman! Guys this is how you keep your truck clean. Photo taken by Doug Law at Takanini Truck Wash.

# Roadways

**Rob Bates** and **Jason Kelly** recently carried our Forkhoist Training at the Roadways Depot in Hautapu.



## HALL'S DIRECTORY



### NORTH ISLAND

#### Auckland Head Office

1 Spartan Road, Takanini 2245  
P O Box 5, Takanini 2245  
Tel 09 269 1100  
Fax 09 269 1074 (admin)  
09 268 1450 (ops)

#### Auckland Workshop

1 Rawson Way, Takanini 2245  
P O Box 5, Takanini 2245  
Tel 09 266 1343  
Fax 09 266 1407

#### Hall's Intermodal

58 Spartan Road, Takanini 2245  
PO Box 5, Takanini 2245  
Tel 09 268 8169  
Fax 09 268 8171

#### Hall's Direct

Tel 09 269 1100  
Fax 09 269 1074

#### Te Puke

Station Road, Te Puke  
PO Box 218, Te Puke  
Tel 07 573 0225  
Fax 07 573 8351

#### Wanganui

384 Heads Road, Wanganui 4501  
PO Box 625, Wanganui  
Tel 06 344 6631  
Fax 06 344 4005

#### Napier

16 – 18 Turner Place, Napier 4110  
Tel 06 842 0653  
Fax 06 842 0658

#### Palmerston North

Cnr Rangitiki Street and Tremaine  
Avenue, Palmerston North 4410  
PO Box 4358, Manawatu Mail Centre  
Tel 06 356 8910  
Fax 06 358 9286

#### Wellington

21 Cashew Street, Grenada North,  
Wellington 5028  
Tel 04 232 7408  
Fax 04 238 2410

### SOUTH ISLAND

#### Blenheim

Goulard Road, Spring Creek,  
Blenheim 7202  
Tel 03 570 5081  
Fax 03 570 2094

#### Christchurch – Lunns Road

Cnr Lunns Road and Curletts Ave,  
Sockburn, Christchurch  
PO Box 11223, Sockburn, Christchurch  
Tel 03 343 5750  
Fax 03 348 5743

#### Christchurch – Branston Street

96 – 114 Branston Street, Christchurch  
Tel 03 349 7930  
Fax 03 349 7861

#### Dunedin

572 Kaikorai Valley Road,  
South Dunedin 9011  
PO Box 2297, South Dunedin  
Tel 03 488 5553  
Fax 03 488 5560

#### Invercargill

33 Spey Street, Invercargill 9801  
PO Box 1523, Invercargill  
Tel 03 214 9370  
Fax 03 214 9371



## Trains Get Through

There are many challenges shifting freight around New Zealand with a long and narrow land mass of two islands separated by wide stretch of water and topography of high mountains, winding narrow roads albeit with scenes of natural beauty that are arguably the best in the world. Weather conditions add to the challenge with snow, wind and rain all combining to create road blocks of ice, land slips, floods and the occasional volcanic activity. Despite this, we always get through whether it be by rail or road or sea.



#### How Would You Like to Receive the Silver Bullet?

As part of our Sustainability initiatives, our customers and suppliers can now receive the Silver Bullet Newsletter by email. If you would like to be included on our email list, please send an email to [gayleen@halls.co.nz](mailto:gayleen@halls.co.nz).

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**Over the past few weeks there have been a number of initiatives implemented at Easy Logistics. We have just completed a major lighting revamp in all our ambient and chilled warehousing, replacing all the lights with Linear lighting. There were a couple of upsides to this project, a much safer work environment for our night staff and the payback was less than one year.**

The feedback from the staff about the lighting project has been extremely positive with comments like "best thing the company has done in years", "the new lights are like comparing night to day".

The second initiative completed has been the wireless network which provides remote coverage across the Easy logistics site. Any visitor to our site can now access the internet and their own systems remotely and of course this also means we can now base our data entry and customer service teams at the coal face.

The technology installed had to be robust and suitable for our next big project regardless of which vendor is selected for the implementation of RF technology across all three warehouses.

It must be acknowledged that without the support and commitment to re-invest by the Easy Logistics board these projects wouldn't be possible.

## RF Technology @ Easy Logistics

**To provide a competitive edge through use of technology, Easy Logistics recently made the decision to introduce RF scanning technology into their business.**

These devices accept data via a keypad and from barcodes read via a scanner. The scanner can be a laser or a camera-like optical component that can "read" a barcode and interpret the image into data. Using barcodes offer two key advantages, the first being the speed to enter the information and also accuracy, compared to a person entering this information using a keypad.

Barcodes will appear on freight, either applied by the customer or as part of the movements at Easy Logistics, and for storage locations. This is to ensure that the right freight is put-away to or picked from the correct locations, and more so where customers request picks down to a specific batch. This maintains the accuracy of stock information in a warehouse management system (WMS). This is important to giving customers confidence that we have full control of their product, as well as ensuring that the movement and storage of the stock is being recorded accurately and completely for billing purposes.

Two different types of devices have been selected for Easy Logistics. The larger of the two is a vehicle mounted device,

which is bolted onto uprights of forklifts to provide easy of use by the operator. The screen is positioned in such a way that it is easy to read, while the keyboard is reachable without hindering movement of the operator or control of the machine.

For the vehicle mounted devices, the scanner is a separate, smaller handheld gun that connects to the device with a long, light cable to improve maneuverability and ease of use.

These devices connect to the WMS via a wireless network, very similar to ones that many people now have in their homes to connect to the internet. To ensure connectivity at all times, a number of wireless access points, in the form of antenna, are positioned in various locations around the warehouse. These locations are determined through the use of equipment to measure signal strengths throughout an entire warehouse. This is a critical aspect of the implementation, necessary to prevent black spots (areas of the warehouse where no signal is found at all) and areas of low or poor signal strength so that the devices are always connected to the warehouse management system.

Antenna, such as the ones below, are mounted from the ceiling and connect to wireless access points via a cable. These in turn are connected into the main corporate network so that it can communicate with servers running the WMS. While the antenna are usually visible from the warehouse, the access points are often mounted away from the antenna to offer greater protection from environment challenges such as temperature and dust. This is especially so when used in frozen atmospheres, as will be the case at Easy Logistics.

There are two primary types of antenna: omni-directional, which beam signals in all directions, typically used for bulk stock operations or areas; and directional, which beam signals in a particular direction, typically used for facilities with racking.

In determining the right equipment for Easy Logistics, a competitive request for proposal (RFP) was run. As part of this process, visits were made to reference sites that used the technology being proposed by four vendors to see how the technology was being used and how relevant this was to Easy Logistics. This was especially important given that the devices and network infrastructure needed to operate across frozen, chilled and ambient atmospheres. Customer endorsement of the technology and its ability to operate under the varying atmospheres, and vendor service were major contributors toward selecting a preferred supplier.

After evaluating all of the vendor information, including their services, past successes relevant to Easy Logistics requirements and the suitability of the proposed devices, Auckland-based Mobicore were selected to implement the wireless infrastructure, and Motorola handheld and vehicle mounted devices. Work is currently underway to finalise their proposal, with a view of completing the deployment early next year.



## New Freezer Opens

Easy Logistics has commissioned its new freezer and therefore expended its freezer capacity by 2400 pallets. General Manager **Dean Martin** stated that he was delighted with the new freezer and the extra capacity could not have come sooner as the facility is already fully committed. The challenge for us at Easy Logistics is to build sufficient freezer capacity to cater for our customers future needs in a timely and accurate fashion. As the reader will appreciate building such capacity takes time and resources so you need to be accurate in forecasting the need otherwise you simply have either an empty shed or shortage of capacity to address the market need.

## Cooltrax Update

### Wireless sensor monitoring

Cooltrax now have over 4,900 monitoring sensors in place worldwide, providing over 1 million real-time asset temperatures, door status and other events per day through our web portal.

### Core temperature

Our Cooltrax monitoring system can now report the core temperature of individual products with *Fresh In Side*, providing even greater live monitoring capability for temperature sensitive products.

