

Robertson Air Conditioning

Global Conditioning

SCRIPT

Videotape Documentary
for the Corporate Profile
of Robertson Air Conditioning

Combined *Fujitsu/Hitachi* *Version*

5th Draft - 20th February 1997
Final modifications follow Craig
Robertson interview

VISION	NARRATION
	A quarter of a century ago, air conditioning was to be found only in corporate offices or the homes of the well to do.
	There's no great mystery about air conditioning - the basic principles are well understood.
	In today's highly competitive market, the success of air conditioning companies has <u>everything</u> to do with the application of technology.
	Robertson Air Conditioning entered the industry at a critical point in time in the mid-seventies.
	Air conditioning in the harsh variety of Australian summers and winters was becoming more necessity than luxury.
and Robertson's home region, the international tourist city of Gold Coast, was leading the country in hotels, golf resorts and luxury housing.

	<p>Back in 1976, the company founder, Craig Robertson, found it wasn't easy being a pioneer.</p>
	<p>Anticipating lucrative sales from the Gold Coast's nouveau rich, so-called air conditioning specialists sprang up everywhere.</p>
	<p>But the difference between Robertson's and the rest, was the company's preparedness to be innovative.</p>
	<p>Survivors, like Robertson Air Conditioning, have an inherent flexibility.....plus the urge to keep up with technology.....although in Robertson's case, they went a step further and became the industry benchmark.</p>
	<p>From then on, research and development was given equal status to sales and installations of domestic and commercial air conditioning systems.</p>
	<p>Every project was subjected to their own scrutiny - as well as that of their customers.</p>

	<p>Robertson Air Conditioning became their own critics - beginning a process which has led Robertson's to becoming one of Australia's leading manufacturing production facilities, with much of what they do covered by Quality Assurance management standards - well before QA became widely used.</p>
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GRAPHIC - SUB TITLE
Craig Robertson
Managing Director and
Founder

(7:05:22)

"I've been involved with air conditioning all my working life. What really got me motivated was my time in Mount Newman.

Mount Newman's in Western Australia in the north.

Desert type conditions, very very hot in summer in fact extreme heat and cool nights in the winter.

It was there that I found that some equipment just wouldn't make the grade.

Whether it was imported or local it wouldn't do the job.

We had problems, spare parts availability, well we just couldn't get them.

We had to innovate.

We had to think very carefully before we repaired equipment to keep it going, we had to make sure it wouldn't break down.

Most of the equipment though couldn't handle the extreme heat that was the major problem. It was at this point that I realised that there was a need for better equipment for the

	Australia has earned a reputation as a nation of lateral-thinking technologists and problem solvers.
	The theory is often proved - if it works in Australia it will work anywhere. This is why the Snowy Mountains, the rugged outback and deserts of Australia are international field testing grounds for four-wheel drive vehicles.
	Australia's other claims to fame - like the black box flight recorder and multi-focus contact lenses are now legend.
	So it's not surprising that an Australian company would challenge the technologies of some of the world's giants - earning a respect which has given Robertson Air Conditioning strong alliances with global air conditioning specialists Hitachi and Fujitsu.
<i>GRAPHIC - SUB TITLE Brett Cruden Manager Airconditioning Equipment Hitachi Australia Ltd</i>	<i>"Hitachi chose Robertson Air Conditioning I guess essentially for the quality of their product.</i>

<p><i>GRAPHIC - SUB TITLE</i> <i>John Green</i> <i>Director of</i> <i>Marketing/Sales</i> <i>Fujitsu General (Aust.)</i> <i>Pty Limited</i></p>	<p><i>"Robertson Air have more than met the requirements of our company, especially from a quality point of view."</i></p>
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<p><i>GRAPHIC - SUB TITLE</i> Craig Robertson</p> <p>(7:07:54)</p>	<p><i>"I started the company in 1976.</i></p> <p><i>There was a period there where air conditioning stagnated, in fact , I believe it went backwards, it needed innovation, it needed change it needed to look to customers needs, it needed to look at the requirements to meet the climatic differences that occur in a vast country like Australia.</i></p> <p><i>We did this.</i></p> <p><i>It was our experience with installation of air conditioning equipment in our local area where we had to look after this equipment, servicing it, maintaining it over a long period of time. It also enabled us to look closely at imported product and locally made product. It was through our experience in the field that we were able to start to manufacture product that would meet market requirements and the end user."</i></p>
	<p>Robertson Air Conditioning began manufacturing in 1993 after exhaustive market research and testing.</p>

	Thinking globally, they designed heavy duty systems which could handle a range of climatic conditions.
	Their products deliver large air flow against high resistance - where air has to travel long distances through diverse ducting systems.
	Robertson's team carefully selected Australian manufacturers of fan motors and electronics who shared their enthusiasm for quality.
	As a production facility, Robertson Air Conditioning is unique.
	They pack a powerful competitive punch into a highly tuned manufacturing production line.
	They have the flexibility to meet design requirements for special runs to suit a particular market. Custom orders that otherwise could not be met in a giant manufacturing facility can be managed by Robertson Air.

<p><i>GRAPHIC - SUB TITLE</i> Brett Cruden Hitachi</p>	<p><i>“We have won a number of major contracts and won some major projects in Australia because of that flexibility - the flexibility to be able to match a unit to the particular project or the particular market requirements”.</i></p>
<p><i>GRAPHIC - SUB TITLE</i> John Green Fujitsu</p>	<p><i>“.....Robertson Air produces ducted product which is specially made for the Australian market. We value this type of manufacture.”</i></p>
	<p>Design changes can be implemented at short notice - which translates into an ability to meet the often unique market requirements - on demand.</p>
<p><i>GRAPHIC - SUB TITLE</i> Craig Robertson (7:10:59)</p>	<p><i>"They say that the customer drives the market we're one jump ahead we're looking at the future we're looking beyond what the customer needs now we're looking at what the customer's going to need in the future."</i></p>

<p><i>GRAPHIC - SUB TITLE</i> Brett Cruden Hitachi</p>	<p><i>“One of the great benefits of dealing with Robertson is that they are able to be flexible to meet customers demands constantly changing the products to meet requirements. That’s very important in a market where we have to be proactive to remain competitive.”</i></p>
<p><i>GRAPHIC - SUB TITLE</i> John Green Fujitsu</p>	<p><i>“...We’re up to six models and shortly we will be increasing to eight....possibly ten or twelve models within a twelve month period which will give us a substantial increase in our range and a substantial position in the Australian market , due principally to the supply from Robertson Air.”</i></p>
	<p>The fact that Robertson Air are one of the few air conditioning manufacturers with Quality Assurance - ISO9002, covering equipment, installation, servicing, maintenance and manufacture gives international clients an enormous comfort zone.</p>

<p><i>GRAPHIC - SUB TITLE</i> Glenn Bunney General Manager SGS International Certification Services Pty Ltd</p>	<p><i>"It's a matter of really having a commitment of management right through the organisation to make it happen. It's a cultural thing, it's not just a system thing."</i></p> <p><i>"Many organisations will take a particular process of their business and have that certified, whereas Robertson have taken a holistic approach. That acknowledges clearly that everything that happens in the organisation affects the outcome for the customer."</i></p>
<p><i>GRAPHIC - SUB TITLE</i> Brett Cruden Hitachi</p>	<p><i>"....the quality assurance system they have implemented give us some sort of guarantee of quality of the products."</i></p>
<p><i>GRAPHIC - SUB TITLE</i> John Green Fujitsu</p>	<p><i>"....as a quality assured company ourselves we look to other quality assured companies to interact with."</i></p>
	<p>Robertson Air Conditioning has many competitive advantages.</p>
	<p>They are among Australia's leaders for air conditioning in domestic and commercial projects.</p>

	Robertson's showroom at head office on the Gold Coast is the best equipped of any in Australia.
	They understand air conditioning equipment because they have supplied hundreds of luxury homes, including the showplace golf resort, Sanctuary Cove - and major theme parks and shopping centres.
	It's because they have this equipment understanding that they are innovative manufacturers. It means that research and development is an ongoing initiative for the Robertson Air team.
<i>GRAPHIC - SUB TITLE Brett Cruden Hitachi</i>	<i>"The difference between Robertson and many other manufacturers is in the quality they provide.</i>

<p><i>GRAPHIC - SUB TITLE</i> Glenn Bunney SGS International Certification Services Pty Ltd</p>	<p><i>“Robertson came with SGS because we are an international organisation, in fact we are the largest international certification body in the world”</i> <i>(Fade to black and then fade in next part of the interview)</i> <i>“...so with our international credentials and Robertson Air Conditioning’s requirements for export access, it was a good combination”</i></p>
<p><i>GRAPHIC - SUB TITLE</i> Brett Cruden Hitachi</p>	<p><i>“In a global sense there is very much a role for a company such as Robertson. (fade to black and fade to next quote)</i> <i>There’s always going to be a need for a smaller type operation to make products of a lesser volume. “</i></p>
<p><i>GRAPHIC - SUB TITLE</i> John Green Fujitsu</p>	<p><i>“Robertson supplies us with exemplary product. The quality is comparable with the best available in Australia and superior to the majority of our competitors.. (fade to black and fade in next segment)</i> <i>Our parent company is looking at sourcing product from Robertson Air for overseas markets and we believe this will be a successful joint venture.”</i></p>

<p><i>GRAPHIC - SUB TITLE</i> <i>Craig Robertson</i> <i>Robertson Air</i> <i>Conditioning</i></p> <p>(7:17:37)</p>	<p><i>“We’ve already proven ourselves as a manufacturer for world wide product with our quality assurance system and manufactured product meeting specific market requirements we see ourselves as a partner meeting the challenges of the every changing global market. Teaming with another company enables both of us together to achieve the objective of greater sales volume.”</i></p>
<p><i>CLOSING TITLES</i> <i>Robertson Air Conditioning</i> <i>Australia</i> <i>(other credits as required)</i></p>	