

Dependability – The Key to Success

IN JUNE 1934, DAVEY WATER PRODUCTS BEGAN IN A 1,320-SQUARE-FOOT SHOP IN BERKLEY STREET, CARLTON, VICTORIA; SEVENTY-SIX YEARS ON, THIS COMPANY HAS GAINED INTERNATIONAL RECOGNITION FOR MANUFACTURING EXCELLENCE.

With head office and a factory in Scoresby, in Melbourne's south-east, Davey Water Products today operates a network of offices and factories in Sydney, Brisbane, Townsville, Adelaide, Perth and Auckland.

It is from these state-of-the-art manufacturing facilities that many mainstays in the Australian pumping industry have been generated, such as the famous Primejet®, Dynaflo®, Dynajet®, Firefighter®, Powermaster®, Crystal Clear®, and Hydrascan® models, to name a few. Exciting new products are starting to make their mark, like the Silensor® pool pumps, the RainBank® rainwater controller, the Torrium® pressure pump controller, and the new 5 Series Firefighter®.

Exporting these products to over 50 countries has been made possible by the company's knowledge of the key element to success: dependability. Over the many years in operation, one value has remained true: 'People can depend on Davey'. Chief Executive Officer Carsten Andersen believes that "Davey has demonstrated an ability to be both dynamic and dependable, and it's an important part of the company's success".

The rapid expansion of the business is a clear sign that the company is on the right track. As a result of growth, and in an effort to better serve its ever-growing client base, Davey has recently reorganised its sales activities into the following three divisions:

- **Davey Water** – Responsible for water pumping, water conservation and water-treatment products for urban, rural, irrigation and commercial applications.
- **Davey Pool** – Marketed under the Davey and Monarch Series brands, this is an outlet for domestic and commercial swimming-pool products, including saltwater chlorinators, pumps, filters, heaters and pool accessories.
- **Davey Spa** – Main products include spa baths and spa pool pumps, controllers, heaters, filtration and treatment products.

This new business model reflects a business culture that is today, more than ever, striving to create an environment based upon dependable, innovative water solutions. Jim Gaffney, General Manager of Operations for Davey, believes that the most important element to being dependable is to deliver a quality product on time ▶



“DAVEY WATER PRODUCTS AIMS TO HAVE THE MOST DEPENDABLE SOLUTIONS AND SERVICES IN EACH OF OUR BUSINESS MARKETS, A GOAL WHICH OUR SUPPLIERS PLAY A SIGNIFICANT ROLE IN ACHIEVING.”

- JIM GAFFNEY

every time. “Generating consistency for our end users is a priority for us,” he mentions. “To do so, it is imperative that we have an efficient supply chain. It is important for this area to be carefully managed, ensuring lead times are being met, deliveries are in full and on time, and that we keep our working capital at manageable levels.”

The way Davey manages the entire supply chain from start to finish separates the company from competitors in the industry. “We look at the inventory impact on the finished goods, as well as the raw materials side,” Jim explains. “We then partner with key suppliers that we believe will be able to respond to our requirements in the most effective and efficient manner.” As the company’s top 30 suppliers account for approximately 85 per cent of the materials bought, it essential that the decision about which suppliers to partner with is based on strict criteria.

Location is one of the elements carefully considered when sourcing suppliers for Davey. Being in proximity to the manufacturing facilities allows for quick delivery, especially in the event of an unforeseen order. “We also assess the quality of the product on offer, through thorough reference checking,” Jim says. “Obviously, it is also important that the product be competitively priced.”

Compatibility with the company’s lean practices is also a factor heavily contemplated. Suppliers must add value to the supply chain to help ensure the smooth flow of product to the end customer. “Each company must have the ability to supply on time and with the smallest economic quantity possible, so that they are considering and using lean thinking as a process,” Jim mentions.

Being up front in the initial sourcing stages is a significant foundation for successful ongoing working relationships. “If you can build a relationship that is a two-way street, at the end of the day this is going to be a deciding factor in whether you can remain competitive,” says Jim. “Over time, if a supplier can see value out of

Your most complex component is child’s play for us



Guaranteed tooling and systems tailored to your requirements provide a total service that will exceed your expectations.

Our specialty is moulding difficult components in complex plastic materials with outstanding results.

Bestmould is proud to be a key supplier of plastic injection moulded parts to Davey Water Products.


You can depend on Davey because Davey depend on Bestmould.

Ph 02 9525 6866
enquiries@bestmould.com.au
www.bestmould.com.au





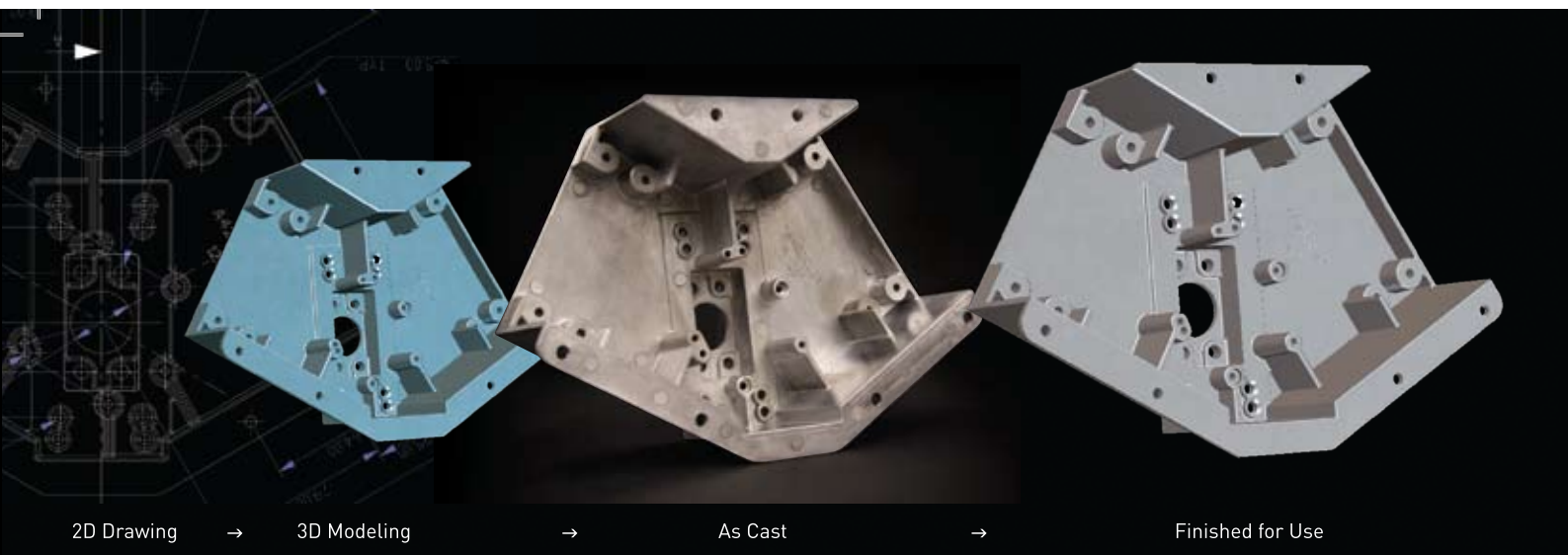
the relationship, then they are more likely to work with you for mutual benefit. This positively affects not only the supply of goods but the supply chain as a whole. An example of a successful partnership is the aluminium pressure die-casting company that we use, Sankey. They have been working with our company for over 15 years in what I would call a very positive relationship. It's a two-way street, which both our companies realise, ensuring that the end result is the right quality."

Today, Jim states that relationships are robust, with suppliers continually contributing to the ongoing success of the company. "Davey Water Products aims to have the most dependable solutions and services in each of our business markets, a goal which our suppliers play a significant role in achieving." 

For more information on the company, go to davey.com.au

“WITH A RELATIONSHIP SPANNING OVER 20 YEARS, SANKEY IS PROUD TO BE A SUPPLIER TO DAVEY WATER PRODUCTS. DAVEY’S CONTINUOUS IMPROVEMENT IDEALS HAVE EMANATED THROUGH OUR OPERATIONS, PUSHING SIGNIFICANT IMPROVEMENTS IN OUR SUPPLY-CHAIN MANAGEMENT WITH COLLABORATION FROM DAVEY’S HIGHLY MOTIVATED TEAM. WE AT SANKEY BELIEVE IN RELATIONSHIPS, AND WITH THE ATTITUDE OF DEVELOPING HAPPY CUSTOMERS, SANKEY HAS STRIVED TO KEEP PACE WITH DAVEY’S EVER-CHANGING BUSINESS.”

- ANDREW MITCHELL, MANAGING DIRECTOR, SANKEY AUSTRALIA



Exactly what you want.

It couldn't be easier. As a proud Australian Manufacturer with a strong commitment to the local market, we at Sankey pride ourselves in being experts at manufacturing metal products for industry. We produce products to your specifications and specialise in areas such as custom and general stamping, electrical steel stamping, expanded mesh, and aluminium casting. With manufacturing facilities in three states across Australia, Sankey has the infrastructure to meet all your metal manufacturing requirements.

Sankey's long term history and our commitment to Australian manufacturing, provide confidence to our successful partners including pumping heavy weight, Davey Water Products.

www.sankey.com.au

VIC (03) 8787 5290 | NSW (02) 4964 8567 | QLD (07) 3803 3910 | SA (08) 8326 1022

