

45 years ago...

It was on 1st September, 1958 that Barry and Trevor Nichol started the business that is NICHOL Industries today.

Of course, things were different back then. The company name was Barr Bros Pty Ltd and it was situated in Elizabeth Street in the City of Melbourne. The two brothers were paid £3.00 a week. The major product lines were stencils and steel stamps, all made by hand.

As time went on the brothers employed more people and in 1972 purchased Bertram Badges from the Bertram Brothers. Barr Brothers and Bertram

Badges formed the foundation of today's NICHOL Industries.

Throughout the 45 years NICHOL have always kept up with the latest Technology.

Today the stamps that were made by hand have been replaced by computer controlled pinstamp or laser marking machines. Badge designs that were hand drawn and posted to customers are now computer designed and e-mailed.

Barry and Trevor Nichol are still involved with the company along with Barry's sons Brad and Adam.



The Nichols attribute their leadership in the specialist industry to honesty, fast response to customer enquiries and the high quality standard of their world class products. **NI**

Beautiful one day...



At a recent 'thank-you' function at the Sheraton Towers, Daryl Cocks is duly recognised for his loyal, long service to Nichol Industries

After 23 years of loyal service, Daryl Cocks, one of Nichol's factory employee's, has decided to move to the Sunshine State with his family. That's a considerable period of service by an employee, and reflects the respect and mutual benefits rarely found in today's dog eat dog employment scene.

During this long period of employment Daryl has worked in almost all areas of Nichol's manufacturing facility. He has seen the equipment and technology change from simple manual machines to a fully computerised manufacturing facility.

Daryl is sure to be thinking of his colleague's at Nichol as he enjoys the sun up north. **NI**

Words to live by...

- I assume full responsibility for my actions, except the ones that are someone else's fault.
- I no longer need to punish, deceive or compromise myself. Unless, of course, I want to stay employed.
- In some cultures what I do would be considered normal.
- Having control over myself is nearly as good as having control over others.
- My intuition nearly makes up for my lack of good judgment.
- I honour my personality flaws, for without them I would have no personality at all.
- I am grateful that I am not as judgmental as all those censorious, self-righteous people around me.
- I need not suffer in silence while I can still moan, whimper and complain.
- As I learn the innermost secrets of the people around me, they reward me in many ways to keep me quiet.
- When someone hurts me, forgiveness is cheaper than a lawsuit. But not nearly as gratifying.
- As I learn to trust the universe, I no longer need to carry a gun.
- Only a lack of imagination saves me from immobilising myself with imaginary fears.
- Today I will gladly share my experience and advice, for there are no sweeter words than "I told you so."
- A good scapegoat is nearly as welcome as a solution to the problem.
- Why should I waste my time reliving the past when I can spend it worrying about the future?
- I am learning that criticism is not nearly as effective as sabotage.
- I am willing to make the mistakes if someone else is willing to learn from them.
- As I let go of my feelings of guilt, I can get in touch with my Inner Sociopath.
- I have the power to channel my imagination into ever-soaring levels of suspicion and paranoia.



Creating Images

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The Quarterly Newsletter Towards Developing a Professional Image

NICHOL Industries is an Australian family-owned business established in 1958. Over the years we have built a strong reputation for reliability, to the extent that most of our new business comes from referrals. As most of our products are custom made we dedicate ourselves to working closely with our customers to ensure the product we provide is exactly what our customers require. We take care with each job to make sure every detail perfectly suits its intended use.

OUR PRODUCTS

BADGES

For a badge to be effective for you it must be made right. At **NICHOL** High Quality Badges, Lapel Pins, Keyrings and Medallions are specifically made to each customer's requirements. Ideal for promoting your business, organisation or association.

ENGRAVING

Precisely made steel type and rollmarking dies are essential for efficient date or batch coding. **NICHOL** works closely with you to ensure your stamps are made to suit your product materials and specifications. We also provide stamps with the longest possible life.

MARKING MACHINES

Traceability and Identification can waste valuable labour time where the wrong equipment is used. **NICHOL** has a range of both computer controlled and manual marking systems to provide you with traceability and identification solutions to your needs.

INKS

To complement our range of marking machines we also manufacture ink suitable for most machines and materials. Our chemists can also develop ink to your specific requirements.

INTERNATIONAL QUALITY SYSTEM

When working with **NICHOL** Industries you can be confident that your product will be made to exacting specifications under Quality Standard ISO9001. This quality system also includes our design process.

YOU'RE IN GOOD COMPANY

Many of Australia's major companies rely on **NICHOL**. Our customers include: Department of Defence, Holden, Ford, and Australia Post.

For products that are made to your requirements by a long established and reliable Australian family owned business, call **NICHOL** on 1 800 778 808.

The key to excellence



A connoisseur's modern sound system can make Beethoven's 5th in C minor sound even better than the maestro might have ever envisaged. And such 'jaw-dropping' audio systems are manufactured here in Australia for local and export markets, with many of its core products having received World acclaim by way of international awards.

REDGUM Audio Pty Ltd of Box Hill South, Victoria, manufactures high-fidelity audio equipment for home stereo and theatre systems and, to distinguish their products from the 'other brands' they incorporate a key-type on/off switch into their evocative, Australian red gum fascia-paneled amplifiers, prompting the discerning buyer's subliminal memory as "the amp with the key". And they must be good - the electronics come with a 7-year warranty...

REDGUM chose Nichol to provide unique key-tags for the barrel-keys as they wanted a quality item made here in Australia - just like their audio systems. Unfortunately, **REDGUM** initially had a batch made by others, on the understanding that the products would be 'Made in Australia'. Disappointingly they turned up with 'Made in Taiwan' appearing on the back. They were appropriately rejected and Nichol Industries was approached to make 2000 key-tags here in Australia - quickly, which they did.



"The keytag's qualities are most important as it's something you touch every time you use your music system. And accordingly, they need to reflect the quality of build of **REDGUM** equipment," commented Lindy Gerber, promotions manager and part owner.

Musical reproduction is said to be so good, that with closed eyes, it's easy to forget that there's not a full orchestra present, which may have something to do with the incorporated CD-ROM. **REDGUM** was first in the world to fit such a device into this type of audio equipment.

The gleaming, Nichol-produced, 24-carat gold plated key-ring has its background filled in black epoxy and is finished with a clear protective epoxy coating, making it most complementary to **REDGUM**'s World-class audio products. Visit www.redgumaudio.com **NI**



Lasers leave their mark



TELESIS
Industrial Identification/Traceability Systems



Nichol Industries has recently extended its product range by adding laser-marking systems to its products and services.

Having recently returned from an intense two-week training course at Telesis' headquarters in Ohio, general manager Adam Nichol and technical manager Brad Nichol, are now geared-up to handle current and future applications for this highly-flexible marking and engraving technology.

Lasers are able to mark alpha-numeric characters, 2-D code and barcode, which makes them ideal for identification and batch tracking. A big cost advantage with barcode is that the reader or common scanner is low cost when compared to more-expensive cameras that are required for 2-D code reading.

Doors to new industries such as agriculture are now open to Nichol where cattle ear-tags, that use fast-read barcode technology, can be produced by the new Telesis lasers, while stainless steel tubing identification marking is another avenue.

The lasers' on-board micro-computer can also import data files to reproduce high-resolution images, promotional and instructional plates and signage.

Markable materials include glass, plastics, wood and fibre, plus aluminium, copper, mild steel, stainless steel and titanium – the list goes on in a variety of sections.

An interesting bonus when laser-marking titanium is that three distinct colours can be produced, depending upon laser intensity, creating black or grey, plus a deep-gold colour.

Lasers can also create a 3-D

image within a block of clear material by varying the intensity at different levels or stratas. This technology is also adaptable to marking mirrors, where the surface can be marked at one intensity and the back surface at another, to create an illusionary effect.

New Technology

Telesis has incorporated the latest 'fibre-to-fibre' technology into some of its products, where the wave is sent through an optical fibre. This significantly reduces the size of the laser head plus its associated protection components, allowing it to be more easily included into a production line. It can also be easily mounted to a robotic arm.

Technical Backup

Nichol's knowledge of industry requirements in conjunction with Telesis' broad experience in the development of laser marking and other identification systems, is expected to give them the edge regarding applying this reasonably new marking technology to existing and new installations.



Two Models

Following careful product evaluation, Nichol Industries selected two distinct Telesis laser-marking systems that can be applied to typical applications used by modern Australian manufacturers. These were chosen on the criteria of both system's physical parameters and power supply requirement, as well as the actual intensity of the laser.

During the last day of their training at Telesis, Adam and Brad had an Australian Customer visit them. As a current user of laser markers in Australia, this customer was able to give both Nichol and Telesis feedback on the quality of the telesis Laser compared to others in the Australian market.

He was "very impressed" with what he saw at Telesis. His application is one that needs both speed and quality to mark. The Telesis Lasers were better in both areas. He was also amazed at how easy the software was to use. **NI**

Eclipse. A fast, powerful, land-pumped laser that can mark several lines of information onto a component in less than half a second, when others can take around 10 seconds to perform the same task, means much to the manufacturing engineer, especially when marking small, low-cost items. It is designed for hard surface treatments and is the ideal choice for marking titanium and other high-strength alloys, medical implants and hard plastics.



Zenith. The Zenith 10F takes advantage of the new fibre-to-fibre technology and does not require a chiller and cooling medium that are commonly associated with standard laser-marking equipment. It also runs on single-phase (240-volt) power, making it more portable and much more power-conscious. Being Telesis' most innovative and compact industrial marker, it is ideally suited for 24/7 unattended operation.



No axe to grind



With repeat business, it is generally agreed that everyone's a winner. And Melbourne's Metropolitan Fire Brigade or MFB as we better know it, is no exception to the rule. For over 20 years, Nichol Industries has produced cuff-links and matching tie-tacks for the MFB, with the tie tack having recently been deemed as 'part of the every-day uniform'. Several thousand of these items have now been supplied by Nichol.

The fine artwork of crossed axes, signifying those that were carried by firefighters of old, the flaming torch that symbolises the fire service, and superimposed City of Melbourne crest, is produced in multi-coloured, epoxy-filled, 24-carat gold or bright chrome-plated copper. The nickel plated finish is purely to satisfy the wearer's personal taste. They are also used as corporate gifts, to firefighters and

fire-memorabilia enthusiasts, as well as for visiting delegates.

The items are supplied on an 'as-required' basis by Nichol Industries by simply programming their modern CNC equipment to produce the items to the required MFB schedule. Natalie Krug, public relations co-ordinator for the MFB, reported that Nichol "are a pleasure to deal with, time and time again. We've had absolutely no complaints and therefore no need to take our business elsewhere." That's not bad – 20 years without a complaint...

The MFB's decision to have its uniforms complemented by the fine detail and flawless finish of the Nichol-manufactured cuff links and tie-tacks, plus the considerably long period of their relationship, is an ideal example of quality, consistency reliability, and a win-win situation. **NI**