

THE **KEY**® NEWS

Issue 12

AUSTRALIA'S PREMIUM NEWSLETTER

- since 1945 -

THE FESTIVE SEASON IS HERE!

What an interesting year!

Well, we've gotten through the challenges this year with all it's ups and downs.

Looking on the bright side, there are a number of positives to be taken out of the Global Financial Crisis like becoming more efficient at what we do, as well as strengthening valued relationships with our customers to name a couple.



Merry Xmas and a Happy New Year to all!

Here at KEY we've had a busy year with new products and initiatives such as:-

- **New Products:** Key introduced a number of exciting products this year including:-
An extensive range of RCD (Safety Switch) products
Expanded the Braided Extension Cord range (used extensively in Mining)
Key now arguably boast the biggest range of Extension Cords including Extra Heavy Duty offerings
Introduction of a merchandising stand for the range of Extension Cords and RCD products
- **Website:** Key launched the New website in September of this year. Brochures and datasheets are all available on the website for download as PDF files.



- **New Staff In Sales:** Key welcome aboard our new sales staff that you will most likely meet in the coming months
- **New Staff in Engineering:** Key also welcome aboard a number of Engineering personnel, employed to fine-tune our production and Quality Control. We have already seen marked improvements in many areas which flow onto you, our valued customers.
- **Re-vamp of production facilities:** Our production facilities have gone through some major changes including implementation of Lean Manufacturing and Six Sigma tools, which means extra benefits to you, our customer.

From everyone at Key, THANK YOU for your custom through 2009, and we wish you a wonderful and prosperous year in 2010.

Please pass this onto anyone else who you think may benefit from the information here - Thanks!

See you @ www.kte.com.au