



TAIPAN

Hydraulic Hose Systems

CUSTOMER SERVICE CHARTER

Our Commitment To Trade Account Holders

A MESSAGE FROM OUR CEO



Dear Taipan Customer,

I joined the hydraulic hose industry over 25 years ago as a mobile service van operator and realised quickly that I had a choice between two typical types of supplier.

The first type took the time to get to know me, was genuinely committed to building a long-term relationship and was interested in helping me succeed.

The second type seemed mainly interested in selling supplies to meet his or her employer's targets.

Unsurprisingly, I gave my business to the suppliers that cared about me, had my back and worked hardest to earn my trust (provided they sold world class products, of course).

I have never forgotten these early experiences in the industry. That is why I am proud to say that the top three things about partnering with Taipan are easy to remember: **service, service and service.**

Creating a customer-centric service begins with building the right team and the right culture. Our employees, our mission and our values are as vital to our success as our products.

Real service is all about people.

Sophisticated computer systems have a valuable role to play, but what matters most is building productive relationships with people you can trust.

This booklet outlines what you can expect to experience when you give us the opportunity to earn your loyalty.

I thank you for this opportunity, and invite you to contact me directly at any time to discuss any aspect of our partnership, which I hope and intend will be long lasting.

Allan Sandilands, Owner & CEO, Taipan

OUR MISSION

To create a base of raving fans by delivering outstanding customer experiences.

OUR VALUES

| Fun to Work With | Self-Motivated | Team Players | Honest | Hard Working | Profit Conscious | Customer Focused |
| Good Communicators | Presentable | Role Model Leaders | Safety Conscious | Coachable |

WHAT TO EXPECT

Our service commitment to trade account holders

WE'RE SWIFT AND RESPONSIVE

Speed is essential to productivity and competitiveness.

- We will endeavour to make available the people you seek as quickly as practically possible
- Ad hoc enquiries will be attended to in a swift and timely fashion
- Online orders will be acknowledged immediately, and otherwise-received orders within 24 hours. (Orders are generally shipped within 48 hours.)



WE'RE FRIENDLY, COURTEOUS & PROFESSIONAL

Warmth, respect and politeness will never go out of fashion. We will strive to be supportive and helpful because the best business relationships enable both parties to thrive. For example:

- We will pass leads on to customers who stock our products for resale
- We provide tools to help you train your staff on our products and systems
- We will help you determine which Taipan product best meets your customers' needs
- We will do our best to make you aware of special promotions and offers

WE COMMUNICATE CLEARLY

Setting expectations costs very little and helps very much. For example in the unlikely event that your order is not in stock, we'll advise you ASAP and always within 24 hours.



WE PROVIDE ATTENTION TO DETAIL:

Thoroughness and accuracy are the cornerstones of quality. For example, we promise to deliver accepted orders 100% as promised.



WE VALUE FEEDBACK AND PARTNERSHIP

Feedback helps us build a mutually rewarding business relationship. We will encourage:

- Ad-hoc and regular review meetings with agreed agenda (covering trading, product news, market developments, upcoming projects, agreed KPI's, training needs or whatever) and document action plans

WE HAVE A NO-WORRIES WARRANTY

- We're serious about our goal of zero product failures and offer an unparalleled and absolute product warranty.
- In the unlikely event that you encounter a problem, we will work with you to resolve issues efficiently, help you support your customers and help you get equipment back up and running as quickly as possible.
- Warranty claims are few and far between at Taipan. If we do get one, we will never challenge its legitimacy. But we do ask customers to cooperate with us in investigating what may have caused the problem. Working together, we can identify what went wrong, which supports our ongoing quality control and continuous improvement programmes.

DELIVERING OUTSTANDING CUSTOMER EXPERIENCES IS OUR LIFEBLOOD

World Class Hydraulic Hose Systems

- ✓ **Safety**
- ✓ **Reliability**
- ✓ **Performance**

The Taipan story traces back 25 years to the time when brothers Tim and Allan Sandilands ran a mobile hydraulic hose repair service in Queensland called Mobile Hose Fixers.

The company became Australian Hose and Fittings (AHF), a wholesaler with its own brand of products - Taipan.

Today, Taipan's extensive international supply chain includes over 50 hand-picked, world-class component manufacturers in 17 countries across Europe, North America and Asia-Pacific. Taipan technical personnel inspect and evaluate the manufacturing facilities of every company that is invited to become a Taipan supplier.

In addition to our own products, our range is supplemented by world-class, third party products recommended by Taipan.

The company is still owned and led by Allan Sandilands, who draws every day on his

early experiences as a mobile hydraulics repair service professional.

Simply put, we're here to provide great products and great service at a highly competitive price.

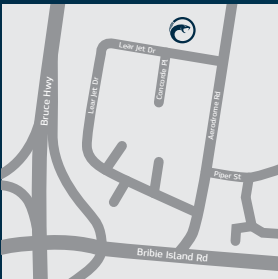
Our commitment to excellence in customer service is written into our Customer Service Charter, which is at the heart of our relationship with our customers.

We generally do not sell direct to machinery owners and operators, although we do provide specialist services to Original Equipment Manufacturers.

The Taipan range today comprises over 6,500 high-performance hydraulic hose products, adaptors and accessories, which we distribute nationally and overseas.

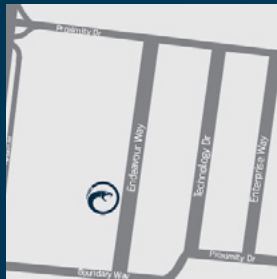
Given the popularity of Taipan, in 2017 we decided to retire the AHF brand completely.

So, from 2018, AHF and its proprietary products will be known as Taipan.



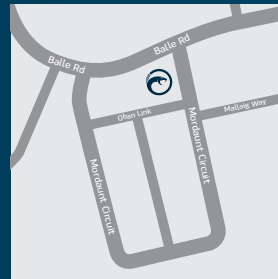
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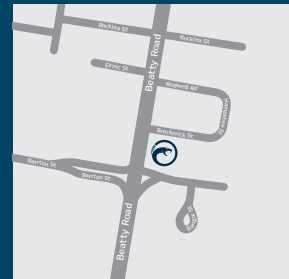
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