

ideas^o
smart thinking

We're an engineering services firm
who take a whole business approach.

ideas* were engaged by the Alex Fraser Group to provide the detail design and engineering of their new multi-million dollar state of the art recycling facility in Laverton, VIC



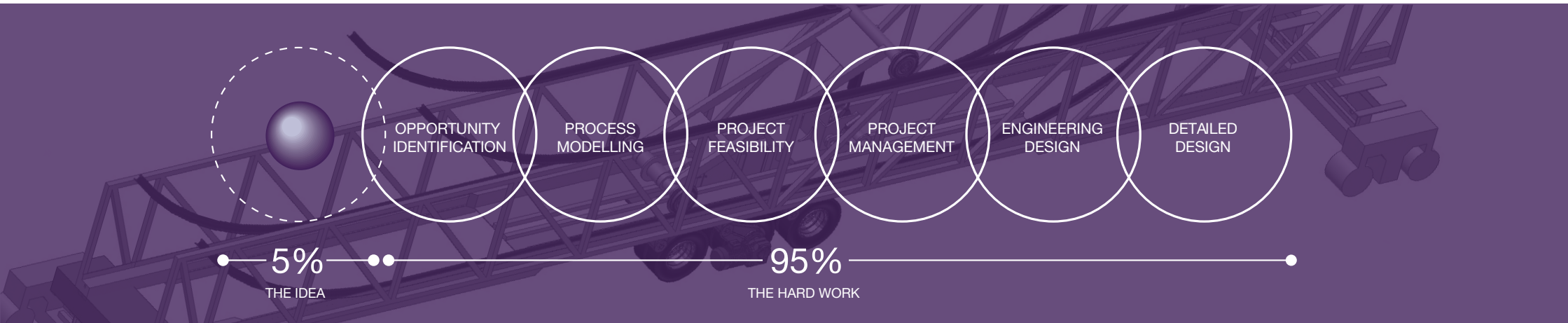
ideas provide structural and mechanical engineering services to clients in Australia and overseas.*

We maximize value to by applying our technical and business expertise to develop innovative process, manufacturing and technology solutions.

We believe there is a better way to provide engineering services, and that taking a smarter approach will lead to better outcomes for our clients.

We call this Smart Thinking.

Innovation is more than just an idea,
it's the hard work that follows.



We have the resources to carry a project from idea through to implementation, but we also have the capacity to assist you with specific disciplines from detailed design to project management.

Our approach and structure is geared to help you change.

ideas* used Fisher & Paykel washing machine motors to convert pedal power into electricity for the Future Spark event in Federation Square.



Collaboration

we view our clients as an essential part of the project team and constant communication is critical. ideas* utilises the latest technology in web collaboration, 3D computer aided design and process modelling to ensure this happens.

Breadth of experience

All our engineers and consultants have experience across a wide range of industries and disciplines. We actively place our people into different projects to gain this experience rather than forming teams of industry experts.

Tools to manage change

Most firms focus solely on providing technical solutions. At ideas* we believe it is impossible to deliver an effective solution without also considering the business case and change management process.

We have experience across a range of industries.

Alcoa
Alex Fraser Group
Apollo Engineering
ARRB
Australian Pressure Vessels
Bluescope Steel
Bluescope Lysaght

Bristol Myers-Squibb
Cadbury Schweppes
Carter Holt Harvey
CSL
Dairy Farmers
Dulux
Fairfax Printing
Fosters

GlaxoSmithKline
Holden
Karabri
Kraft
MOOG
Murray Goulburn
NCI
Orica

Renewed Fuels
Renewed Rubber
Shell
Sims Metal
Water Savers
Wattyl
ZLB Plasma Services

ideas* core strength is the diversity of our experience. Our clients range from start-ups to established brands in such diverse industries:

- Biotechnology
- Consumer goods
- Renewable energy
- Industrial goods
- Services, plus many more.

Our multi-displined team with local and international experience.

Mike Percy

Managing
Director



Rick Stefanutti

Technology
Development
Director



Geoff Ball

Principal
Projects
Director



As our Managing Director, Mike has responsibility for overall management and development of the ideas* team. In addition to his general management and strategic experience, Mike's skills in design, project and change management enable him to successfully lead and facilitate major operational change efforts.

He draws upon over 14 years experience with clients including Orica, GlaxoSmithKline, Bristol Myers Squibb, BlueScope Steel and Alcoa.

Most recently Mike has lead a project team for a major upgrade of Dulux's paint manufacturing facilities in Rocklea, Queensland where the objective achieved has significantly reduced the manual processes and implemented a new automatic packaging and product handling process.

Rick was a founding partner of ideas* in 1994 and has dedicated his skills to the development of new and emerging technologies and processes for major Australian and International companies for the entire 27 years of his business career.

Much of Rick's experience has been in the manufacturing of products and designing industrial processes. Recently Rick has branched into the renewables sector, with his core competencies being mechanical engineering and process control.

His most recent achievements include leading a major state of the art recycling project for the Alex Fraser Group at Laverton, Victoria.

Geoff's role as a director and lead consultant for ideas* is enhanced by 15 years experience working within large process businesses (including BlueScope Steel, CSL Ltd).

In a career that includes maintenance engineering, chronic problem solving, systems engineering, project management and organisational change, Geoff has worked in industries as diverse as steel, food, packaging, logistics and bio-pharmaceutical. He understands the demands that drive executives in large organisations enabling his diverse experience to effectively deliver results.

Current projects include a new 'Plasma Centre of the Future' for ZLB part of the CSL Group and directing the unique Future Spark project creating innovative leading edge human and solar generated power sources for a large public event.

Contact us today to discuss
your project requirements.

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