

## Integra offers solutions, not just packages

From the front gate Integra Packaging's NSW headquarters in Bomaderry looks very much like any traditional freight packaging company. Stout wooden crates, pallets and packing cylinders are stacked neatly under cover, ready for delivery to customers.

Integra Packaging NSW General Manager Tony Dyer (right) and Packaging Consultant Sam Tooley at the company's Bomaderry premises.

But while traditional wooden freight-handling products are still a major part of the business, Integra also provides a range of sophisticated, high-tech solutions to customers' requirements for innovative protective packaging of high value equipment. This commitment to meeting any packaging requirement however large or specialised, has seen Integra win major defence and mining industry contracts for export around the globe.

Integra Packaging NSW General Manager Tony Dyer says his 24-strong team at Bomaderry relish the challenges posed by demanding packaging projects for companies in the defence, mining and electronics sectors.

"We're definitely not a one-dimensional, traditional packaging business," Mr Dyer said. "Our staff is multi-skilled and can do anything from tailoring traditional timber boxes to customers' needs, to shrink-wrapping and sealing large, irregular shapes."

And shapes don't come much more irregular – or high value – than a military helicopter. The Integra staff are justifiably proud of the role they played in preparing the Seasprite helicopters

for their return from HMAS Albatross to manufacturers Kaman in the US after the Australian Government ended their contract in 2008.

"Kaman was planning to bring people from the US to prepare the Seasprites for transport," Mr Dyer said. "But we were able to convince them that we had the technology and expertise to do the job right here in the Shoalhaven."

Integra staff fitted an anti-corrosive protective barrier on the helicopters, and then sealed them with an outer layer of heavy duty ultra-violet resistant plastic. The operation required meticulous planning and careful execution to ensure both the fuselage and sophisticated avionics equipment were protected for the long journey to the US.

Mr Dyer said he and his staff have a simple approach to new and demanding projects: "We are prepared to bite off more than we can chew, then chew like crazy," he joked. "But seriously, our staff are multi-skilled and such is our reputation in fields like the packaging and transport of high-end electronics that we now get involved in the design stage with the Australian Defence



The Seasprite helicopters that were wrapped by Integra in preparation for their journey from HMAS Albatross to the United States,

Force and other clients when they have a special requirement."

Integra grew out of the old Shelden's Pallets business in Bomaderry, which merged with Brisbane-based packaging firm Box Built in 2004. The company changed its name to Integra Packaging in 2008.

Mr Dyer said the Shoalhaven has proven an ideal location for its NSW headquarters, both strategically and because of the workforce advantages inherent in a regional centre where job opportunities aren't as plentiful as in state capitals like Sydney. The company continues to provide competitively priced products and services to Wollongong, Sydney,

Canberra and Newcastle as well as global support for customers as part of a worldwide team.

"Our people are great. We have a very stable and committed workforce. They have a proactive service ethic, are extremely flexible and want to constantly learn and improve their skills. With the support of our international partners we have been able to provide extensive training on new products which has had a positive effect on morale as they are providing a valuable service to the businesses in the Shoalhaven and broader geographical industry sectors," Mr Dyer said.

Strategically, the Shoalhaven gives Integra direct access to prime defence industry contractors at HMAS Albatross, and they have built strong commercial relationships with companies such as BAE Systems, Raytheon, Partech and CSC.

Mr Dyer added: "We get great support from all levels of government, but particularly from Industry & Investment NSW and the economic development office at Shoalhaven City Council, who work well together to attract business to the Shoalhaven."

The Shoalhaven Defence Industry Group promotes defence industry capability to attract business, investment and jobs to the region. This case study showcases one of the high tech defence companies already contributing to the Shoalhaven economy.



Megan Cleary  
Business Development Manager  
NSW Trade & Investment  
P: +61 2 4421 1000  
E: [megan.cleary@business.nsw.gov.au](mailto:megan.cleary@business.nsw.gov.au)



Greg Pullen  
Economic Development Manager  
Shoalhaven City Council  
P: +61 2 4429 3388  
E: [pullen@shoalhaven.nsw.gov.au](mailto:pullen@shoalhaven.nsw.gov.au)



Warren Secombe  
Defence Committee  
Shoalhaven Business Chamber  
P: 0400 123 744  
E: [info@shoalhavenbusiness.com.au](mailto:info@shoalhavenbusiness.com.au)