



Company profile

Our History

Established in the mid-1980s under the UK owned Simon Group of Companies as Simon Hydraulics and Pneumatics, our customers soon applauded our service orientation and innovation.

Our three operations in Brisbane, Newcastle and Perth allowed us to meet the needs of customers in a range of industries including mining, industrial and agricultural. In the late 1990s customer need saw us expand into Sydney, Melbourne and Emerald.

The Simon Group of Companies exited the Australian market in 1999 and on Christmas Eve that same year the Simon Hydraulics and Pneumatics Australian management team purchased the Australian business and took over operations from 1 January 2000, forming Custom Fluidpower.

Our Business Today

Today Custom Fluidpower is one of the largest hydraulics, pneumatics and electronics solutions providers in Australia and is known for our innovation in using hydraulics, pneumatics and electronics.

Our organisation is proudly customer focused, which means our emphasis is not just on components and parts, it's on delivering total engineered solutions.

Since its formation in 2000, Custom Fluidpower has enjoyed growth year to year. During this period the company has expanded its operations and services with additional locations now in Mackay QLD, Singleton NSW and Naval Base WA. These expansions also included the installation of 2 additional OKUMA CNC machining centres for manifold manufacture.

Custom Fluidpower is wholly Australian owned and operated. The company is staffed with over 140 varied skilled personnel covering design, engineering, business development, product specialists, technicians, trainers and management. Together they form a team that can provide extensive fluid power services to industry.

Company Directors

Giuseppe (Joss) De Iuliis - Chairman – Non Executive Director

Joss De Iuliis is a well known member of the Hunter business community having successfully built a number of manufacturing/engineering enterprises in the region. This hands on experience has given Joss a wealth of knowledge and experience of the regions manufacturing sector also the Hunter Valley Coal industry. As a stakeholder in the region's wine industry, Joss is also an ambassador for the region's wine and tourism industries. Joss is CEO of the GAMDE Group and holds multiple directorships including Telstra Countrywide, the Hunter Institute of Technology Foundation and the Australian Industry Group.

Brian Radalj - Executive Director

Brian served an apprenticeship as fitter and turner before commencing employment in the fluid power industry as tradesman in 1972. He helped found W.A. Fluid power services in 1975 and built up a highly profitable business to the point where 15 years later in 1990, it was purchased by Simon Engineering Australia. Brian was offered the State Manager position which he retained for the next 10 years. Brian participated in a management buy out of the fluid power division of Simon Engineering, now Custom Fluidpower, in January 2000, retaining the position on Branch Manager in WA.

Neil Martin - Sales Director

Neil started his career in the fluid power industry as an apprentice fitter and turner in 1975. In 1979 he joined Lucas Fluid Power and spent 11 years there, reaching State Manager level at the age of 27. Further education has been part of Neil's growth, completing courses in Mechanical Engineering and Advanced Fluid Power. During 1991 Neil moved to Simon Hydraulics, now Custom Fluidpower, in Brisbane and began reforming the sales team. Neil was appointed to the position of National Sales Manager in 2004 and upon the retirement of MD Terry Sarginson in September 2006 he was appointed to the board as Sales Director.

Mark O'Leary – Chief Executive Officer

Mark was educated in Sydney, attending the University of Western Sydney and then completing his CPA qualification in 1991. He has spent his career working in a variety of multinationals, industry and regional leaders in diverse industries. During his career Mark spent many years with Hasbro –working with foreign currencies, product costing and developing internal IT systems for efficiency gains. Similarly, the publishing industry provided further opportunity to develop accounting, management and IT skills. Mark has been with Custom Fluidpower since September 2004, originally in the role of Group Financial Controller and promoted to CEO on the retirement of Terry Sarginson in September 2006.

Phillip J McCarthy – Non Executive Director

Phillip currently runs the corporate advisory group, McCarthy Corporate Services Pty Ltd which specialises in advising mining and manufacturing publicly listed companies and private equity groups. He has a history in the Resources sector as a former CEO and Managing Director of Powercoal Pty Ltd, and former Director of Jellinbah Resources.. Phillip is currently Chairman of Mine Site Technologies and an Independent Director of the ASX listed Walter Diversified Services. He is a Fellow of Institute of Company Directors (FAICD) and a Fellow and Chartered Professional of the Australian Institute of Mining and Metallurgy (FAusIMM).

Our Purpose, Our Values

Mission Statement

Through the strength of our people we aim to exceed industry expectations by delivering superior solutions and demonstrating excellence in customer service. We are committed to be consistently innovative with our products and services and to provide safe high quality fluid power and industrial systems.

Our Values

Safety: Our Goal is Zero Harm

An overriding commitment to health, safety and environmental responsibility.

Accountability

Willingness to take responsibility for your actions and their outcomes, including owning up to your mistakes.

Respect

Treating each other with respect and dignity, and showing trust and appreciation of each other.

Integrity

Being honest and fair and doing the right thing, including transparency and keeping your word.

Professionalism

Consistently performing to a high standard, striving towards excellence, and understanding the impact your decisions make on others.

Teamwork

Collaborating with team members by being flexible, responsive and showing initiative, to help achieve a common goal.

Our Services and Capabilities

Custom Fluidpower delivers complete solutions and our services include:

- Total circuit design and supply
- Power unit manufacture + turn key projects
- Hydraulic manifold design and manufacture
- Field service + fault diagnosis
- Workshop repairs + component rejuvenation
- Site installation and commissioning
- Hydraulic and pneumatic component sales & technical support
- On site component life & performance monitoring
- In-house test facilities

Our product range covers:

- Pumps & motors
- Valves – pressure, directional & flow control
- Gearboxes and hubs
- Manifolds
- Hoses and fittings
- Filtration
- Accumulators
- Coolers and heat exchangers
- Lubrication systems
- Hydraulic tools
- Braking systems
- Power units

Custom Fluidpower is the exclusive Australian distributor of choice for the world's best hydraulic, pneumatic and electronic product manufacturers including Sun Hydraulics, Sai, HKS, Hillmar, Bondioli & Pavesi, Dinoil & HP, and Lynch Electronics. In addition Custom Fluidpower is an authorised distributor for Parker, Sauer Danfoss, Daikin and Eaton Vickers.

Our Future

Custom Fluidpower seeks continuous improvement in all that we do – whether it's our quality or our service.

We believe it is important to strive to grow and change with customer needs in order to maintain our position as a market leader.

Custom Fluidpower is diversifying our interests into new industries and expanding our nationwide branch network, including new locations as opportunities arise, to ensure the longevity and stability of the company.

Training is important to us. We are investing in the future of our industry as a registered training authority training apprentices, our staff and the staff of our industry colleagues as well as our customers in the use and application of hydraulics, pneumatics and electronics.

We seek to maintain our reputation for innovative design, an example of which followed a dreadful workplace accident in which a maintenance technician sustained the loss of his right eye. Custom Fluidpower in conjunction with Rio Tinto Mount Thorley/Warkworth Mine developed a high pressure grease detection and release safety tool which has won multiple awards.

Custom Fluidpower is committed to keeping up-to-date with the latest technology, and in fact we are proudly leading the adoption of it across our design, manufacture and sales departments.

We are the first in our industry in Australia to offer online shopping. This is available through our website at www.custom.com.au and not only offers the convenience of shopping from anywhere in the world 24/7, it offers value for money pricing.

Custom Fluidpower plans to continue our proven track record in the technology and innovation areas.

Visit www.custom.com.au or phone 1300 781 178 for more information.