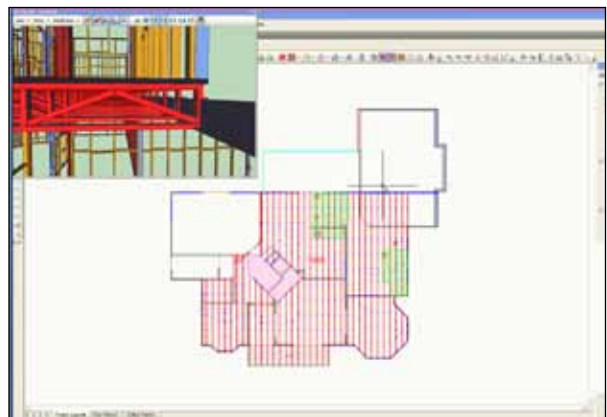


**pryda**

**The Complete System**

## Timber Connecting Systems and Solutions



**Pryda has been an integral part of the building industry in Australia for over 40 years, particularly in timber truss and frame solutions, with the development of a diverse range of timber connectors and structural brackets. Today Pryda remains a trusted Australian brand on building sites, in trade stores and in offices of architects, engineers and designers.**

Pryda utilises world-best technology to provide a total systems package to its licensed truss and frame plants, including fully integrated software and production systems, access to world leading manufacturing equipment, and the highest levels of technical support.

**“Identify the need, understand the problem and develop the best solution”**, is a philosophy that Pryda follows to develop customer solutions. It is a unique method of looking at the total business needs of the customer and providing cost effective solutions that not only meet current requirements but also identify and satisfy long term goals.

Pryda’s head offices are based at two sites in Dandenong South, Victoria. The building at Nina Link houses administration, sales and marketing, technical support, software development, engineering, warehousing and equipment manufacturing and service. Pryda’s manufacturing and procurement departments operate out of a nearby site at Healey Rd.

Pryda Australia is an autonomous division of USA-based Illinois Tool Works Inc., a Fortune 200 diversified manufacturing company with more than 90 years of history. Other successful brands in the ITW stable include Paslode, ITW Buildex, ITW Proline, Ramset and Reid Construction Systems. Pryda also gains valuable benefits in product, fabrication machinery and software development from its association with other ITW software and truss connector suppliers from around the world.



## **Pryda's Vision**

- Market leader in timber truss and frame prefabrication systems;
- Market leader in trade and retail hardware;
- Widest range of innovative timber connectors;
- Brand synonymous with quality;
- Deliver competitive advantage to fabrication channel through 'whole of house' design, estimating and production management software;
- Service levels exceeding industry standards;
- Rigorously apply ITW guiding principles;
- Employer of first choice for building industry professionals.

## **Pryda's Customer Service Strategy**

- Establish close customer relationships in order to fully understand and deliver to their needs;
- Develop and deliver an integrated offering of estimating, design and manufacturing software, fabrication equipment and equipment service, and innovative products to the fabrication channel;
- Help our customers grow:
  - > Deliver industry leading software and production systems;
  - > Work with customers to deliver efficiencies within their business;
  - > Continue to increase service standards (DIFOT, technical support and training);
- Sponsor and provide technical advice to designers, inspectors, councils and relevant industry bodies;
- Recruit and develop high calibre staff to support strategies;
- Support ITW Proline in delivering a high quality and innovative product range to the retail hardware channel.



## **Pryda's Organisational Structure**

Pryda's organisation is structured to optimise customer contact in line with our customer service strategy. We pride ourselves on having the resources to assist our customer base. The key roles within this structure are:

- State Managers – charged with directing resources to manage customer expectations.
- Fabricator Account Managers – business development managers for the fabrication channel.
- Account Managers – manage fabricator/builder relationships (builders' events).
- Software Support Team – provide advanced software support and training.
- Customer Service Team – manage timely delivery of product to customers.
- Engineering Design Team – technical support for fabricators and designers.



## MARKET POSITION

There are approximately 350 truss and frame fabricators within Australia and 125 of these utilise the Pryda system. Pryda's fabricator customers range from small, independent boutique operators to multi-plant operations associated with major merchants. Pryda's fabricators are spread across all regions of Australia.

Pryda is the market leader in timber connecting solutions throughout the retail and trade hardware channel. Amidst the recent importation of non-compliant timber connectors, Pryda is pursuing a product compliance educational campaign targeting all participants in the construction industry, including the building inspectors, builders, carpenters, engineers, architects, truss plant managers and hardware merchants.

## FABRICATION SYSTEMS OFFER

Pryda offers a vast array of products and services to support its licensed fabricators to achieve their objectives and develop a competitive advantage over truss plants affiliated with other nailplate suppliers.

## End to End Software

The progress of Pryda's software development is fast creating a perception in the marketplace that Pryda's software provides the greatest operational efficiencies for fabricators. The critical elements of Pryda's software suite is as follows:

### Pryda Estimator

Pryda Estimator is a software platform for rapid accurate estimating, incorporating a catalogue and recipes with advanced formula, graphical take-off, CAD import and question-based estimating tools.

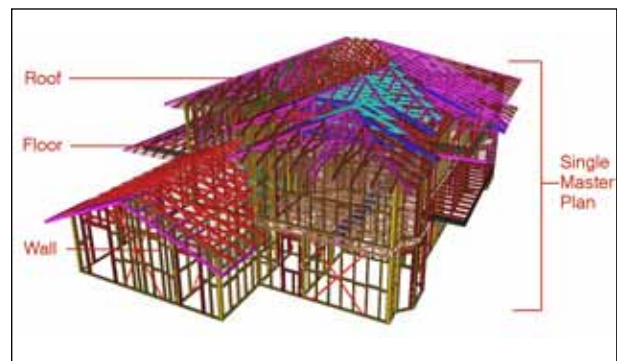
Effective utilisation of Pryda Estimator by merchants will generate comprehensive material take-offs in a timely manner to maximise customer returns.

## PRYDA BUILDi – Roof Truss, Floor Truss and Component Design, Wall Frame Detailing

Pryda is proud to offer the first 'whole of house' detailing software to the Australian market with the release of Pryda BUILDi. Pryda BUILDi is a combination of the popular Pryda Build v2 and Pryda Build Wall software modules with a new intuitive floor layout module. Detailer efficiency is substantially enhanced with roof, floor and wall detailing completed from a single master plan.

The philosophy behind Pryda's software development is to reduce detailing and estimating time and enable collaboration between roof, wall and floor designers. In a nutshell, Pryda BUILDi is:

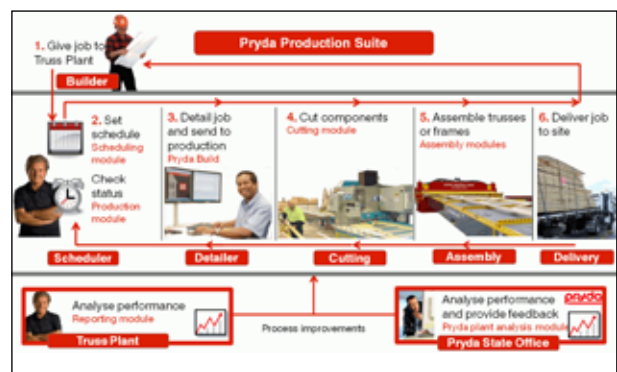
- **Integrated:** Multiple detailers can work on the same job at the same time
- **Intuitive:** Easy to learn; tools available when and where you need them
- **Instant:** changes are reflected in real time across the software
- **Intelligent:** Complex tasks are automated through smart tools



## PRYDA BUILDi – Production Management

Pryda's Production Management software suite allows for full job control through all aspects of the job lifecycle, from design through to delivery. Scheduling of work is seamless and easy, including time slot allocation for likely forecasts.

Live feedback from the production floor ensures up to date job status can be provided to your customer, when you need it. This data can also be used for production analysis and reporting.



## Estimating Services

Pryda is associated with off-shore estimating services that can provide a flexible low cost alternative to permanent resources.

## Technical Support and Training

Pryda provides substantial resources for delivering technical support to fabricators. Technical support includes:

- **Dedicated Fabricator Support Manager:** Is responsible for working with the Fabricator's management and staff to achieve detailing and production efficiency objectives.



**Software Help Desk:** Experienced Pryda staff man the help desk from 6.30am to 5.30pm AEST.



- **Regular and structured training:** Structured training sessions are conducted on a regular basis. Modules are available from beginner training right up to advanced sessions for the experienced detailer. Training can be conducted on or off site, dependent on the fabricator's need.
- **Skills Matrix:** Pryda will maintain a Pryda Build skills matrix for fabricator design staff to assist fabricator management in assessing staff capabilities..

- **Help Files:** Built into the Pryda Build software are help files that assist estimators and detailers in resolving software queries in a timely manner.
- **Trainee Recruitment:** Pryda can assist the fabricator recruit and test staff for employment within a traineeship. Pryda has partnered with registered training organisations that will manage a specific traineeship program for the truss and frame industry.

## Design Services

Pryda's team of engineers provide a critical service to the truss and frame industry. The Design Services department provides the following services:

- **Rectification Designs:** Assist truss plants resolve on site issues with the builder;
- **Site Inspection:** Resolve site problems or to certify installation of roof/floor trusses;
- **Feasibility Designs:** To ensure timber roof/ floor trusses are suitable for the job;
- **Design Certifications:** Provide certification as required by the project engineer, typically for commercial jobs;
- **Software Training (Engineering):** Educate truss and frame plant employees to ensure they have a good understanding of the engineering features in Pryda Build;
- **General Design/Product Advice:** To truss and frame plants, builders, engineers, designers and the general handyman.

In addition our Design Services team assists in marketing the Pryda brand and the network of Pryda truss and frame plants by periodically calling on engineers/architects to promote Pryda and help other consultants understand the truss industry and Pryda's position within the industry.





### **Plant Analysis**

Pryda's Production Plant Analysis (PPA) forms an integral and innovative component of a business's growth strategy. Its use of actual design data over an extended period of time ensures that the current production levels and utilisation are understood, before changes are made. It is also a very useful tool to help identify possible areas for further investigation within the business, whether it is in design or production. A review of the analysis would be undertaken by Pryda and the customer, after the necessary data has been collated and examined.

This process has been adopted by many customers across Australia, providing some benchmark targets during the review process. It can assist in other areas of the business, such as safety and production capabilities.

### **Project Management**

Pryda has extensive experience in assisting customers commissioning green field truss and frame operations or upgrade existing plants. This is made possible through the combined efforts of the Equipment Supply and Service Team, the Fabricator Account Managers and the

Fabricator Systems Manager. In 2010, Pryda managed the commissioning of three major projects that involved the ordering, supply and commissioning of various equipment items supplied from Australia and overseas.

### **Equipment Service**

Pryda's Equipment Service team is committed to ensuring your plant runs effectively with minimal downtime by offering a range of service functions. Whether it is general breakdown response, regular routine maintenance, new equipment installations or relocation of entire truss plants – we have you covered. A hotline number ensures that all calls are monitored 24/7.

The Preventative Maintenance Program (PMP) is aimed at Pryda fabricators who appreciate the support of a planned routine maintenance program. PMP takes the hassle out of spare parts procurement and in the long term helps to vastly reduce the level of costly breakdowns thus minimising loss of production.

What makes Pryda's Equipment Service team stand out from the rest is the quality of the staff. In most cases the technicians in are familiar with the equipment and know its history. The staff are highly trained across a number of disciplines to ensure a high level of service. Where additional expertise is required the equipment service team have access to a vast and knowledgeable pool of contractors.



## Pneumatic Loan Tools

Pryda supplies Paslode and Duo-Fast pneumatic tools and fasteners for the production of trusses and frames. Tools are supplied on loan on the condition that fasteners are purchased from Pryda. Paslode has a vast network of warranty dealers throughout Australia that will accommodate the truss plant's service requirements.



## Products

Over 40 years ago Pryda pioneered the design and manufacture of timber joining connectors to simplify timber construction. Pryda's structural products are designed and developed to meet Australian standards and building codes. They are supported by design data and subjected to a vigorous testing regime to ensure product quality and engineering values are maintained. The Pryda design software will call up the Pryda products in the Pryda Build design module.



## Claw® Nailplates

Pryda manufacture a range of Claw® Nailplates from Bluescope Zincform G300 steel. These nailplates are supplied in a range of configurations that are specifically designed to provide a balance between tooth density and metal strength and consequently differ with each application. Specialised nailplates are available for the construction of roof trusses, floor trusses and joined timber beams.



## Timber Connectors

Pryda products for connecting structural timber components in framing include nailplates, bracing, joist hangers, truss boots, tie down connectors, brackets and post anchors. Special Pryda fixing nails and screws are also supplied to ensure timber connection integrity.



## Product Development

In recent years Pryda released many new innovative products including Hip Support Bracket, Strap Brace Tensioner with nutsert, Shear Connector, Truss Spacer and High Wind Tie Down range. All products have been patented and developed to reduce construction cost with building materials and/or construction time.



## Technical Literature

Pryda supplies a wide array of technical literature to support the product offering. Literature includes:

- Design Guides for all timber connector product categories, that provide information on product specifications and benefits, installation instructions and design data;
- Specification Guides for floor and rafter truss systems;
- Installation Guides for Roof and Floor trusses;
- Builders Guides that educate the builder in trusses and frames.



## Marketing Support

Pryda is continually promoting the Pryda brand and products to architects, engineers, designers and builders, with the objective of driving them to the Pryda website to search for product information and licensed Pryda fabricators.

In addition Pryda actively supports fabricators in trade promotions to builders. Activities include builder's nights, displays, loyalty and incentive campaigns.

## TIMBER JOINTING OFFER

Pryda is the leader in timber jointing technology, providing systems and equipment to join any structural framing size or timber species, converting low value shorts and narrows into profitable sizes and lengths.



## The Timber Jointing System

A systems package comprising design literature, Claw® nailplates and equipment is available. The equipment is purpose designed for butt and/or edge jointing timber to suit specific volume and material size requirements.

## Musclebeam Marketing Package

The package is a product branding and promotional program which incorporates Product Certification Quality Audits available exclusively to Pryda timber jointers.



## TRADE & RETAIL HARDWARE OFFER

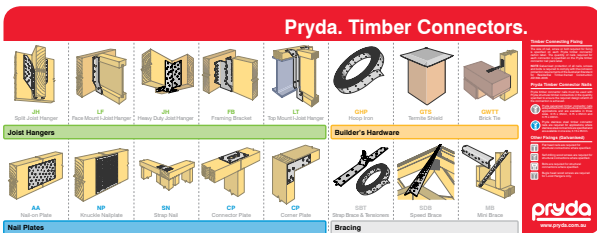
Pryda is the market leader in timber connecting solutions throughout the retail and trade hardware channel. Pryda's non licensed products (timber connectors) are distributed through this channel. Pryda's sister company ITW Proline distribute Pryda branded products to the major trade and retail outlets, while Pryda sells direct to some independents.

### Timber Connector Product

All Pryda products meet building code and Australian Standard requirements.

### Merchandising Systems

Merchandising bins and post anchor stands are available on loan. Header cards and bin labels help to educate the customer on product applications and cross promote the fasteners required to fix the products.



### Price List Software

The software assists the customer in easily placing orders on Pryda with up to date pricing. The software is linked to digital technical design guides and product catalogues that aids the customer and hardware staff in product selection.

### Engineering Support

Pryda has on staff a team of engineers that can assist hardware staff and customers on any technical queries.

## INDUSTRIAL OFFER

Pryda supplies timber connectors and nailplates to a wide range of industrial businesses. Examples include framing brackets and nails engineered for timber beam companies, and nailplates to prevent splitting of telephone poles and railway sleepers.

Pryda will consult with the business and where necessary provide engineering support to ensure the most effective timber connection solution.

## MARKET PRESENCE

Pryda has a large profile in the construction industry. The brand is well recognised and respected with a reputation for quality. Pryda promotes this brand perception by sponsoring and advertising with the following industry associations and publications:

### Frame and Truss Manufacturers Association of Australia (FTMA)

Pryda is an active supporter, sponsor and promoter of the Frame and Truss Manufacturer's Association.

### Australian Institute of Building Surveyors (AIBS)

Pryda is a proud sponsor of the Australian Institute of Building Surveyors where our aim is to raise the profile of building product compliance and reinforce the quality and engineering back up associated with Pryda's timber connector range.



### Housing Industry of Australia (HIA)

Pryda is a member of the HIA and advertises within its publications.

### Jazcorp Timber, Western Australia

Pryda is an inaugural sponsor of the new timber association in Western Australia, Jazcorp. Working together, the objective is to grow the volume of timber framing in Western Australian residential construction, particularly in Perth.

### Hoo Hoo Club

The Hoo Hoo Club is a fraternal association for individuals employed in the timber industry. Networking within the Hoo Hoo Club has proven beneficial to Pryda.

### **Timber Trader News**

Pryda regularly promotes in this industry publication, informing readers on the company's latest developments.

### **DISTRIBUTION CAPABILITIES**

A core value of Pryda Customer Service is exceeding the requirements of our customers by regularly identifying and measuring our performance. Key performance indicators include results of customer satisfaction surveys, the customer complaint register and DIFOT.

The Customer Care staff are responsible for the prompt and efficient delivery of our customers' orders. Communication is critical when servicing our customers, therefore our internal systems ensure they remain fully informed on the status of their orders.

DIFOT is a measurement Pryda uses to indicate performance in supplying orders in full and delivering them on time. Current DIFOT measurement is in excess of 97% for our high volume products.



### **MANUFACTURING**

The majority of Pryda's timber connectors and truss nailplate range are manufactured in Melbourne. Pryda employs rigorous monthly quality audits to ensure the product range and its packaging continues to be supplied to the market at a high standard.



## Contact Pryda

**All enquiries to Melbourne Head Office**

### **Melbourne (Head Office)**

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**Fax:** 1300 657 054

**Email:** [info@pryda.com.au](mailto:info@pryda.com.au)