



**1000 PRODUCTS  
ENDLESS POSSIBILITIES**



# **Annual Report 2019**

**[WWW.REDOX.COM](http://WWW.REDOX.COM)**

# Mission

To provide industry with quality affordable raw materials, delivered through personalised service.

# What Guides Us

<b>Leadership</b>	We're entrepreneurial and embrace continuous improvement
<b>Integrity</b>	We form open and honest relationships based on trust
<b>Hard Work</b>	We relentlessly pursue our goals
<b>Knowledge</b>	We know and understand our markets
<b>Service</b>	We operate with a sense of urgency and discipline
<b>Health and Safety</b>	We're focused on the safety of our employees and our communities

# Vision

To develop a network of customers and suppliers, where together we create mutual enduring value.





# Contents

Our Founder	03
Message from the Board	04
The Board of Directors	05
Our Locations	07
Our History	09
Timeline	10
Sales Performance	11
Quality Assurance	14
Our Products	15
Logistics	19
Corporate Social Responsibility	21
Our People	23
Digitalisation	25
Financials	26
Our Greatest Asset	27
Corporate Details	29

# OUR FOUNDER

**Roland was already a highly successful business person when he arrived in Australia, however it was through his hard work and persistence that the company is the success it is today.**

Starting Redox in 1965, he utilised his extensive contacts and personal relationships across Eastern Europe to establish a flourishing business bridging continents at a time when the tyranny of distance made communication very difficult.

"Roland is an example of a **true Australian success story**. From a small indenting agency, he grew Redox into a **powerhouse of the world chemical industry**."

**Roland Coneliano**  
**Founder**



**1928 - 2017**

An ability to speak many languages allowed him to build his network, unearthing new and exciting suppliers from around the world. He was able to deliver affordable, quality products, which until then was unknown, to customers who of course came to appreciate his dedication to old-fashioned service.

Well known throughout the chemical world as a hard worker, relentless in his pursuit of the best options for both customer and supplier, he had a keen sense for finding opportunities where others would have given up long ago.

Retiring in 2015 after fifty years at the helm of Redox and passing away in 2017, he is remembered for his indomitable work ethic, mercurial wit, boundless enthusiasm and innate ability to forge a deal. The Redox company culture is indelibly stamped with his ethos.

Following in the legacy left by Roland, ten family members continue to work for Redox. Combined with hundreds of years of experience, they are dedicated to the continued growth and success of the business under the direction of Robert Coneliano who took over as Chairman.

# MESSAGE FROM THE BOARD

**I am very happy to say that this year we passed yet another momentous milestone with sales exceeding \$704.9 million, a growth of close to 8% on last year's already impressive haul.**

I believe that our consistent growth is testament to the value that we are providing our clients and supplier partners. One of our great strengths has been our diverse product portfolio which continues to expand, offering clients a one-stop-shop solution for their procurement needs.

Every day our products are being used to solve humanity's struggles in unique and delighting ways, from the latest feed ingredients responsible for improved yields for our farmers to the fluoride that delivers dental hygiene for millions of Australians. You'll find Redox products playing a vital role in cutting edge applications like a new environmentally friendly running track that might carry our athletes to the next Olympics- our tagline of 1000 products endless possibilities has never rung more true.

This year we joined the Australian Trusted Trader program which reduces red tape for accredited Trusted Traders at the border and expedites the flow of their cargo in and out of Australia. As a Trusted Trader, this mean more peace of mind for Redox customers when purchasing, with faster supply and customs processing of our imported commodity and specialty ingredients.

Redox has also been welcomed into the National Association of Chemical Distributors in the United States and have successfully passed NACD Responsible Distribution® verification, reaffirming our commitment to the health, safety, and security of our employees, communities, and the environment. In addition, we've expanded our network adding a sales office in Oakland to service clients in Northern California.

Our United States sales operation has been hampered by the current trade war but we are confident, if we can still build and grow during this difficult time that once the current difficulties are overcome, we will see a springboard in sales there.

Of course we have even bigger plans on the horizon and hold ourselves to the highest standards, so while others may be overjoyed at our recent successes we know that we are capable of so much more.

I take heart in the fact that we have a great team, from management down to the front-line, all working in harmony to deliver the best customer experience and prove ourselves worthy of your trust again and again.

To our shareholders, suppliers, customers and loyal employees I would like to thank you for your continued support and look forward to an even brighter future together.

**Robert Coneliano**

Managing Director – Chairman  
30th August 2019

# THE BOARD OF DIRECTORS



Left to Right – Renato Coneliano, Richard Coneliano, Raimond Coneliano, Robert Coneliano, Malcolm Perrins, Ian Campbell and Ken Perrins

**ROBERT CONELIANO***Chairman /  
Managing Director*

Overseeing all aspects of the business, Robert is best known as a logical, visionary leader with priceless business acumen derived from his forty-eight years at Redox. Under his careful guidance Redox has progressed and modernised in all facets of operation through the use of systems, procedures and standardisation.

**Committees:**

- ◆ *Environment*
- ◆ *Audit & Risk*
- ◆ *Remuneration*
- ◆ *Sales & Marketing*

**RENATO CONELIANO***Director /  
Marketing Manager*

Renato joined the company in 1980 and started travelling in 1985, since then completing more than sixty trips, most of which have included China. As Marketing Manager he controls Product Management processes at Redox, controlling open positions, reducing risks and ensuring that Redox has the market information that adds value to the supply chain. With a focus on gaining new agencies, he facilitates and assists marketing staff in seeking supply partners where shared values and common goals align for mutual benefit.

**Committees:**

- ◆ *Audit & Risk*
- ◆ *Sales & Marketing*

**MALCOLM PERRINS***Director /  
Logistics Manager*

Starting with Redox in 1983, Malcolm has carefully guided the progress of one of the most integral functions at Redox - warehousing and logistics. He has a wide area of responsibility and expertise ensuring Redox has the most efficient warehousing and most competitive shipping rates.

**Committees:**

- ◆ *Environment*
- ◆ *Remuneration*

**RICHARD CONELIANO***Director / Information  
Technology Manager*

Joining Redox in 1995, Richard has lead the development of the Redebiz Enterprise Resource Planning (ERP) system and guided the implementation of various IT and telecommunications innovations which have allowed for the rapid expansion of the company. Richard has a keen eye for process improvement and an engaging communication style.

**Committees:**

- ◆ *Audit & Risk*
- ◆ *Sales & Marketing*

**RAIMOND CONELIANO***Director /  
Sales Manager*

A skilled negotiator and relationships expert, Raimond has overseen the development of Redox's largest bulk product lines and brokered the Company's biggest trades over his more than twenty year career. He has led the sales team through acquisitions, into new markets, new products and broke sales records.

**Committees:**

- ◆ *Sales & Marketing*

**KEN PERRINS***Director / Industry Group  
Manager Food*

Possessing a wealth of ingredient Product Management and Fast Moving Consumer Goods (FMCG) sales experience, Ken has been an integral part of Redox's success in the Food industry. He has also been instrumental in blazing our way into Asia through the creation of our Kuala Lumpur, Malaysia office.

**Committees:**

- ◆ *Sales & Marketing*

**IAN H CAMPBELL***Non-Executive  
Director*

Ian joined the Board in 2009 and brings to the Company thirty years' experience as a Partner with Ernst & Young working with entrepreneurial companies, preparing them for growth, sale and the capital markets. He is also Non-Executive Director of CVC Limited, Kip McGrath Education Centres Limited and Bigstone Capital Pty Limited. Previous directorships include Green Foods, Gloria Jeans and Young Achievement Australia, and as a partner of the Allegis Group.

**Committees:**

- ◆ *Audit & Risk*



# OUR LOCATIONS

**SYDNEY**  
*Corporate head office*



**SYDNEY**  
**MANUFACTURING**



**MELBOURNE**



**MELBOURNE PLASTICS**  
**AND MANUFACTURING**



**BRISBANE**



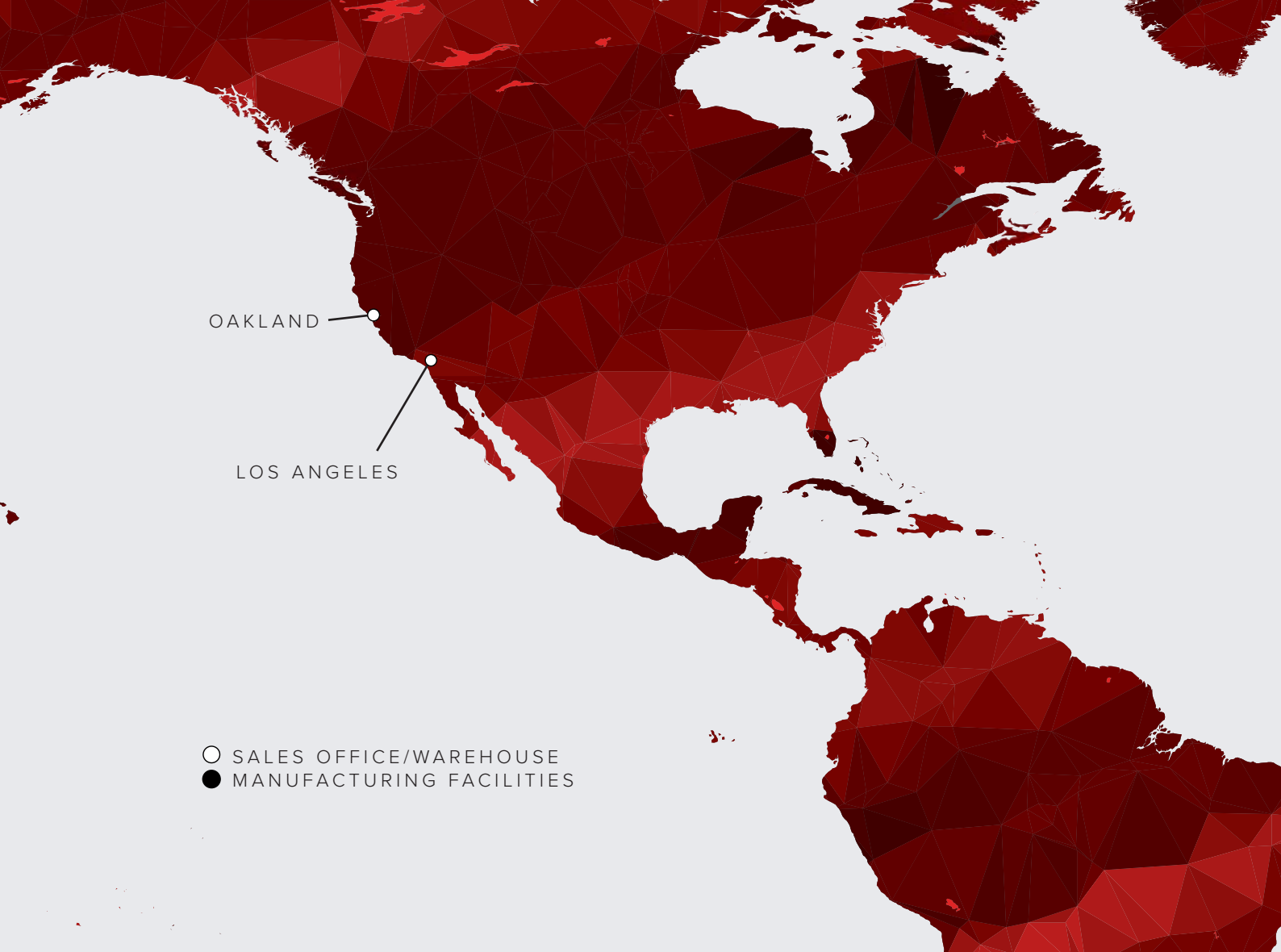
**ADELAIDE**



**PERTH**



NATIONAL



CHRISTCHURCH



AUCKLAND



HAWKE'S BAY



KUALA LUMPUR



LOS ANGELES



OAKLAND



INTERNATIONAL

# OUR HISTORY

**Redox was established in 1965, to distribute chemical products with a focus on Eastern European sourcing. Its growth was slow and steady.**

Redox had diversified its sourcing by the 1980's, to include many parts of the world, with a noticeable increase in Asian sources due to geopolitical changes.

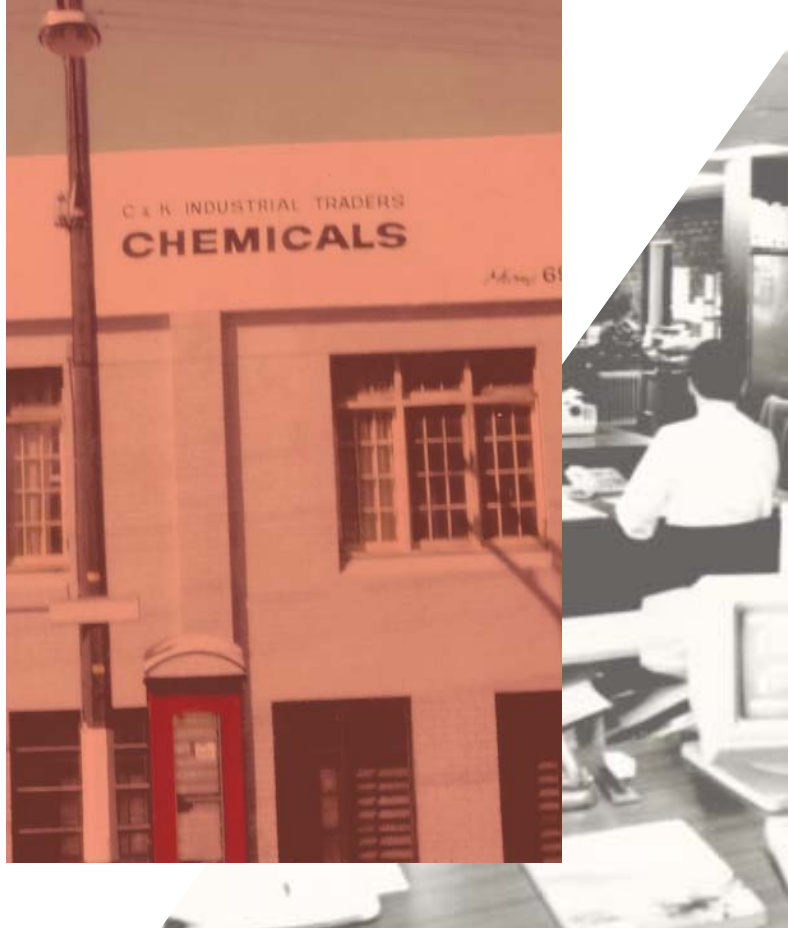
As Redox gained momentum and capital strength increased, stocks grew and investment began.

The Redox storage and distribution network was established with centres across Australia.

"ICIS chemical business magazine has released their annual **top 100 chemical distributors** list naming Australian based Redox as the **7th largest in Asia and 31st largest worldwide** based on 2018 calendar year revenue."

The New Zealand operations were established in 1994. With steady growth and customer support, this has grown into a network of three branches servicing all parts of the north and south island.

By the late 1990's, bulk importation of dry and liquid products commenced. This enabled Redox to become



more competitive with low priced commodities and made it possible to secure substantial increases in market share.

In late 2011, Redox's first venture into Malaysia was made. Our Kuala Lumpur sales office is growing quickly and finding early success. To augment our organic growth, two businesses were purchased in 2012; Bribros and Deltrex.

The Bribros acquisition provided a strategic share of the plastic, foam and rubber market with a highly experienced and motivated team.

Deltrex added two large pallet stores, bulk liquid storage facilities, dilution and mixing capabilities and a sales team with diverse experience across a multitude of industries.

The Redox designed Customer Relationship Management (CRM) and Enterprise Resource Planning (ERP) system 'Redebiz' was deployed to cope with the growing and evolving nature of the business.

In 2015, Redox expanded into the United States of America with an office in Lakewood California, servicing the North American market. To better service clients an Oakland office was established in 2019.

From humble beginnings, Redox continues to grow with expectations exceeded each year, positions strengthened and expansion into new markets set to continue.

# TIMELINE

**1965** Established in Sydney as a partnership named C&K Industrial Traders.

**1970** The Company was incorporated in 1970, the same year sales passed AU\$1 million for the first time.

**1974** Renamed "Redox Chemicals".

**1976** Expanded to purpose-built Botany facility.

**1979** Sales topped AU\$5 million. Botany facility was expanded to cover all available land.

**1986** Sales passed AU\$10 million per annum. Redox established an office in Melbourne.

**1987** Redox opened Perth office.

**1988** Faced with an exponential growth rate, Redox bought a one hectare site at Wetherill Park, Sydney.

**1989** Redox opened Brisbane office.

**1991** Redox opened Adelaide branch and Melbourne branch relocated to a larger site. National sales topped AU\$25 million.

**1993** Revenue reached AU\$40 million.

**1994** Phenomenal growth in sales funded a move into New Zealand, with three branches in service today.

**2000** Six hectares of industrial land was purchased in Minto, as it was clear Redox would outgrow the Wetherill Park site.

**2005** Completion of purpose built corporate headquarters and NSW distribution centre at Minto.

**2008** Expanded pallet space in Minto by 30% with the addition of a specialty food store.

**2010** New record of 289,000 metric tonnes sold.

**2011** A new site was secured for Redox's Brisbane operations, measuring 2.3 hectares.

**2012** Redox acquires Deltrex and Bribros. Kuala Lumpur, Malaysia office established. Redebiz system launches.

**2015** Redox expanded into the USA.

**2017** PD Plastics was acquired to supplement our coverage of the specialty plastics business.

**2018** Sales exceeded AU\$653 million; over an AU\$107.9 million increase from 2017.

**2019** USA expansion with a new office opened in Oakland, California. New Sales record of AU\$704.9 million.

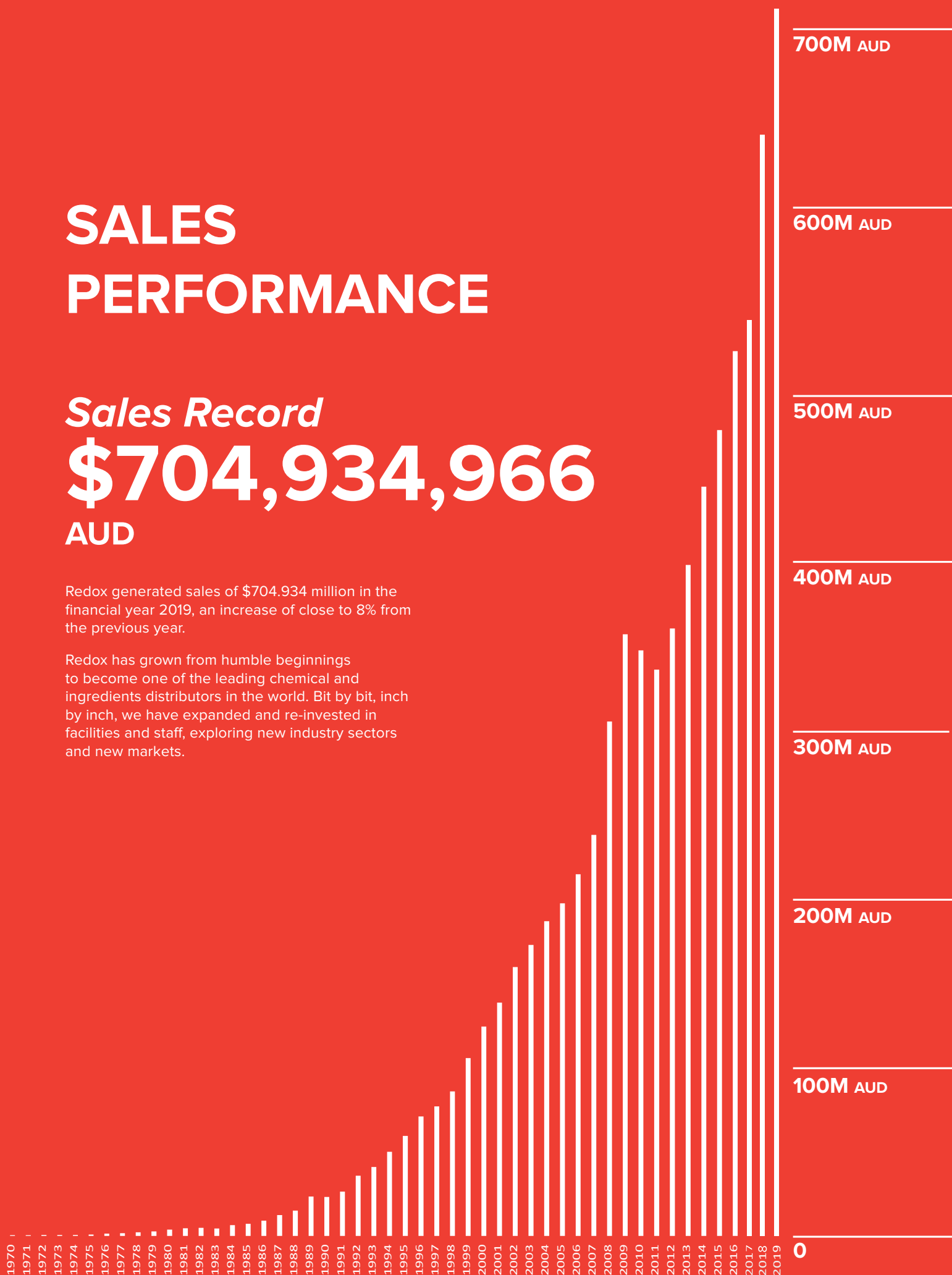
# SALES PERFORMANCE

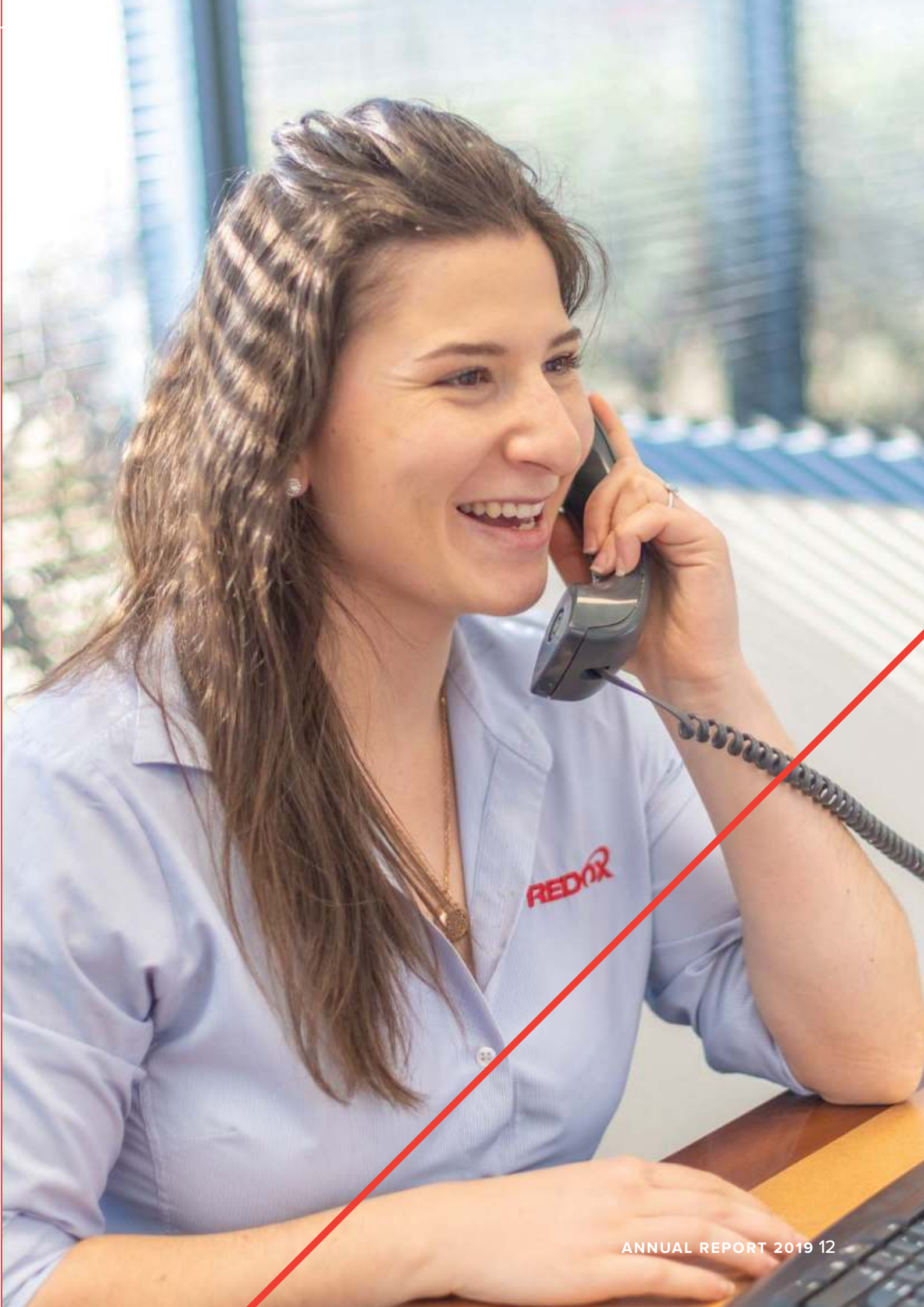
## *Sales Record*

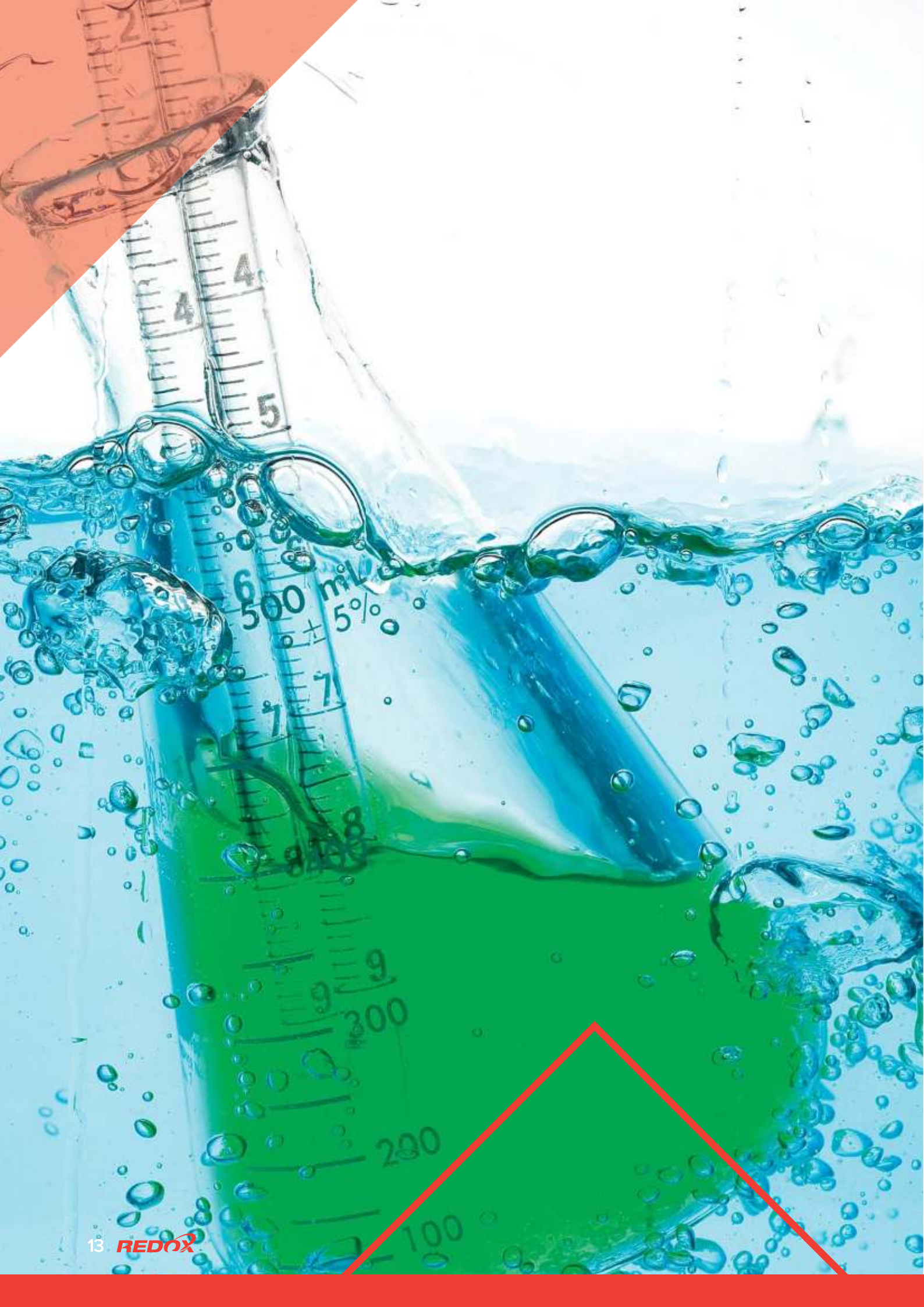
**\$704,934,966**  
AUD

Redox generated sales of \$704.934 million in the financial year 2019, an increase of close to 8% from the previous year.

Redox has grown from humble beginnings to become one of the leading chemical and ingredients distributors in the world. Bit by bit, inch by inch, we have expanded and re-invested in facilities and staff, exploring new industry sectors and new markets.







# QUALITY ASSURANCE

**Redox has established strong dynamic relationships with its clients and suppliers due to its commitment to quality assurance and regulatory affairs.**

As an ISO 9001 certified company, constant review and management through auditing and testing our processes ensures we maintain best business practices, while acting in accordance with the relevant industry standards. This assurance is also achieved through our commitment to:

- ◆ The Responsible Care Program administered by Chemistry Australia, which sees us tackle a wide range of issues including: Environmental Protection, Employee Health and Safety, Storage and Transport Safety, Product Stewardship, Community Right to Know and Sustainability.
- ◆ Constant correspondence with suppliers on manufacturing and treatment processes required by the strict import regulations imposed by Biosecurity in both Australia and New Zealand.
- ◆ Continuing efforts with authorities and the Australian Crime Commission to crackdown on the chemical manufacture of illegal drugs.
- ◆ Procuring the Codex HACCP and FSSC 22000 Food Safety Management System Certifications to allow for the warehousing and supply of specialty ingredients for food and beverage related industries.
- ◆ Improving the internal control systems that monitor our complex range of permits, including Dangerous Goods and Poisons Licensing, Hazardous Substances and New Organisms (HSNO NZ), quarantine import permits and Chemical Weapon and Illicit Drug Precursors, Kosher and Halal Certifications.
- ◆ Monitoring and assessing our suppliers' performance against selection criteria to build confidence in our supply base in order to reduce risk.
- ◆ Membership of the Rountable on Sustainable Palm Oil (RSPO), demonstrating steps towards commitment to sustainable palm oil.
- ◆ Membership of SEDEX and EcoVadis platforms monitoring and improving our ethical sourcing and sustainability of supply chains.
- ◆ Membership with National Association of Chemical Distributors (NACD), reaffirming our commitment to the health, safety, and security of our employees, communities, and the environment.





**FOOD & BEVERAGE**



**PERSONAL CARE**



**HUMAN HEALTH &  
NUTRITION**



**ANIMAL HEALTH &  
NUTRITION**



**CROP PRODUCTION  
& PROTECTION**



**DETERGENTS**

# OUR PRODUCTS

## FOOD AND BEVERAGE

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Constant interaction with nutritionists and regulatory bodies ensures that this division stays at the forefront of the Industry. We offer an extensive range of:

- ◆ Vitamins
- ◆ Proteins and Fibre
- ◆ Gums, thickeners and stabilisers
- ◆ Sweeteners
- ◆ Phosphates
- ◆ Natural colours and flavours
- ◆ Acidity regulators

## PERSONAL CARE

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Whether you are formulating a shampoo or sunscreen, Redox has a wide variety of innovative commodity and specialty ingredients for the Personal Care specialist. Our current product range includes but is not limited to:

- ◆ Emollients
- ◆ Emulsifiers
- ◆ Humectants
- ◆ Solvents
- ◆ Sunscreens
- ◆ Surfactants
- ◆ Thickeners
- ◆ Vegetable oils
- ◆ Preservatives
- ◆ Specialty additives

## HUMAN HEALTH AND NUTRITION

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Redox constantly monitors changes in regulatory standards to effectively deliver competitively priced, high-quality, innovative products to the Nutraceutical and Pharmaceutical sectors.

- ◆ Excipients
- ◆ Minerals
- ◆ Vitamins
- ◆ Amino Actives
- ◆ Nutritional oils
- ◆ Complimentary health actives

## ANIMAL HEALTH AND NUTRITION

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Redox is bridging the gap between the world's premier ingredient manufacturers and stock feed producers throughout Australia, New Zealand, Malaysia and the United States. Our wide range of products also play a vital role in animal health and wellbeing for ruminant, monogastric, pet food (both wet and dry), aquaculture and veterinary health markets. Products include:

- ◆ Vitamins
- ◆ Feed phosphates
- ◆ Amino Acids
- ◆ Trace elements
- ◆ Minerals

## CROP PRODUCTION AND PROTECTION

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Redox continues to add value to the supply chain with key relationships with Crop Nutrition, Horticulture and Protection sectors.

- ◆ Fertilisers for Horticulture, field and foliar applications.
- ◆ PH Adjusters, surfactants and biocides
- ◆ Growth mediums for Horticulture and Potting soils
- ◆ Fungicides and Pre and Post emergent Herbicides

## DETERGENTS

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Our detergent customers use our quality materials to manufacture products for Industrial, Institutional and Consumer markets. Clients in this sector are involved with everything from automotive washes, laundry, dishwashing, hard surface cleaners, hospital, food manufacturing, dairy cleaners and much more.

# OUR PRODUCTS

## WATER

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For the safest and cleanest water, we supply quality water reagents for portable drinking water and waste water treatment, such as:

- ◆ Flocculants
- ◆ pH adjusters
- ◆ Filter media
- ◆ Scale inhibitors
- ◆ Fluoridation additives
- ◆ Organophosphates and biocides
- ◆ Ion Exchange Resins
- ◆ Coagulants

## SURFACE COATINGS

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As an integral supplier of raw materials used in the Surface Coating industry, including:

- ◆ Fillers
- ◆ Pigments
- ◆ Solvents
- ◆ Photoinitiators
- ◆ Oxides
- ◆ Amines
- ◆ Acids
- ◆ Glycols and resins

## LUBRICANTS

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Redox provides key products to service the lubricant and automotive industry with a leading position in the Diesel Exhaust Fluid market.

## METAL

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Our presence in the steel, refractory, smelter, galvanising, electroplating and other metals industry sectors give us the knowledge to help our clients achieve efficiencies and cost savings in today's competitive marketplace. Whether it's a commodity item like Zinc Ammonium Chloride for your flux bath or specialised additives to reduce splatter and explosion, Redox has you covered.

## MINING AND EXPLOSIVES

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Our experience in mining chemicals, reagents and processing aids give us the knowledge to help our clients achieve efficiencies and cost savings needed in today's competitive marketplace, from flotation agents to cyanide destruction, Redox has reagents and products for your application.

## BUILDING AND CONSTRUCTION

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Redox products are utilised in the manufacture and treatment of:

- ◆ Glass
- ◆ Bricks
- ◆ Concrete
- ◆ Insulation
- ◆ Timber
- ◆ Fiberglass and More

## PLASTIC, RUBBER AND FOAM

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Redox are a leading plastics, rubber and foam distributor, active in:

- ◆ Polymers – PE, HDPE, LDPE, LLDPE, PET, Polystyrene
- ◆ Engineering plastics
- ◆ Isocyanates
- ◆ Polyols
- ◆ UV monomers and oligomers
- ◆ Flame retardants
- ◆ Solvents
- ◆ Silane coupling agents and a range of plasticisers

## TEXTILES AND LEATHER

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Our specialty and commodity chemicals find use in every stage of hide processing and textile manufacture.



**WATER**



**COATINGS**



**LUBRICANTS**



**METAL**



**MINING &  
EXPLOSIVES**



**BUILDING &  
CONSTRUCTIONS**



**PLASTIC, RUBBER  
& FOAM**



**TEXTILES &  
LEATHER**

# LOGISTICS

**Redox has maintained an impeccable track record in logistics. Our in-house supply chain solutions are capable of costing and monitoring the movement of products with ease using an economy of scale and a broad range of activity.**

The Redox logistics department coordinates the movement of almost 20,000 shipping containers annually, and synchronises their activity with over eleven various shipping lines and agents. We pride ourselves on our sixty specialised storage sites that are strategically situated near intermodal container transfer nodes for efficient delivery. Redox implements the road and rail movement of 503,341 tonnes per year via semi-trailers, bulk road tankers and a fleet of rigid vehicles.

We use the latest pallet software to monitor the movement of over 38,500 units on hire on any given day, and manage an additional 11,000 premium-quality, non-returnable pallets per year.

We employ more than 130 people directly involved in the supply chain, and an additional support network of over 200 others. The logistics team efficiently

engages in duties such as shipping documentation, customs, brokerage, complete inter-port functions and warehouse management to ensure customer peace of mind and satisfaction.

During 2019, Redox was accredited as an Australian Trusted Trader (ATT) by the Australian Government, recognising our compliant trade practices and secure international supply chain. The ATT program reduces red tape for accredited Trusted Traders at the border and expedites the flow of their cargo in and out of Australia. As a Trusted Trader this mean more peace of mind for Redox customers when purchasing, with faster supply and customs processing of our imported commodity and specialty ingredients.



**5,182**  
SKU's

**1,087**  
Product groups active

**873**  
Suppliers active

**19,878**  
Shipping containers handled

**37,450**  
Freight quotes maintained  
at all times

**503,341**

Tonnes sold

**134,013**

Invoices

**17,779**

Purchase orders



# CORPORATE SOCIAL RESPONSIBILITY

**At Redox, Corporate Social Responsibility (CSR) is about responsible business leadership. It influences how business is conducted, interactions with stakeholders, and the value contributed to society.**

## WORKPLACE

At Redox it is our policy to provide equal employment opportunity to all persons, with employment decisions based on job specifications, individual qualifications and business needs without regard to race, colour, nationality, religion, gender, age, sexual-orientation or disability. We are committed to fair employment practices and pride ourselves on providing a work environment free of harassment and discrimination.

We offer support programmes for employees including an independent counselling service covering areas such as bereavement, divorce and alcohol abuse. Our maternity leave processes ensure employees are ready to return to work. We work with our employees to accommodate flexible working where possible.

Redox uses professional benchmarking and diagnostic tools to evaluate performance on a regular basis, and measures its impact on employees. Redox ensures there is open communication between all levels of the business, which is highlighted through regular meetings and a casual workplace culture

## ENVIRONMENT AND COMMUNITY

Since 2017, Redox completed projects to fit an additional three sites with photovoltaic solar generation systems.

Bringing total capacity to 500kW across five Australian sites, Redox will continue to install solar power generation systems as a practical environmental initiative that also lowers operating expenses.

## MARKET PLACE

Redox understands the importance of sourcing its products from ethical and socially responsible suppliers ensuring labour rights, health and safety, the environment and business ethics are uncompromised. As such, Redox has memberships with relevant ethical organisations including Sedex, Roundtable on Sustainable Palm Oil (RSPO) and the National Association of Chemical Distributors (NACD). This ensures that we interact within ethical supply chains and enables Redox to demonstrate leadership as a responsible business inside the market.

**The electricity generated will reduce CO2 emissions by 1,280,000kg per annum which is equivalent to:**



**280** OR  
Passenger cars



**5,380**  
Computers



**REDOX EARNED A**  
**SILVER**  
**MEDAL**  
**FOR ITS CSR PERFORMANCE**



MEMBERSHIPS DURING 2019:



# OUR PEOPLE

**At Redox we believe that our people are our greatest asset. In order to facilitate our very fast growth, we have invested in a variety of strategies that not only ensure that the quality of incoming team members but the safety of our workers.**

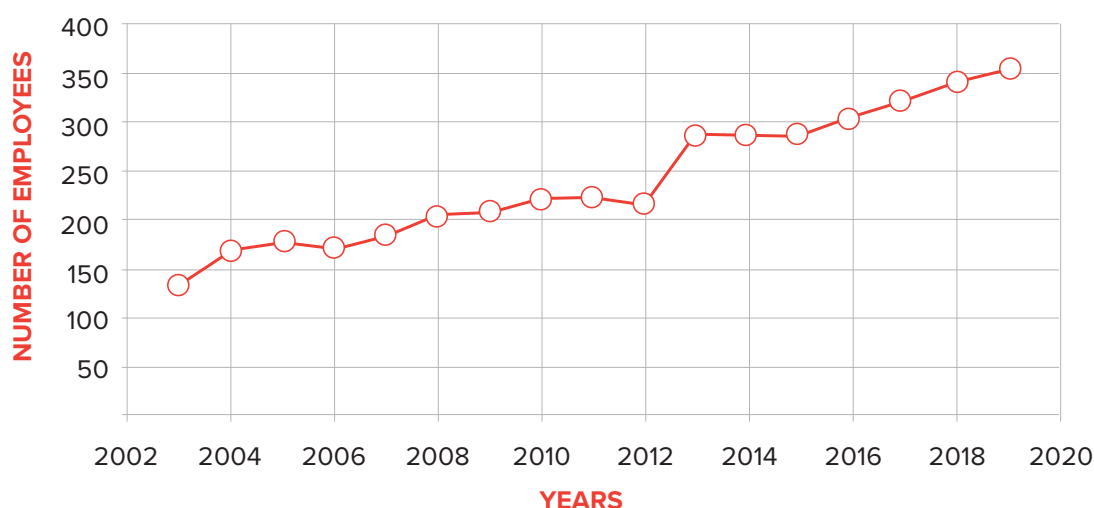
## INNOVATION IN RECRUITMENT

During 2019, our key recruitment strategies resulted in higher retention of new employees and a reduction in recruitment costs while still maintaining the high quality of candidates. Such strategies included:

- ◆ Taking the majority of recruitment in-house by employing a Talent Acquisition Coordinator
- ◆ Engaging with undergraduates at university job fairs
- ◆ The implementation of video interviewing into the process
- ◆ Streamlining the application process through the use of an online service

Our steady growth has resulted in an increase in our team, reaching a new peak of 351 employees. A factor for this being Redox's ability to find the right people to provide important customer support. Our sales and marketing team grew this year to 150, with the majority having tertiary qualifications in business and science disciplines.

## GROWTH IN NUMBER OF EMPLOYEES SINCE 2003





## WORK, HEALTH & SAFETY

At Redox, we believe that a safe and healthy workplace is a fundamental right of every person and as such is a business imperative.

Our Safety Management System ensures we take responsibility for maintaining a productive workplace by doing what we can to minimise the risks of accidents, injury and potential health hazards for all employees and stakeholders, while also complying with applicable Work, Health and Safety (WHS) laws and industry standards. Our dedicated team of WHS Officers, Safety Champions and Committees conduct on-going reviews of processes and assessments of site safety, encouraging hazard reporting and advocating proper handling and storage of products through our Product Stewardship policy.

As a result, this year has been one of our safest years with a decline in the number of incidents reported globally despite increasing in the number of overall hours worked. Our Lost Time Industry Frequency rate (LTIFR) of 12.08, an indication of overall safety performance, showed a significant improvement by 23.1% since last year.

### SAFETY SNAPSHOT



- ↓ LTIFR is 12.08 - significant improvement by **23.1%**
- ↓ Workers Compensation claims down **37.5%**
- ↓ Number of days lost reduced by **48.9%**
- ↓ Number of incidents reported down by **10.5 %**
- ↓ Number of injuries per 100 employees has decreased by **47.1%**



# DIGITALISATION

**Ingrained in the Redox philosophy is continuous improvement, with our information technology systems being a key plank in the success of the company in an evolving environment.**

New technology and generational change has led to fresh ways of working and a culture that is key for growth and success. Digitalisation has been a large focus within Redox culminating with the development of 'Redebiz'.

Redebiz is a personalised, integrated Customer Relationship Management (CRM) and Enterprise Resource Planning (ERP) system designed to cope with the growing and evolving nature of Redox and the wider market. Its benefits are shared by all stakeholders, internally and externally.

Redebiz has enabled Redox to seamlessly share information throughout our growing team, making sure decision making is swift and decisive. It allows customers to receive the myriad of specifications, certificates of analysis, Safety Data Sheets, food safety information and certifications automatically.

Vital market information like up to date import statistics, competitor pricing, and more is collected and shared with our supplier partners to give them the clearest picture of the market for their products. While our Redebiz CRM component allows our representatives to better understand the needs of our clients and provide them with exceptional service.

Working across a diverse collection of industries, geographies, regulatory environments, with access to thousands of products and thousands of customers with unique needs and requirements, is a difficult challenge which Redebiz handles with aplomb.

Redebiz helps managers of all facets of the business, providing efficiencies and controls that allow us to fulfil our obligations in full and on time. It has been a truly innovative strategy that has enabled Redox to become an important influencer in the world chemical market.

Increasingly Redebiz development is incorporating aspects of Artificial Intelligence (AI) in its functionality for decision support. Projects underway in 2019 include Materials Resource Planning (MRP) to help predict stocking levels to meet our Customer's requirements, as well as improved systems for Supplier communications.

The Redebiz logo is displayed in white, bold, italicized capital letters with a stylized 'Z' on a red diamond-shaped background.

**"Digitalisation has been a large focus within Redox culminating with the development of Redebiz."**

# FINANCIALS

2019

\$

## SALES REVENUE

704,934,966

## CURRENT ASSETS

CASH AND CASH EQUIVALENTS	22,701,374
TRADE AND OTHER RECEIVABLES	117,808,347
INVENTORIES	148,726,199
OTHER CURRENT ASSETS	1,801,907

## TOTAL CURRENT ASSETS

291,037,827

## NON-CURRENT ASSETS

PROPERTY, PLANT & EQUIPMENT	8,592,525
DEFERRED TAX ASSETS	2,193,088

## TOTAL NON- CURRENT ASSETS

10,785,613

## TOTAL ASSETS

301,823,440

## CURRENT LIABILITIES

TRADE AND OTHER PAYABLES	54,506,239
SHORT-TERM BORROWINGS	98,526,732
CURRENT TAX LIABILITIES	352,171
PROVISIONS	6,112,081

## TOTAL CURRENT LIABILITIES

159,497,223

## NON-CURRENT LIABILITIES

PROVISIONS	861,837
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## TOTAL NON-CURRENT LIABILITIES

861,837

## TOTAL LIABILITIES

160,359,060

## NET ASSETS

141,464,380

## SHAREHOLDERS EQUITY

141,464,380

# OUR GREATEST ASSET





# CORPORATE DETAILS



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## **MALAYSIA**

[linkedin.com/company/redox-chemicals-sdn-bhd-limited](https://www.linkedin.com/company/redox-chemicals-sdn-bhd-limited)

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[linkedin.com/company/redox-inc](https://www.linkedin.com/company/redox-inc)

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Robert Coneliano

## **DIRECTORS**

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Richard Coneliano  
Raimond Coneliano  
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Malcolm Perrins

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