

# Right plastic for the right market

MORE THAN A DECADE HAS PASSED SINCE QUICKSILVER MANUFACTURER, **QUADRANT**, APPROACHED **E-PLAS** FOR AUSTRALIAN REPRESENTATION. TODAY, THE TWO BUSINESSES LOOK BACK ON THE MOMENT THAT HAS CHANGED THE FORTUNES OF BOTH BRANDS.

Established in 1981, Melbourne-based E-Plas has built a solid reputation as one of Australia's leading suppliers of engineering and industrial plastics. The company's marketing slogan, *the right plastic for the right application*, has been the catalyst for many of its successes, including its partnership with global plastics provider, Quadrant.

Since officially adding QuickSilver to its portfolio in 2011, the truck body floor liner that promotes high performance and faster material discharge has become E-Plas' top selling product.

Quadrant says it had long seen Australia as the perfect market to promote the QuickSilver brand, particularly in the nation's vibrant bulk handling materials industry. Today, E-Plas supplies QuickSilver

predominantly to tipper operators.

"Australia was the one market that Quadrant, formerly Poly Hi Solidur (see *breakout box*), had identified with great potential for QuickSilver products," says Orson Yong, Linings Sales and Marketing Manager, who is based at Quadrant's Singapore office. "We approached the company as early as 2002, knowing that E-Plas had a strong national distribution network, access to local markets, applications and customers. Plus, the company was and still is financially sound, with quick decision-making processes." According to Orson, the QuickSilver liner has "massive appeal" to local operators. "We were aware QuickSilver would help fleet owners meet the high Australian safety standards in an efficient and productive

#### Fast Fact

Established in 1996, Quadrant specialises in the manufacture of plastics products and composites and is headquartered in Zurich, Switzerland. In 2005, Quadrant signed an agreement with US company, Menasha Corporation, to acquire the Poly Hi Solidur business, which manufactures ultra-high molecular weight polyethylene products, including the QuickSilver and Tivar floor liners. Quadrant's Asia Pacific regional headquarters in Hong Kong and Singapore support the Australian market in both commercial and technical aspects for both products.



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Six years on, the QuickSilver liner has arguably become E-Plas' premier product and has resulted in the company adding another Quadrant line – Tivar, a floor liner used mainly in grain tippers – to its line-up. To Orson, the E-Plas-Quadrant union has been the perfect partnership and continues to deliver for both brands. ■

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