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Nolan.UDA



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Press release

Nolan.UDA: Joint Venture Market Announcement

"The best of both worlds"

On the 17th March 2009, Nolan Warehouses and Upholstery Distributors Australia announced that their trading operations will be entering into a joint venture effective 1st July 2009.

Both companies are textile wholesalers to the automotive, marine, industrial and commercial market sectors. Each companies product range compliments the other with Nolan Warehouses specialising in commercial carpet, clear and reinforced PVC and marine fabrics, while UDA specialise in commercial shade cloth, canvas and architectural fabrics. Details of the complete product range can be found on each company website.

The Nolan group Managing Director Christopher Nolan believes the joint venture is an appropriate decision that will benefit all those involved, especially customers.

"It's particularly beneficial for the customer as there is a greater spread of product," said Nolan. "There is little customer overlapping between the two businesses, therefore there will be an increased product offering and staff dedicated to servicing the customers in both metropolitan and regional areas."

Both companies trade in similar markets and have an identical company structure and culture. The joint venture will see the continuation of branches in each state, providing personal representation and local stock holding.

"One of the key concerns all suppliers deal with on a day to day basis is the lack of stock, and the delays that can come about from interstate transfers," said Nolan. "With greater economies of scale, the likelihood of something being held in stock is almost certain."

UDA Managing Director Colin Peacock also believes that the joint venture is an opportunity to expand and become more competitive on a larger scale. "In business terms it's a wise move. We will be a larger, more professional group" he said. "We will have an expanded product range and the potential to introduce new market innovations."

Plans have been underway for almost two years, and commencing immediately the Nolan Perth operation will merge into the UDA head office in Kewdale, Perth. Adelaide, Brisbane and Sydney branches will merge into purpose built branches within a two year period. There will be no change to the Melbourne, Darwin and Newcastle operations.