



Phoenix Foundry

Est: 1983



Our Journey



- > After originally commencing business in 1872, Phoenix Foundry started to manufacture cast bronze plaques in 1983.
- > The original foundry was called “The New England Brass & Iron Lace Foundry” .
- > Pictured above, the old premises still stands is East St Uralla, but is in need of much repair.





Our Journey



- > In 1982, Charlie Rudd and Henry Raymond were approached by a local funeral director to reopen the recently vacated Foundry to make cast bronze plaques.



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Our Journey



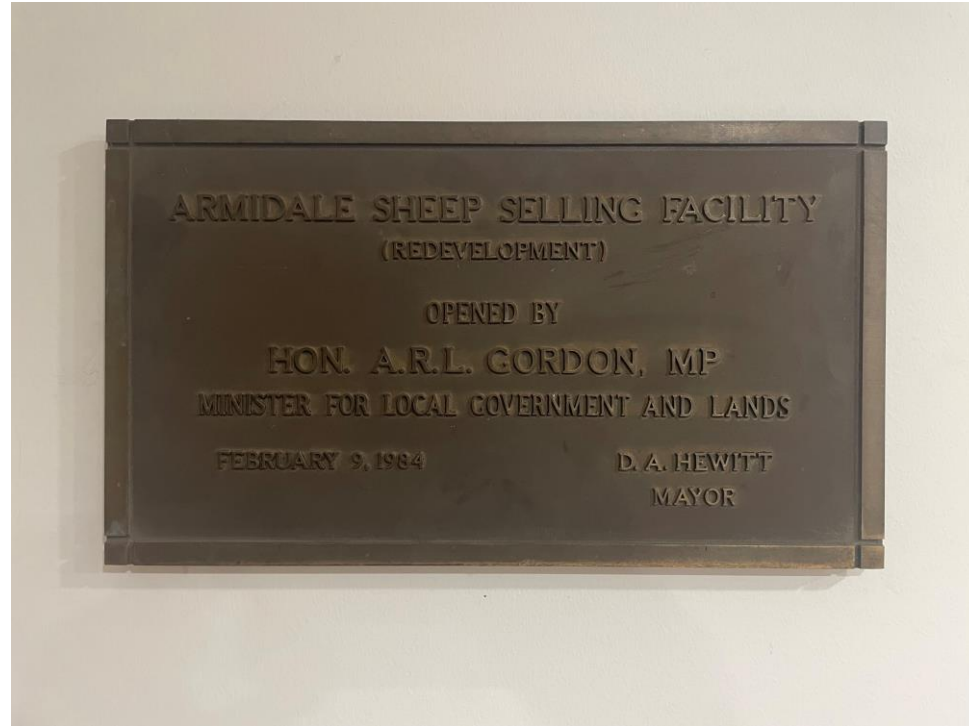
- > They agreed that this would be a good business venture and with support from some local business people went on the journey of casting bronze memorials.
- > After almost 12 months in research and planning they cast the first plaque in 1983.

Our Journey



- > The first plaque was sold to Armidale Regional Council (located approx 20km from Uralla) for the new Sheep Selling Facility.

Our Journey



- > The original plaque is now proudly on display in Phoenix's boardroom, after it was returned by Armidale Council and replaced with a new plaque at Phoenix's request.





Our Journey



- > In 1988, Phoenix had outgrown the original premises and we relocated to our current location at Duke St, Uralla.



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Our Journey

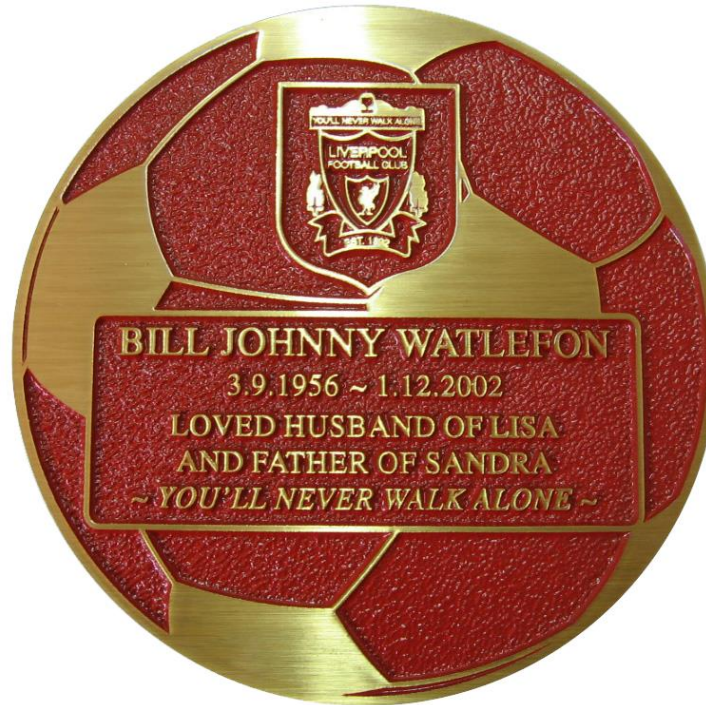


- > To assist with further growth, Phoenix employed sales representatives in the mid 1990's.
- > Phoenix now has 3 sales reps being Kelly Mulcahy (South-West Australia), Patrick Whyte (North-East Australia) and Tom Genusso (North America).





Our Journey



- > By 2001 Phoenix had become a recognised brand throughout Australia and we were looking for additional growth.
- > We entered the UK market, making plaques at our Uralla factory and exporting to the UK.

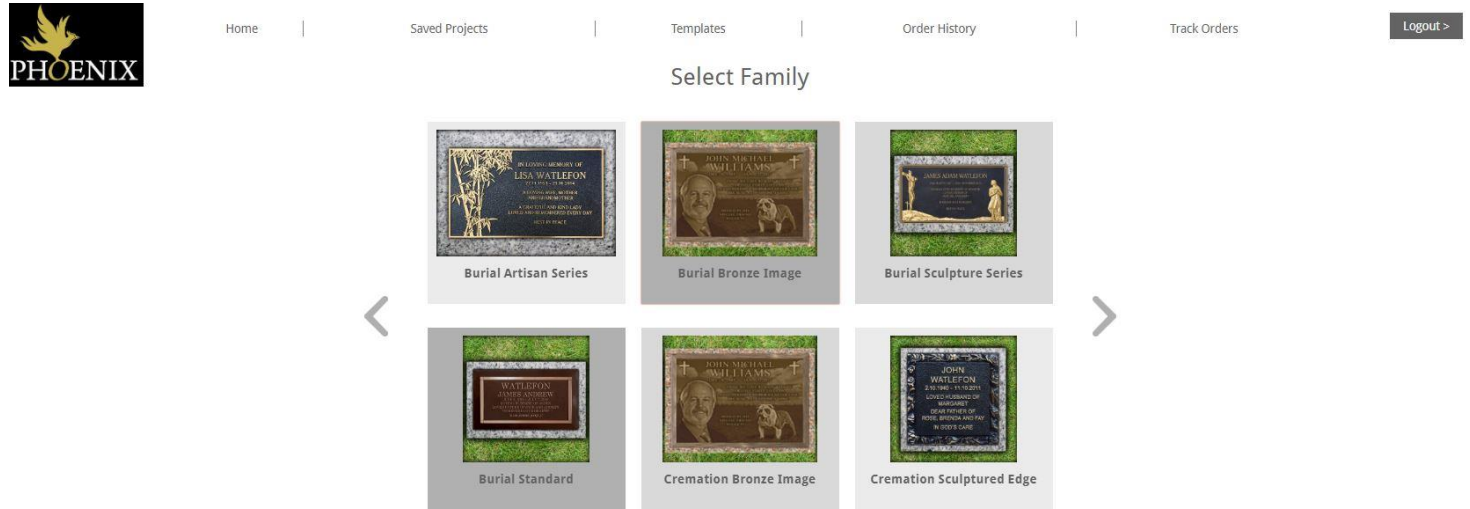


Our Journey



- > The UK venture resulted in Phoenix producing all bronze components for the Australian War Memorial in London.
- > This memorial is located on Hyde Park corner and was opened by Her Majesty Queen Elizabeth II and Prime Minister John Howard on 11 November 2003.

Our Journey



- > The export market gave us the challenge of time differences, similar to those experienced in WA.
- > To help service the market, Phoenix developed our industry leading Design Order and Tracking System (DOTS) in 2003.
- > This ordering system allowed customers from around the world to deal with Phoenix in a seamless manner, opening many doors.

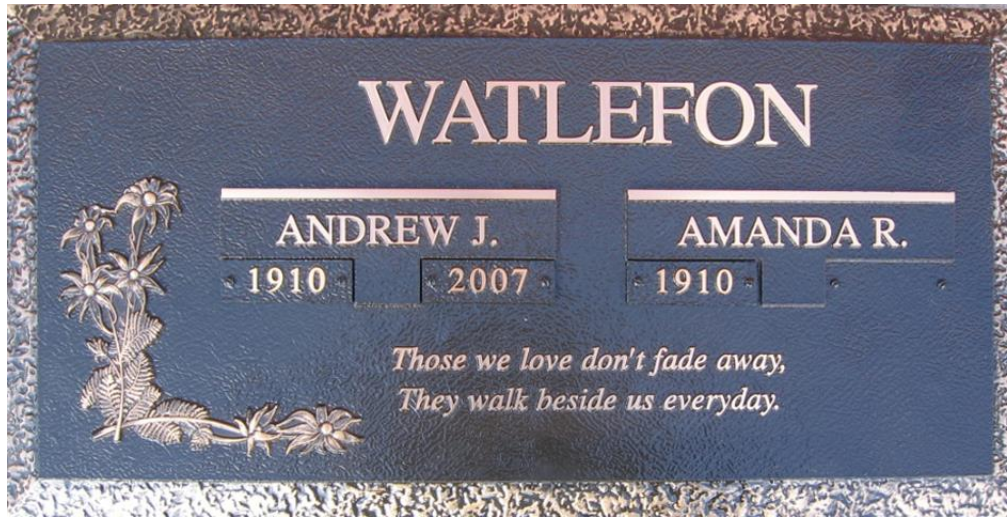


Our Journey



- > In 2006 further expansion into the International market occurred entering the North American market.
- > Phoenix quickly established ourselves as a preferred supplier in Canada due to our quality, service and fast delivery times.

Our Journey



- > Phoenix had to quickly adapt to the “North American” styled plaques where pre-sale of memorials is popular.
- > This required us to develop a base and date tab system as shown above.



Our Journey



- > Our success both domestically and on the international market had Phoenix quickly outgrowing our premises.
- > An expansion of the current site occurred in 2008 to allow us to deal with the increased business.



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Our Journey



- > In 2014 Phoenix expanded further with a new joint venture facility set up in Pittsburgh, USA, to service the North American side of business.
- > Unfortunately the joint venture didn't prove to be successful with Phoenix not having enough control over our product and service levels, so we withdrew from the partnership in 2017.





Our Journey



- > Phoenix made some additional extensions to our factory to further assist with production, adding on an individual pouring shed and also extending our moulding and pattern making areas.
- > These changes have helped to set Phoenix up for the future with a large amount of additional capacity gained.



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Our Journey

Create New Client

Existing Clients

Pricing

Design Option Settings

- > Client DOTS became the next big step for Phoenix during the Covid pandemic.
- > Client DOTS allows cemeteries to assign a Username and Password to family members who are then able to design memorials in the comfort of their own premises.
- > Once approved the order is sent back to the cemetery who reviews and submits to Phoenix.





Final Thoughts

- > Phoenix is proud to be bucking the trend of many manufacturing companies in Australia.
- > Our journey has shown that we can compete domestically against foreign owned companies, unlike many other larger brands that we unfortunately no longer see manufacturing in Australia.
- > Keeping the business and jobs in Australia is our shareholders focus.



HOLDEN





Final Thoughts

- > Thank you to all of you who have been a part of our 40 years.
- > We look forward to continuing our friendly, personal service with the profession into the future.
- > We pride ourselves on our country mentality, so if you are in the need for a quality product coupled with excellent service levels please give us a call or email orders@phoenixfoundry.com.au





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