

SAFETY & MATERIALS HANDLING IN ACTION 2010 MELBOURNE 2010

Visitors ready to invest at Safety In Action

Australia's largest workplace safety event, Safety In Action and Melbourne Materials Handling, was alive with demonstrations, seminars and scores of new products from its 350+ exhibitors.

Hundreds of visitors lined up to hear experts from Safe Work Australia and Norton Rose lawyers, Barry Sherriff and Michael Tooma, discuss the new Work Health and Safety Act.

Mr Tooma said the popularity of the seminars was understandable.

"We are entering a new era in OHS that will change the approach to workplace safety," he said. "Both OHS practitioners and managers recognised the need to participate in sessions to make sure they're prepared for the changes."

The practical emphasis of the seminars was matched by the thousands of products and solutions on offer from Safety In Action and Melbourne Materials Handling exhibitors. The two dedicated workplace safety shows drew a crowd that exhibitors said was ready to invest in OHS.

Among them was New Inventors winner, Glenn Roche, whose Roche Wrappa allows users to wheel a roll of plastic wrap up to a load and then round and round the pallet while dispensing the plastic film.

"Demonstrating the Roche Wrapper at Melbourne Materials Handling, I blocked the aisles with visitors keen to have a look at just how easy it can be to wrap a pallet without expensive powered machinery. There were more than enough inquiries and I began sending out invoices straight after the show. I've taken the Roche Wrapper to three trade shows and Melbourne Materials Handling was by far the best because it attracted all the right people. Everyone from business owners through to the people on the floor who wrap pallets stopped to have a look."

Safety In Action exhibitor, Microclene's Steve Moss said the show had some surprises in store for the air filtration specialist.

"At The Safety Show in Sydney last October, we had a great response to our washable Dust Bee Gone dust mask that filters particles down to 3 microns and thought that it would be the highlight of our Safety In Action stand. Dust Bee Gone did generate a lot of inquiries but our machines turned out to be even more popular with visitors. Safety In Action was very good and very tiring. We were kept very busy and reached our target audience."

Lionel Moss of forklift safety products supplier, Practical Safety Systems, has been to several safety shows and said Safety In Action 2010 was the best ever.

"People from an amazing mix of businesses visited the show – including government and large number of leading companies across a variety of industries – and they came from both Victoria and interstate. Safety In Action far exceeded all my expectations. The show finished yesterday but we've already had half a dozen emails from visitors requesting follow up."

Organiser Marie Kinsella of Australian Exhibitions & Conferences said Safety In Action and Melbourne Materials Handling had responded well to the returning confidence of the Australian industry.

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SAFETY & MELBOURNE 2010 IN ACTION 2010 MATERIALS HANDLING

"While Safety In Action and Melbourne Materials Handling seem to always draw large crowds, even during tough economic conditions, the feedback from exhibitors is that this year, visitors have been particularly ready to purchase."

Safety In Action and Melbourne Materials Handling will return to the Melbourne Exhibition Centre from April 5 to 7 in 2011. In the meantime, the WA Safety Show will run from August 24 to 26 and The Safety Show Sydney will be on from October 26 to 28.

For more information, see www.thesafetyshow.com.au, email safety@aec.net.au or phone Australian Exhibitions & Conferences Pty Ltd on 03 9654 7773.

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