

Lochard

In 1990, two recently qualified Melbourne University engineering graduates aspired to applying their technical and entrepreneurial flare to an industry, which would contribute to improving the environment. Their opportunity presented itself when Sydney Airport announced its first tender for the implementation of a noise monitoring system.

Utilising existing hardware technology, the newly formed Lochard team developed innovative software and communication solutions. These enabled them to win their first contract against established product suppliers from Europe and the U.S.A.

Winning this contract marked the commencement of an outstanding success story, which, over the last decade, has seen Lochard Noise Monitoring Information systems sweep world markets. Still a small company, with only 88 employees, Lochard now produces in Australia its own hardware, software and management solutions which put Australia in the forefront of airport environmental noise management systems.

Lochard's initial success at Sydney in 1990 was followed by targeted marketing to key European airports. Within 18 months contracts were secured at Manchester, Amsterdam and Zurich airports. In 1993 Lochard entered the US market winning 3 contracts including the Washington Reagan and Dulles Airports and McClellan Palomar Airport in Southern California.

In 1993 Lochard established a product development program to create a reproducible product for delivery to multiple airports. Simultaneously the company strengthened its management and infrastructure. New projects were being won on a regular basis. These included contracts in Vancouver, Helsinki and Tel Aviv, and extensions to the Australian airport system, which now operates over 8 airports. In the last decade the company's business has spiralled upwards. Now the world's leader in this specialist field, Lochard has installations at 105 major international airports in the Americas, Europe and Asia. It manufactures and installs all major components of its systems, providing year round 24-hour customer support. Lochard's contribution to global noise abatement in one of today's noisiest industries is an achievement of which environmentally aware Australians can be proud.

Key Reasons For Lochard's Success

Since its establishment in 1990 Lochard has always had to face competition from large and established noise measurement technology organisations from U.S.A., and Europe. Lochard's achievements can be summarised under the following headings:

Focus: Lochard is the only company in the world that focuses its business exclusively on measurement, monitoring and management of noise at airports. It is truly the world's 'one stop shop' for airport noise management solutions. No other company can offer end-to-end solutions incorporating hardware, software, support and training that are available from Lochard.

Expertise: Depth and sophistication are the hallmark of Lochard's products. For example, Lochard's commitment to continuous research and development ensures that hardware and software systems remain leading edge state of the art technology. In addition, flexibility in

developing environment management solutions in conjunction with customers such as Airservices Australia ensure that airport needs, different in every location, are fully addressed with expertise. This experience is then integrated into future developments.

Global Awareness: Lochard understands that targeting the global market beyond Australia's boundaries is intrinsic to commercial survival and growth. Exports are seen as the company's key to success.

Lochard leads the world in noise abatement improvement in air transportation services through the application of clever technology and innovative business solutions. This is an outstanding achievement for a small Australian company. As a result, Australia's international image as a contributor of significance to environmental improvement has been greatly enhanced.

Investigate Lochard at www.lochard.com.au .