

Friday, 31 January 2014

Battery Company to Cease Local Manufacturing

Marshall Power today advised employees of the company's intent to cease its local battery manufacturing in Edinburgh North, South Australia.

This announcement affects factory employees, with manufacturing at the plant planned to conclude by the end of 2014, when the site will operate as a Distribution Centre.

"This was a very difficult decision and not one made lightly. We are very proud of our manufacturing history and to lose some of our dedicated team members is always a last resort. We must ensure long-term viability and sustainability for the larger employee group". Said Andrew Duncan, Marshall Power Australasian Sales and Marketing Director.

All Edinburgh North employees have been made aware of the Company's intent and have also been advised that the business has provided for all their entitlements. The Company has an established process of consultation and communication and will ensure that this process is conducted with dignity. A meeting of all employees took place at Edinburgh North, SA today at 2.30PM AEDT and counselling and outplacement services have been offered.

The business owns a range of leading automotive battery brands including Exide and Marshall, which continues to be sold across Australia and New Zealand. Some of these products have been manufactured locally while others have been imported.

"We recognise the great work of our manufacturing staff in South Australia and they will be fully supported throughout the transition. All viable options have been explored and due to competing imports and to deliver increased value to all Australian and New Zealand motorists, we have no choice but to fully utilise our associated companies to manufacture offshore. Whilst we are deeply saddened about losing some of our team, this announcement delivers long term viability and allows us to continue to provide best in class product and a new range that will secure continued supply and value to our customers.

Our business will continue to supply Australian car manufacturers and our Australasian aftermarket customers. Today's announcement is not attributable to any one specific factor and is not related to any decisions made by Australian car manufacturers. This is a commercial decision taken by our business. said Mr Duncan

Marshall Power is dedicated to delivering the best technology and continued value to its customers.

Since 1935, the business has been and will continue to provide market leading batteries for automotive manufacturers and aftermarkets across a range of uses including Car, Marine, Motorcycle, 4WD, Caravanning, Agribusiness, Trucking and Home & Garden products.

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