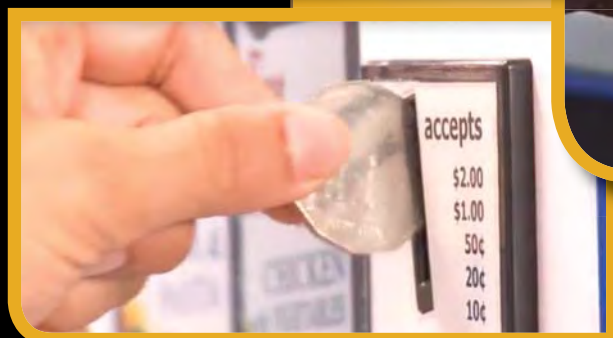




# 50 YEARS YOUNG

The  
Abberfield Story



**REVENUE  
COLLECTION  
PRODUCTS**

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# Where it all began

As a part time business, Abberfield started with the design and production of Peripheral Nerve Stimulators, for Burrows Wellcome, in conjunction with the founders father, who was a brilliant electronics engineer.



## 'WELLCOME' PERIPHERAL NERVE STIMULATOR

*A battery-powered transistorised instrument designed to monitor continuously and automatically, or intermittently as desired, the effects of skeletal muscle relaxants on the neuromuscular junction.*



Burrows Wellcome marketed this product world-wide, for use in operating theatres to determine the degree and stage of anaesthetics. Production continued for two decades.

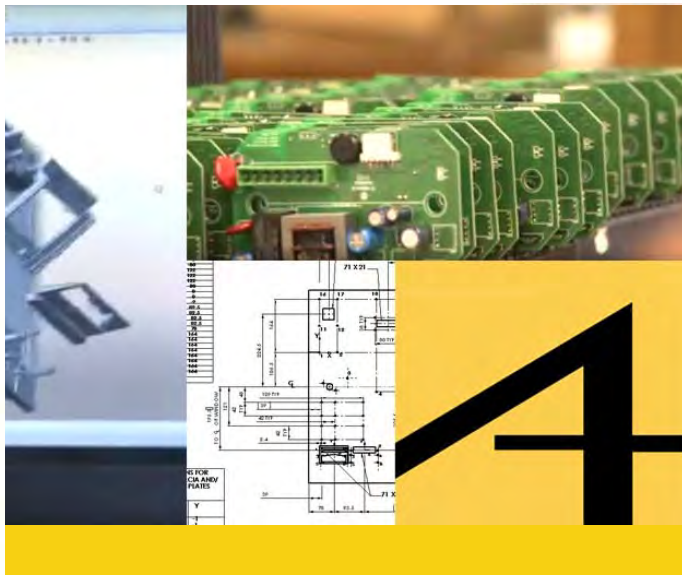


## The name Abberfield

- Embodies the essence of the business; the name was designed.
- Abb heads almost all alphabetical listings - back then telephone book advertising was most important.
- The name allows a wide range of activities (it was then unknown what products Abberfield would provide).







# 1968

Trading as a sole trader stops as the business is incorporated in a Proprietary Limited company.

## First major business trips

Sydney to Brisbane in the first car, the German built sports model Goggomobil. Brilliantly engineered, the two stroke engine could cruise all day at sixty miles per hour.

Abberfield's first new car, a Hillman Hunter Safari ended life as the farm vehicle.

## Valve controlled electronic timers

Abberfield next begun the manufacture of valve controlled electronic timers.

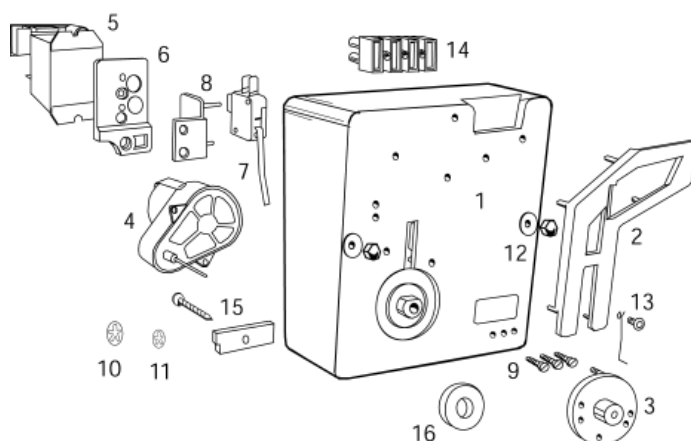
Solid state timers were then created to replace motor driven timers. Also process timers, cam time switches and coin time switches.

## Coin controlled bed vibrators

The next big business was in coin controlled bed vibrators for hotels and motels, including many Kings Cross hotels.

## Coin operated time switches

The big market was coin pay television in hotels and motels.



## Enter Abberfield Holdings

Initially started as an operations company to support Abberfield Industries manufacturing.

# Coin timers: Abberfield's first runaway success

## The opposition

Five Australian manufacturers and as many imported brands. All offered mass produced products, one or at most two models only.

## Abberfield's concept was different

An unlimited range, through mass customisation of standard parts, to best meet the application.

Abberfield wins the marketing war and ultimately earns a now fiercely protected monopoly. This customisation and tailoring to the application has

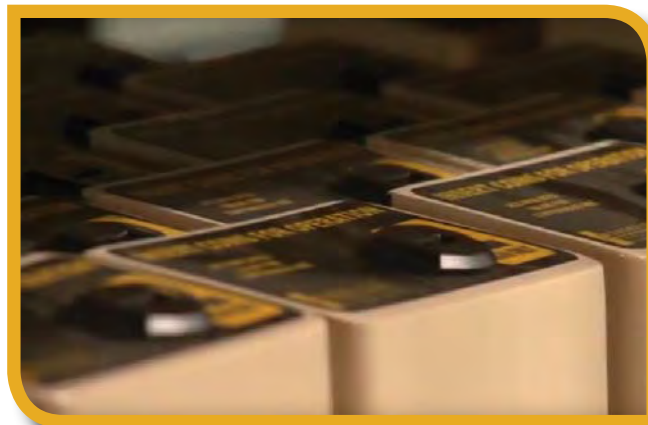


been the centre of Abberfield's business model ever since.



## The die is cast, Three critical parts to Abberfield's success

1. Coin time switches become the long term income stream to fund core operations.



2. The business becomes a manufacturer of revenue collection equipment.
3. Design and development supports projects large and small.

# Embracing technology

## The mailing programme

Long before computers  
Abberfield's Olivellie machine:

- Had a one line correctable memory
- 2" Floppy disc stored 4 pages of text
- Letter heads and envelopes on sprocket feed carrier paper for personalised mailing campaigns

## Accounts

Long before computers as we now know them:

- Munro Accounts Computer
- CPM operating system
- Long before DOS and the IBM PC

## Product design technology

I<sup>2</sup>C protocols provide simultaneous bi-directional master to master, high speed, real time communication. This technology can supersede conventional serial link data transfer.

# Black box technology

World's only known coin validator that includes power supply, display, peripheral interfaces and internal software for complete external machine functionality control.

## Research and development

Australian Government registered Research and Development Organisation.

## Complete design

Using Abberfield component parts, complete niche market products are designed to maintain market acceptance and functionality over an extended product life. Thus the development and tooling efforts of decades past remain valid today.

## Complete manufacturing

Abberfield designed and built component parts to provide best fit for purpose. Abberfield is a true manufacturer, not just an integrator of other technology.





# The wild 80's

Abberfield expands into three factories.

Huge contracts including:

- Australia post - two separate Australia wide developments
- Sydney Ferries
- Video Vending
- Channel 7 (Quintex)



Abberfield develops "black box plug and play" modular components with electronics and mechanics protected in outer shell.

**The concept receives the Australian Technology Showcase Award.**



# Abberfield goes international

Major contract in Sheffield U.K.

Further contracts in:

- Dublin
- Belfast
- Malaysia
- New Zealand
- Argentina

Abberfield Europe Ltd incorporated to provide service and maintenance for Sheffield contract, and as a sales outlet.

Today the Sheffield office is still owned by the founders of Abberfield.



The Abberfield Europe service fleet







The U.K. (like Australia) then de-based practical education in favour of pushing the masses to full time academic studies, student numbers rose, standards fell and the students' passion to learn was lost.

**You learn by your mistakes and you don't make mistakes by reading.**

Our 1990's students are now senior engineers in companies like Dyson, Nokia, Resmed, even some owning their own consultant design companies.

Abberfield's management takes pride in being part of their great achievements.

## U.K. students

U.K. connection during the 90's led to U.K. students visiting Australia studying product design. Training consisted of a two year full time course at Polytechnic or University, followed by one full year work based training and then one year study for an honours degree.

The work-based training year was monitored by the University with written reports by students and Abberfield. This fabulous balance of academic AND practical experience created brilliant professional engineers. Sometimes one student per year, others two, with over one dozen students in all.

## Offspring

With Abberfield sending young staff to the U.K. and U.K. students in Australia the inevitable happened, multiple inter-country marriages. The term family Abberfield takes on new meaning.

## Australian Students

For decades Abberfield Industries engaged apprentices and engineering trainees. Subjects covered metal fabrication, toolmaking, electrical trades, electronics and products design. Short-term Internships included students from Melbourne and Darwin.



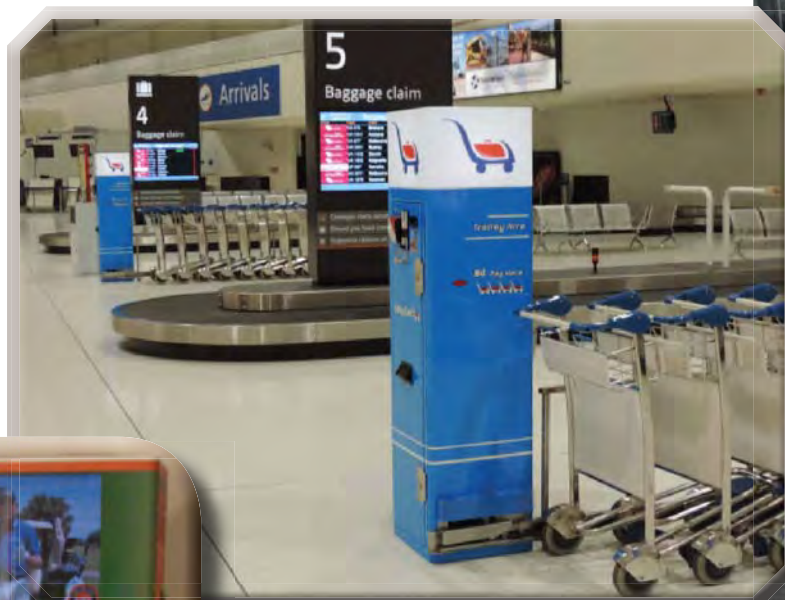
# Local developments

The Global Financial Crisis was predictable and Abberfield consolidated before the market contraction.

Development projects were more home based and included some new standard products. Some were intended as low cost mass produced items, to support increased opposition, should that occur.

Economy coin timer

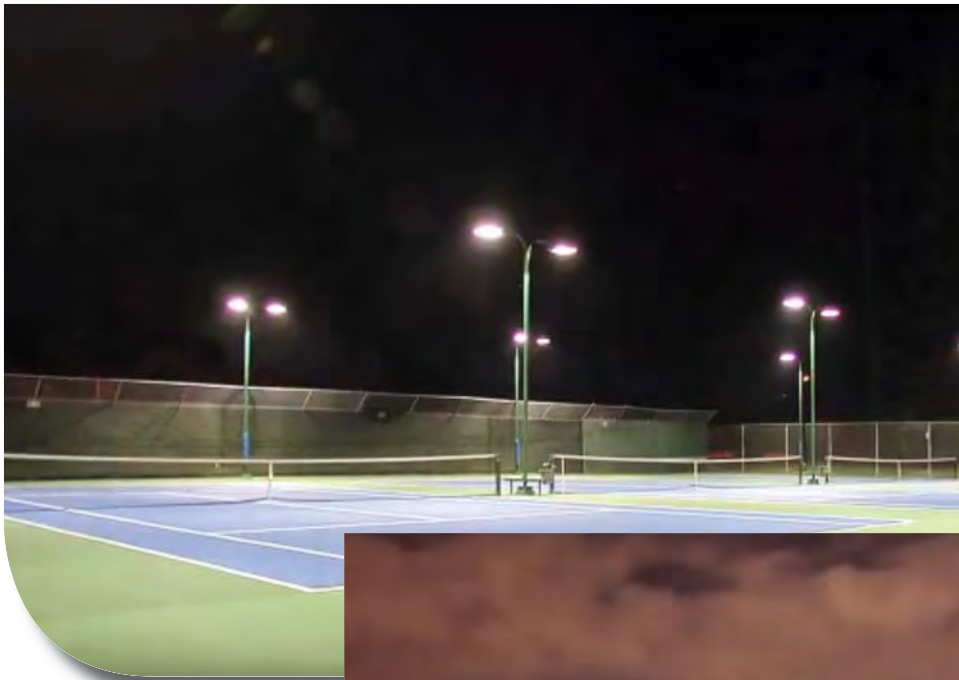
Economy push button controller



Airport trolley vending systems

Specialised vending





Coin  
and card  
floodlight  
control



# Facility management products

Coin water dispensing





# The present

Abberfield have developed card and coin water delivery systems. These provide drinking quality water to rural communities for tanker filling or small volume filling. This new development opens a huge market for Abberfield's products. Every rural council or water authority in Australia is a potential customer, even cities (already two in Brisbane). Enquiries already received from New Zealand and Uganda.

The objective is to leverage off of this technology and market potential, to set Abberfield up for the next fifty years.



# The Abberfield Mantras

1. It's not what you've got,  
it's what you do with what you've got  
that makes the difference

***2. Dare to be different***

3. Hold considered,  
firm but not fixed views

***4. Respect and support all***

5. *Believe  
in yourself*

6. Be proud and not vain

