COMPANY PROFILE

PETRO INDUSTRIAL

petroind.com
Young at heart, old by nature... The business certainly started with a bang. Some 18 months in the planning, PETRO Industrial opened for business on 1st, April 2010. Whilst only young at heart, the business is backed and expertly guided by a Board of Directors with extensive experience in the sales and marketing of industrial and petrochemical equipment and services, globally.

Our core is your non-core... You make money from running your core business, be it transporting goods, moving dirt, mining minerals, providing portable power generation or flying a helicopter. You need industrial and petrochemical equipment to support your core operation. Our core business is supporting you running your core business. We will provide the equipment and services necessary to ensure your equipment is able to operate at its optimum.

Our core business is supporting you running your core business.

From concept to commissioning... We are not constrained by what is on the shelf. Through our wide array of manufacturing partners (one of which owns some of us) we can design, develop, manufacture and supply just about anything built from an array of materials - at the right price.

Tapped into global markets... The world is a pretty small marketplace these days. We invest significant time and funds keeping up to date with what is being developed where in relation to industrial and petrochemical equipment and services. Keep an eye on our web store and email bulletins to stay in touch with the latest and greatest from throughout the world.
Technology savvy... The PETRO Industrial web store is fast developing into the industry resource for costing, information, specifications and knowledge covering a broad spectrum of industrial and petrochemical equipment and services. The site is growing daily with the addition of more and more products and overall information.

We are ‘GLOCAL’... Our business is fast evolving into a global operation, but maintaining the local knowledge and presence critical to our market regions. United Kingdom, Africa, Middle East, Asia, Australasia and the Americas; a PETRO Industrial operation is developing in your region of operation.

Vertically integrated... The explosion of the internet has resulted in a dramatic shortening of the supply chain from manufacturer to the end user. Customers are a lot more informed in this modern era, they know what they want and who to buy it from. The secret of our success has been to reduce the number of players in the supply chain to the end use customer. Our primary manufacturing partner holds a substantial equity position in PETRO Industrial. We are integrated with the factory, thus bringing our key products to our respective customers in the most cost effective manner possible.

Speed to market... From the point of identifying a customer requirement / need – we can source / develop / assemble and deliver a product or service solution quickly. We have a strong sense of urgency when it comes to your business.

Industry experts... The PETRO Industrial team brings an enormous amount of knowledge and experience to the Industrial and Petrochemical markets. Our team has been hand picked and brings a wealth of both petroleum company and equipment supply / engineering / specification experience to you.

We back our mistakes... Whilst we strive for perfection, unfortunately at some time during our commercial relationship we may make a mistake. If the error is made, we will fix it, no qualms, no hassle, the problem will be taken care of.

PETRO Industrial can support your operation in all four corners of the world.

Our bi-monthly ‘What’s New’ email bulletin provides a snapshot of what is flowing through our supply chain to market. Subscribe online at our web store in order to receive this informative ebulletin. Become a PETRO Industrial Twitter follower to keep up to date with happenings at PETRO Industrial. Our business development team are being issued iPADs in order to more effectively communicate with our customers face to face. Brochures, images, pricing and supporting documents are all at our finger tips when we meet at your site.
PETRO Industrial will be the supplier of choice to commercial end users of industrial and petrochemical equipment and services.

Shareholder value will be delivered through:

- the provision of an innovative array of product and service offerings to our chosen market niches;

- the development and maintenance of strong, open, ethical relationships with our stakeholders including customers, suppliers and service providers;

- a quicker, more responsive, more proactive approach than our competitors.
OOZE ENTHUSIASM
We have fire in our belly. We will infect our customers, our suppliers, our staff and our stakeholders with our positive, fire in the belly, attitude to our commercial interactions.

ETHICS
It’s about respect. We will always do the right thing. We respect ourselves, our suppliers, our stakeholders, our employees and yes, our customers. We will do the right thing, and in return we expect the right thing to be done by us.

MAKE A BUCK
We are not in it for the good of our health. We are here to provide an acceptable return to all of our stakeholders for their support and involvement in our business.

MAKE IT HAPPEN
Appoint staff who create an environment of accountability and continuous improvement. We have drive and do what we say we are going to do.

ONE STEP AHEAD
Ensuring we are a competitive and innovative company. We are adaptable, entrepreneurial and innovative and ultimately bottom line focused.

THANKS, BUT NO THANKS
We will say no to customers, suppliers, employees and stakeholders who do not fit the culture of our business. We don’t want to be everything to everyone. We want to be the best to those who want to be the best with us.

RIGHT + SAFE
We will strive to get the job done Right first time, every time but we will not compromise the Safety of our staff, our suppliers or our customers in doing so.
Quality Guarantee

You are guaranteed quality when you purchase from PETRO Industrial

As the industry leader in the design, manufacture, assembly, supply and installation of Commercial Petroleum Equipment in Australia, PETRO Industrial has again raised the bar. We are the first amongst our peers to firstly invest in our systems and processes and secondly obtain independent, third party certification to the internationally recognised Quality Standard – ISO9001:2008.

We are proud to announce that PETRO Industrial has passed all of the audits and scrutiny applied by SAI Global leading to the certification of our Quality Systems and Processes to ISO9001:2008.

What does this mean to you?

First Time Every Time
We recognise that you want us to get it right first time, every time. The only way we will achieve this is to document how we do stuff and ensure that we stick to these systems and processes developed.

We are not a Fly-by-Nighter
The barriers to entry in our industry are coming down. Anyone can traipse up to China, engage a factory, and import equipment into the market. Would you rather deal with a fly-by-night company who probably won’t be there to support the product into the future, or a strong, well managed company such as PETRO who constantly invests in our people, our systems and our processes? If it was my money I know who I would deal with.

We Learn from Mistakes
If we make a mistake we have a formal system in place to record this, and a process to ensure we don’t make the same mistake twice. We will actively seek feedback from you and we will strive to further improve ourselves so that the customer experience with PETRO just keeps on getting better.

They will be Back
This is only the beginning of the process. We are in the process of training internal auditors to check, double-check and indeed triple-check our systems and processes. In addition, SAI Global will be back to independently audit us regularly to ensure we are sticking to the rules!!

Don’t be tempted by the ‘cheap tank’. Compare us with the others. We have a strong balance sheet, we pay our bills on time, every time, we are run by the guys who originally kicked off these self bunded tanks in the Australian market and we invest strongly in our people, our systems and our processes. We will be there to support whatever we sell you - long term – will they be?
WHAT DO WE SELL?

- LIQUITAINER CONTAINERISED SELF BUNDED TANKS
- PETRO PT SERIES CONTAINERISED SELF BUNDED TANKS
- PETRO SELF BUNDED, BAFFLED CUBES
- PETRO SELF BUNDED TRAILERS
- PETRO SELF BUNDED FIRE RATED TANKS
- PETRO PORTABLE POLY TANKS
- GRACO LUBRICATION EQUIPMENT
- PIUSI FUEL AND LUBRICANT TRANSFER AND METERING EQUIPMENT
- TCS BULK FLOW METERS
- FILL-RITE FUEL TRANSFER AND METERING EQUIPMENT
- DONALDSON FILTRATION
- MECLUBE LUBRICATION EQUIPMENT
- PROLUBE LUBRICATION AND GREASE EQUIPMENT
- PETRO OFFSHORE EQUIPMENT
- COMPAC COMMERCIAL REFUELLING BOWSERS AND FLUIDS MANAGEMENT
- COLIBRI AUTOMATIC TANK GAUGES
- FE PETRO SUBMERSIBLE PUMPS
Design | Develop | Manufacture | Deliver | Install | Commission
PETRO Aviation

Aviation Equipment and Refuelling Solutions

Big Brother Backup
As a subsidiary of the PETRO Industrial Group, PETRO Aviation has the best of both worlds. It is a focused business with specialised staff who get out of bed everyday to only talk about and indeed concentrate on Aviation Refuelling. Sitting behind this division is the strength of the larger PETRO Industrial Group of Companies providing Finance, Marketing, Supply Chain and Operations Support. PETRO Industrial has a proven track record in the Design, Manufacture and Marketing of innovative Commercial Equipment for the Storage and Dispensing of Diesel, Petrol, Lubricants and Waste Oil. With branch operations located throughout Australia and in South Africa, Canada and UAE, PETRO Industrial is well positioned to support the growth of this new specialised equipment and services business.

All Things Aviation
From the enthusiast with a Robinson Helicopter to major regional airport operations, we can supply you with an innovative range of equipment and service solutions to support your operations. PETRO Aviation has pulled together a formidable equipment and services offer. We understand that Aviation Refuelling is a specialised and exacting business. We get water removal, we get fuel cleanliness, and we get the need to develop and deliver the right product at the right price.

It all Starts with a Tank
From the humble 205L drum all the way through to multiple tank - tank farms, PETRO Aviation provides an extensive range of storage solutions to suit your operational requirements.

We Bundle Together the Best Global Brands
We have relationships in place to source, supply and bundle the best of the best from throughout the world of Aviation refuelling equipment. We supply major brands such as Alfons Haars, Carter, Liquip, Total Control Systems (TCS), Elaflex, Fill-Rite, Piusi, Gorman Rupp, Ebsray, Velcon and Facet to name a few.

We are meticulous in the design, assembly, wet testing and site commissioning of your Aviation refuelling equipment requirements.

Our Core is your Non Core
We design, manufacture, assemble and site commission a range of innovative Hydrant Dispensers, Hydrant Carts and Refuelling Tankers to your exacting requirements.

We can supply fully trained and qualified personnel to manage your aviation refuelling facility providing daily fuel sampling, dispensing and ongoing maintenance services both mechanically and electrically.
Complementary to PETRO Industrial's extensive range of equipment comes PETRO Services - supply, repair, install and maintenance all of your electrical equipment for the petroleum, industrial and chemical industries.

From fuel retail sites through to commercial refuelling systems and depots PETRO Services prides itself on providing a professional and reliable service.

PETRO Services has the capability to provide the following services:

- Petroleum, Industrial and Chemical electrical installation, repairs and maintenance
- Data and Communication installations and servicing
- Hazardous area / Explosive atmosphere
- Fuel management and Automatic Tank Gauging installations, repairs and maintenance.

PETRO Services specialises in project installations for Oil Company Terminals and Depots, Service Stations, Fuel / Lubrication Commercial Sites, and general Electrical work for Buildings, Car Parks, Emergency Lighting etc.

PETRO Services is familiar with and indeed compliant to all relevant Mining regulations. We work closely with a number of large mining houses nationally. We ensure that our tradesmen carry the required competencies to allow us to get on site, fast.

Whether it’s emergency shutdown maintenance, trenching, air-conditioning, testing and tagging, or fibre-optic installations and repairs, PETRO Electrical has it covered.

Our Electricians are all hazardous area certified allowing them to work in flammable and explosive atmospheres.

We have developed and implemented world class safety and environmental best practises and procedures in our business.

As part of the PETRO Industrial Group we are fully certified with the ISNET World Contract Prequalification System. All PETRO Services Electricians are fully licensed ECA Master Accredited and Certified tradesman.
Why Rent?
Do your business a favour. Don't Buy.
If you're buying capital equipment or machinery, paying upfront can put a serious dent in your cash reserves. And what are you left with in five years? Usually a seriously depreciated asset that isn't much use any more.

When compared to buying equipment outright, leasing helps preserve cash for projects and expenditure that offer better business returns or represent a more efficient use of capital and resources.

When it comes to expenditure, businesses should invest as little as possible in depreciating assets and as much as possible in appreciating assets. Renting provides a compelling option to keep the cost of depreciating assets down and pass obsolescence risk to a third party.

A common financial methodology for deciding if taking an asset on rental is more economic than buying is to compare and select the lowest net present value of the after tax cash flows of each alternative.

Off Balance Sheet Funding.
In most cases, rental payments don't appear as balance sheet liabilities. The monthly rentals are treated as an operating expense and are generally considered 100% tax deductible. Not only that, as an expense item, these payments may fall outside of annual capital budget allocations and the arrangement may result in improved balance sheet ratios. Naturally, you should check with your accountant or legal advisor first.

Rent the Full Package.
You can bundle the cost of all ancillary equipment into your rental or lease. Pumps, meters, electronic tank gauging, electronic fluids management systems, in fact all PETRO Industrial accessory lines can be included in the one transaction.

Cash is still King.
When you rent or lease your equipment you get to keep your cash for better things. It takes the strain off your cash flow and when working with your accountant or legal advisor, usually results in a 100% tax break and a healthier balance sheet. Better still, it means you don't have to compromise on quality. You can afford the right equipment for the job.

We Take the Residual Value Risk.
PETRO Industrial rental pricing builds the future expected resale value of assets into the pricing to keep your rental payments low. The future resale value risk is assumed by PETRO Industrial, not you. What's more the costs of disposing of the asset at the end of the lease including environmentally friendly recycling of the assets (including potentially hazardous components) is also assumed by PETRO Industrial.
PETRO Projects is a multi-disciplined hydrocarbons engineering consultancy business established to provide commercial and retail customers with a complete suite of services relating to the use of fuel, lubricants, waste oil and associated products within their operations.

We have recognised that commercial customers are lacking options in today's market; and have a need to engage with an experienced petroleum engineering team to provide the services required. PETRO Projects provides a wide range of services that include:

- Fuel System Design including Mechanical, Electrical and Other Engineering
- Oil / water Drainage Compliance
- Drafting
- Dangerous Goods Consultancy
- Local Government Approvals - including Development Applications and ongoing consultation with relevant government bodies
- Statutory Compliance
- Site Auditing
- HAZOP Facilitation
- Project Management
- Tendering Support
- Oversee and co-ordinate site installation and commissioning activities.

PETRO Projects provides a cost effective, reliable consultancy service. You can rely on our extensive experience in the petroleum industry to ensure we pull together your project in a professional, timely and cost effective manner.

Our focus is purely on petroleum related engineering and project work. Accordingly we can provide our customers with focus and expertise in this specialised field. Don't entrust your project to general engineering consultancies; work with a company who knows their stuff - PETRO Projects.

We provide a transparent billing system that provides our customers with a high level of comfort. This system allows customers to interrogate in detail what work has been delivered and the costs associated with those deliverables.

Whether you are a Transport Company, Government Department, Mine, Drilling Contractor or operate a fleet of Helicopters, PETRO Projects can assist you with your petroleum engineering and compliance requirements.

Our past projects include, yet are not limited to:

- Muswellbrook Coal lubricant tank farm
- Hale Creek lubrication workshop dispensing
- Leighton's truck mounted service module
- OK Tedi tank farm for fleet refuelling and power generation
- Rollestone Coal tank farm for fleet refuelling
- Border Express distribution centre with high flow diesel outlets and online payment systems
- Toll IPEC distribution centre with high flow dispensers and online fuel management systems
- Redstar Equipment multiple, small fleet refueling, generator storage and mobile storage systems
The Bar Just Keeps Getting Raised Higher and Higher and Higher...

Our core business is not your core business. We specialise in the full spectrum of commercial Refuelling, Lubrication and Diesel Exhaust Fluid (DEF) equipment requirements. For you these facilities are a necessary evil to facilitate the operation of your business, or indeed support further growth of your operation. PETRO Industrial offers a wide range of flexible service options to further improve the asset management of your Fuel / Lubrication or DEF facilities and services, globally.

PETRO Survey... It is important to take stock of what you currently have in your fleet. Our PETRO Survey will:
- provide a detailed report outlining exactly what you have in your fleet of hydrocarbons equipment;
- pinpoint where this equipment is located;
- detail what equipment is included in each facility (by make, model, type and serial number);
- provide a condition report order to establish a maintenance base line;
- detail a spare parts listing and site recommended spares procurement list.

PETRO Trak... PETRO-Trak is a self-powered equipment tracking solution providing up to 7 years battery life and has near global coverage. PETRO-Trak is a feature rich solution enabling you to map, track and locate your assets across most of the world.

Unlike most tracking systems, PETRO-Trak uses the Globalstar satellite network to deliver location updates, so your asset doesn’t disappear off the face of the earth just because a mobile network runs out of coverage.
PETRO Trak...

Benefits:
You will always know where your assets are, so you can ensure you are getting the maximum productivity from your assets.
• You can minimise productivity losses due to lost, misplaced or stolen assets;
• You can locate the closest assets to a fixed location such as your home depot, job site or another one of your assets, so you will always call on the nearest asset, minimising down time;
• You can run reports on the location and/or usage of your assets, so you can make sure you are invoicing your customers appropriately for the use of your assets, and ensure you are not being over invoiced for demurrage costs;
• You’ll minimise staffing costs by removing the need to manually track your assets using manual logs;
• You’ll minimise downtime spent aimlessly looking for an asset across a number of job sites because someone didn’t fill in the log;
• Your assets will be more productive and your operations will be more efficient;
• You can be notified of critical events as they happen, anywhere in Australia, so you can respond before it’s too late.

Features:
• View the locations of your assets or a route path of a particular asset with our online mapping and tracking console;
• Locate your assets from the field with a simple SMS request. The most recent location of your asset or group of assets will be sent back to you by SMS;
• Receive regular location updates from your assets, for example start and finish of each business day;
• Receive more frequent updates while your asset is on the move through the on board motion sensor;
• Option to receive updates from your asset when an external sensor is breached (e.g. door alarm, fluid level sensor);
• Be alerted via e-mail or SMS whenever there is unauthorised activity or based on a time schedule;
• Set up “authorised zone” geo-fences online and PETRO-Trak will alert you when your asset reports from an unauthorised area;
• Your tracking device is self contained, self powered and installs in minutes with no complex cabling requirements;
• View the most recent location of your assets, or search the history of locations over a certain period of time;
• Run history reports for locations, alarms, alerts or 2-Way SMS.

PETRO Fix...

It is mechanical, it is electrical, and you have staff giving the equipment a hard time. At times, things simply break. PETRO Fix is available to provide quick deployment, 24 hours per day, 7 days per week to get your facility up and running again. We have a categorised reaction process providing an appropriate response and therefore sliding scale of cost to bring your facility back into operation. Our categories include:

Minor – Telephone Fix Possible – no field deployment required.

Grade 3 – Site is able to continue dispensing from the facility, an aspect of the facility not operating to standard – field deployment required within 48 hours.

Grade 2 – Site is able to continue dispensing from the facility, an aspect of the facility not operating to standard, risk that facility will stop dispensing – field deployment required within 24 hours.

Grade 1 – Site has stopped dispensing – immediate field deployment required.
PETRO Buy... Why do you need to own your Refuelling / Lubrication / DEF infrastructure?
PETRO Industrial will value and subsequently purchase your fleet of petroleum assets. In turn we will invoice you a monthly all inclusive fee to provide, maintain and repair these facilities on site. Over time we will upgrade and possibly replace such facilities to ensure you are provided with the latest and greatest technology.
We will upgrade / replace your facility to ensure you are provided with the right:
• Dispensing Flow Rate;
• Metering Functionality;
• Fluids Management Information;
• Automatic Tank Gauging Information;
• Volume of Fuel / Oil or DEF on site to meet your business operational and risk management needs.

PETRO Right... Using the information gleaned from the PETRO Survey, we will provide a detailed compliance report for each site surveyed. Our Compliance Report will allow you to base line your Occupational Health and Safety, and your Environmental Risk associated with each facility / site. By bringing such matters to the forefront, an action plan can then be developed to address the issues identified. PETRO will assist by grading each of the risks in order of importance to address.

PETRO Maintenance... Utilising our pool of tradesmen operating from each of our regional workshop operations PETRO Industrial is able to provide a comprehensive preventative maintenance service to your fleet of Hydrocarbon Storage and Dispensing equipment. Tasks performed include:
• Dewatering / de-sludging of tank;
• Cleaning of Tank Air Filter;
• Removal of water / product from bunded fill points;
• Cleaning of the overall facility;
• Replacement of filter elements from filtration systems included in the dispensing equipment on the tank;
• Calibration of metering / electronic fluids management equipment;
• Inspection and replacement if required of worn hoses;
• Inspection / cleaning of nozzles. Repair or replacement of nozzles as required;
• Overall facility clean and tidy up;
• Replace Statutory decals as required;
• Check validity of fire service equipment, re-tag / replace as required.
We have just raised the bar...

Anyone can sell you a Tank... These days anyone can sell you a tank. There are plenty of companies out there that will give you a quote, accept your order, take your money, supply the equipment and if you are lucky will warrant any issues that arise once you have taken delivery. That is yesterday’s news. Those new players that have recently come to market are about 6 steps behind the game. It takes more than just supplying a tank.

We get it... PETRO Industrial is all about raising the bar. We have grown to be the dominant supplier of Commercial Petroleum Equipment solutions for a good reason, we get it. We take the time, we listen, we analyse, we think it through and we understand what you, the customer, wants.

Knowledge is a differentiator... Collectively the team within PETRO Industrial have a stack of knowledge. We have put together a team of the best of the best; from both within the industry and beyond. We are passionate about training our people. We share knowledge openly within our business. Well why not take this collective knowledge held by PETRO Industrial and pass this onto our customers, in a structured, professional, ongoing training package – PETROversity.

PETROversity... PETROversity is a punchy, relevant, innovative training and coaching program developed to improve the knowledge base of your staff, and thus your business. Utilising the skills of an Honours Degree Teacher, we have taken the collective knowledge of the PETRO Industrial team and have developed a comprehensive training package.

It only takes 1½ hours... What’s the best way to tone up at the gym? Many repetitions of a relatively light weight set is the secret. Those boofheads who try and lift the heaviest weights are only heading for an injury. Likewise PETROversity is all about many small punchy sessions to tone up the knowledge base of your staff.

We keep it short, relevant, and simple. Just to ensure your staff are listening we assess each module, and feed the results back to both the attendee and their line supervisor. Knowing the content will be assessed assures us of the undivided attention of the attendees.

Each PETROversity module takes only 1 ½ hours in total. A 5 minute introduction, 50 minutes of tuition, 25 minutes of assessment, and a 10 minute wrap up and session evaluation. We also want to learn - our session evaluation gives the attendees a great opportunity to tell us how we have gone.
**PETROversity**

**Assessment feedback...** Within 48 hours of our delivery of each module we will provide formal feedback to both the attendee and their line management of the results of their assessment. Deficiencies in attendee knowledge will be highlighted. Future focus can be provided on these knowledge gaps.

**We won’t scare them...** Nothing worse than attending training and the course content is heavy and just damn boring. The retention rate of such content is below 10%. We have presented our content in layman’s terms. PETROversity is pitched to be relevant to the masses. We won’t scare them, we won’t bore them, we will get through to the attendees and we will ensure that our content sticks.

**Okay, so what’s the catch? What’s the cost?...** Nofin’, nada, nil, zero, zilch. You are a customer of PETRO Industrial, we are all about a long, mutually beneficial relationship with you and your business. We owe it to you, as a thanks for your loyalty and support, to invest in your staff and help your business improve. Give us your time, give us your support and we will return this investment ten fold.

**Oh, and there’s even a piece of paper...** Upon successfully passing each module, the attendees will be issued with a Certificate of Completion. High achievers will be rewarded in many and various innovative ways throughout the PETROversity journey.

**The tools we use...** We have all the tricks up our sleeve. We love technology and we know your team need to be stimulated to learn. Adults learn by doing, we will challenge your team with some tricky tools. Attendees will be on the net, attendees will get out in the field, attendees will pull stuff apart, attendees will put stuff back together, and yes, they will have to demonstrate competence on all of these experiences.

**So, when does it end?...** Never. It is our intention to keep developing the PETROversity program to deliver relevant, useful information and skills to your team. We have a few lifetimes worth of knowledge to impart!

PETROversity is a punchy, relevant, innovative training and coaching program developed to improve the knowledge base of your staff, and thus your business.
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